

How to use heat maps

Heat maps are a great resource to help determine the best times for publishing a story.

*Open the [heat map dashboard](#) from the [USAT network dashboards](#) page.

*Select your market name, and click only.

USA TODAY NETWORK
WHEN DOES MY SITE SEE THE MOST TOTAL PAGEVIEWS?
NOTE: All data is in Eastern time.

Region ▼

Market name: Burlington VT (1) ▼

Section ▼ Subsection ▼

Topic ▼ Subtopic ▼

Subscriber status ▼

Device ▼

Day of Week ▼

Jun 14, 2022 - Aug 8, 2022 ▼

Hour (ET)	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12 AM	906.3	974.3	1K	1.2K	920.1	1.4K	964.4
1 AM	599.1	588.6	545.1	700.9	642.9	762.9	710.6
2 AM	575.9	618.6	528.1	615.9	559.4	645.4	573.8
3 AM	463.5	548	547.6	527.4	532.6	593.5	534.6
4 AM	667.8	788	826.9	899.5	880.1	896.5	722.1
5 AM	1.5K	1.7K	1.8K	2.3K	2K	2.2K	1.7K
6 AM	3.4K	4.2K	4.4K	4.7K	4.6K	4.9K	3.6K
7 AM	5.7K	6K	5.9K	6.8K	6.8K	6.7K	5.6K
8 AM	5.9K	5.7K	5.7K	6K	6.3K	6.2K	5.8K
9 AM	4.4K	5.2K	5.3K	5.7K	5.6K	5.4K	4.4K
10 AM	4K	4.7K	4.5K	5K	4.8K	4.5K	3.7K
11 AM	3.6K	4.1K	4.5K	4.4K	4.6K	4.2K	3.3K
12 PM	3K	4.3K	4.4K	4.6K	4.5K	3.9K	3K
1 PM	2.6K	3.7K	4K	3.5K	4.2K	3.7K	2.8K
2 PM	2.9K	4.1K	4K	3.6K	4.4K	3.5K	2.9K
3 PM	3.1K	3.8K	4.5K	3.6K	4.2K	3.8K	2.7K
4 PM	2.7K	3.6K	4K	3.7K	4.2K	3.3K	2.7K
5 PM	3K	3.2K	3.7K	3.3K	3.2K	3K	2.8K
6 PM	3.1K	3.2K	3.4K	3.1K	3.5K	2.7K	2.7K
7 PM	3K	3.1K	3.1K	3.2K	3.4K	2.8K	2.6K
8 PM	3.1K	3.2K	3.4K	3K	3.6K	2.9K	2.8K
9 PM	3.1K	3.2K	3.2K	3.1K	3.5K	2.9K	3.2K
10 PM	2.6K	2.5K	2.7K	2.3K	2.9K	2.4K	2.8K
11 PM	1.5K	1.5K	1.8K	1.6K	2.1K	1.6K	1.6K

BY DEVICE

Device	Peak hour (Eastern)
desktop	8 AM
mobile	7 AM
tablet	7 AM

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*Another useful filter is subscriber status: When do your subscribers typically visit your site, versus anonymous users?

*You can narrow down the day of week for a closer look at specific days. You can also change the date range to get a more comprehensive year-round view or narrow into a specific time of year (like summer or around the holidays).