

FAST FACTS



canada.com (site)

Unique Visitors: 1.1 Million

Page Views: 5 Million



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	47%	94
Women	53%	106
AGE		
Under 18	8%	43
18-24	7%	76
25-34	19%	105
35-44	21%	114
45-54	17%	101
55+	28%	148
REGION		
BC	27%	199
Prairies	20%	115
Ontario	41%	109
Quebec	6%	25
Atlantic	6%	79
HHD INCOME		
\$60K+	70%	120
\$75K+	53%	117
\$100K+	36%	138

Canada.com is a first-stop website, covering news, lifestyle and entertainment for Canadians who want to keep up with what's going on; and is managed by professional journalists, presenting a full range of perspectives.

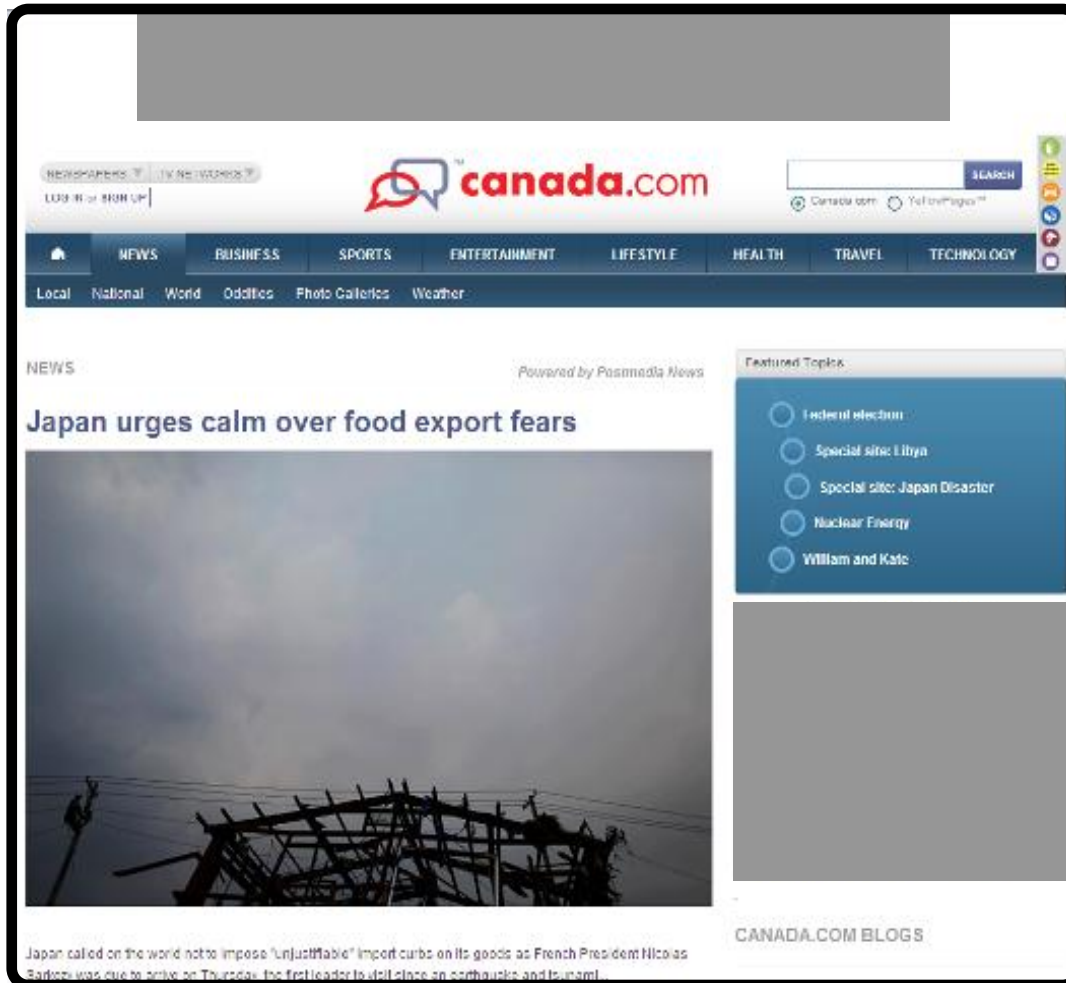
<http://www.canada.com>

POSTMEDIA INTEGRATED ADVERTISING

**canada.com News channel and local newspaper.com News sections

Unique Visitors: 1.9 Million

Page Views: 14 Million



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	51%	104
Women	49%	96
AGE		
Under 18	10%	54
18-24	7%	78
25-34	20%	111
35-44	22%	119
45-54	18%	109
55+	23%	120
REGION		
BC	29%	218
Prairies	25%	144
Ontario	35%	92
Quebec	6%	27
Atlantic	4%	57
HHLID INCOME		
\$60K+	74%	126
\$75K+	56%	122
\$100K+	41%	158

<http://www.canada.com/news/index.html>

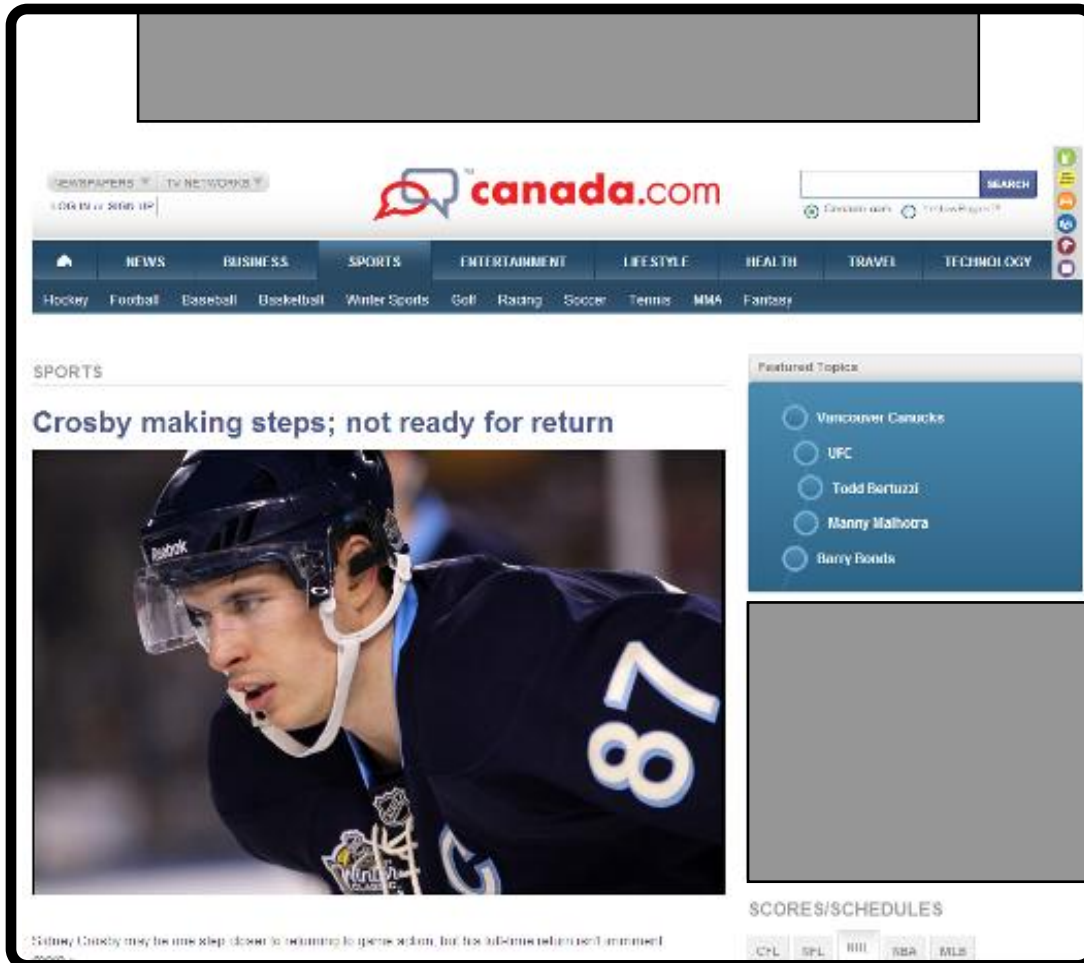
FAST FACTS

canada.com SPORTS

**canada.com Sports channel and local newspaper.com Sports sections

Unique Visitors: 850,000

Page Views: 5 Million



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	63%	128
Women	37%	72
AGE		
Under 18	11%	59
18-24	7%	81
25-34	21%	118
35-44	20%	110
45-54	15%	87
55+	26%	135
REGION		
BC	31%	230
Prairies	25%	142
Ontario	34%	90
Quebec	6%	25
Atlantic	4%	53
HHLID INCOME		
\$60K+	76%	131
\$75K+	59%	130
\$100K+	45%	173

<http://www.canada.com/sports/index.html>

POSTMEDIA INTEGRATED ADVERTISING

**canada.com Entertainment channel and local newspaper.com Entertainment sections

Unique Visitors: 867,000

Page Views: 5 Million



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	50%	101
Women	50%	99
AGE		
Under 18	10%	54
18-24	7%	76
25-34	18%	102
35-44	24%	130
45-54	18%	108
55+	23%	120
REGION		
BC	33%	242
Prairies	20%	114
Ontario	35%	93
Quebec	7%	30
Atlantic	5%	72
HHD INCOME		
\$60K+	75%	129
\$75K+	58%	128
\$100K+	44%	170

<http://www.canada.com/entertainment/index.html>

Unique Visitors: 877,000

Page Views: 4 Million



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	57%	116
Women	43%	85
AGE		
Under 18	7%	38
18-24	5%	58
25-34	20%	112
35-44	26%	145
45-54	17%	102
55+	24%	124
REGION		
BC	30%	220
Prairies	23%	133
Ontario	39%	104
Quebec	5%	22
Atlantic	3%	36
HHLD INCOME		
\$60K+	77%	133
\$75K+	59%	130
\$100K+	44%	168

<http://www.canada.com/business/index.html>

**canada.com Lifestyle and local newspaper.com Lifestyle sections

Unique Visitors: 695,000

Page Views: 3 Million



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	49%	99
Women	51%	101
AGE		
Under 18	8%	42
18-24	7%	75
25-34	20%	110
35-44	22%	120
45-54	20%	117
55+	24%	125
REGION		
BC	32%	235
Prairies	23%	129
Ontario	34%	90
Quebec	7%	31
Atlantic	4%	60
HHD INCOME		
\$60K+	74%	127
\$75K+	54%	118
\$100K+	39%	150

<http://www.canada.com/life/index.html>

Unique Visitors: 605,000

Page Views: 2 Million



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	56%	114
Women	44%	86
AGE		
Under 18	9%	47
18-24	7%	75
25-34	15%	85
35-44	24%	130
45-54	19%	114
55+	26%	138
REGION		
BC	33%	244
Prairies	21%	120
Ontario	37%	97
Quebec	6%	26
Atlantic	3%	43
HHLD INCOME		
\$60K+	77%	133
\$75K+	61%	134
\$100K+	47%	180

<http://www.canada.com/technology/index.html>

Unique Visitors: 951,000

Page Views: 2 Million



Visitor Profile		
	<u>%</u>	<u>Index</u>
GENDER		
Men	46%	92
Women	54%	108
AGE		
Under 18	8%	41
18-24	7%	78
25-34	18%	101
35-44	23%	127
45-54	18%	108
55+	26%	135
REGION		
BC	26%	193
Prairies	21%	117
Ontario	44%	117
Quebec	5%	22
Atlantic	4%	55
HHLD INCOME		
\$60K+	74%	127
\$75K+	53%	116
\$100K+	37%	141

<http://www.canada.com/health/index.html>

**canada.com Travel channel and local newspaper.com Travel sections

Unique Visitors: 302,000

Page Views: 1 Million



Visitor Profile

	%	Index
GENDER		
Men	53%	107
Women	47%	93
AGE		
Under 18	7%	37
18-24	5%	60
25-34	16%	92
35-44	24%	133
45-54	21%	124
55+	26%	135
REGION		
BC	32%	240
Prairies	23%	131
Ontario	39%	103
Quebec	4%	15
Atlantic	N/A	N/A
HHLD INCOME		
\$60K+	75%	129
\$75K+	54%	118
\$100K+	38%	148

<http://www.canada.com/travel/index.html>

POSTMEDIA INTEGRATED ADVERTISING

**canada.com movie guide channel and local newspaper.com movie guide sections

Unique Visitors: 279,000

Page Views: 1 Million

Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	50%	100
Women	50%	100
AGE		
Under 18	10%	53
18-24	7%	74
25-34	16%	88
35-44	20%	112
45-54	23%	136
55+	24%	128
REGION		
BC	37%	278
Prairies	16%	89
Ontario	37%	98
Quebec	6%	27
Atlantic	4%	54
HHLD INCOME		
\$60K+	81%	140
\$75K+	64%	140
\$100K+	47%	180

<http://www.canada.com/entertainment/movie-guide/index.html>

POSTMEDIA INTEGRATED ADVERTISING