

FAST FACTS

Unique Visitors: 483,000

Page Views: 6 Million



<http://www.dose.ca>

<http://www.clubzone.com>

Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	48%	97
Women	52%	103
AGE		
Under 18	10%	55
18-24	17%	190
25-34	27%	150
35-44	17%	92
45-54	17%	100
55+	12%	62
REGION		
BC	25%	183
Prairies	15%	86
Ontario	44%	118
Quebec	11%	47
Atlantic	5%	63
HHLD INCOME		
\$60K+	74%	126
\$75K+	56%	123
\$100K+	36%	140

POSTMEDIA INTEGRATED ADVERTISING