



## Postmedia Network Newspapers

Fact-Sheet

Readership

Paid Circulation

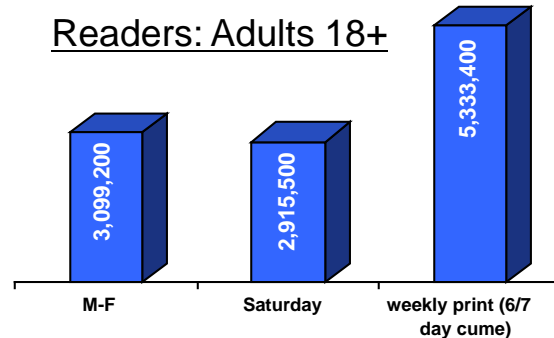
Postmedia Network vs. Other Networks

April 2011

# Postmedia Network

Over 3 million readers every weekday!

## Reach:



## Reader Profile:

- 52% Men (1,568,100) / 48% Women (1,531,100)
- 47% are age 25-54 (1,439,000)
- 83% own their home (2,566,200)
- 70% have adults-only in household (2,175,700)
- 30% have children in household (918,700)
- 73% attended post secondary education (2,261,000)
- 21% are Senior Managers/Managers/Professionals (638,400)
- 54% have a household income of \$75,000+ (1,672,800)

NATIONAL POST  
THE VANCOUVER SUN  
**THE Province**  
TIMES  COLONIST  
CALGARY HERALD  
EDMONTON JOURNAL  
LEADER-POST  
The StarPhoenix  
Winnipeg Free Press  
THE WINDSOR STAR  
OTTAWA  CITIZEN  
The Gazette  
The ChronicleHerald

**POSTMEDIA** INTEGRATED ADVERTISING

# Postmedia Network has almost 6 million weekly readers!

POSTMEDIA NETWORK	Readership					
	Monday-Friday	Saturday	Sunday	Weekly Print (6/7 day cume)	Weekly Online	Total Weekly (Print/Online)
Victoria TimesColonist*	137,200	129,100	112,200	202,000	51,300	217,500
Vancouver Sun	453,500	470,300	n.a.	817,800	234,300	900,400
Vancouver Province	456,600	n.a.	401,000	883,300	143,600	924,700
Calgary Herald	287,900	282,200	244,200	492,900	161,600	550,500
Edmonton Journal	273,700	272,200	247,600	473,900	141,100	513,200
Regina LeaderPost	68,600	71,000	n.a.	111,100	39,700	122,500
Saskatoon Star-Phoenix	86,300	83,700	n.a.	135,300	34,300	143,200
Winnipeg Free Press*	231,100	292,800	n.a.	395,400	107,000	418,800
Windsor Star	130,200	140,900	n.a.	194,100	69,500	212,100
Ottawa Citizen	248,300	265,500	214,500	434,500	177,200	496,700
Montreal Gazette*	282,800	322,600	n.a.	492,600	131,000	545,900
Halifax Chronicle Herald	142,000	138,500	108,200	223,000	73,800	240,900
National Post (national)	414,000	406,300	n.a.	1,044,700	594,800	1,460,200
<b>Total (net)</b>	<b>3,099,200</b>	<b>2,915,500</b>	<b>1,445,800</b>	<b>5,333,400</b>	<b>1,778,300</b>	<b>5,965,900</b>

# Postmedia Network has a paid circulation of over 1.4 million!

POSTMEDIA NETWORK	Total Paid Circulation								
	Monday	Tuesday	Wednesday	Thursday	Friday	Average Weekday	Saturday	Sunday	Average Day
Victoria Times-Colonist*	n/a	57,367	57,468	57,635	64,141	59,153	57,185	57,125	58,487
Vancouver Sun	169,695	170,244	170,278	169,120	183,037	172,475	196,548	n/a	176,487
Vancouver Province	156,019	156,053	156,175	157,309	162,043	157,520	n/a	168,503	159,350
Calgary Herald	140,952	141,175	141,610	139,464	150,837	142,808	135,943	129,135	139,874
Edmonton Journal	102,657	103,986	104,322	104,089	115,414	106,094	108,041	103,782	106,042
Regina LeaderPost	44,883	44,675	44,731	47,198	46,790	45,655	47,209	n/a	45,914
Saskatoon Star-Phoenix	55,222	54,294	53,179	53,734	57,201	54,726	54,246	n/a	54,646
Winnipeg Free Press*	113,021	118,506	114,655	115,188	117,602	115,794	152,766	n/a	121,956
Windsor Star	55,374	55,745	55,925	56,188	56,802	56,007	58,832	n/a	56,478
Ottawa Citizen	124,338	129,271	127,097	129,743	127,966	127,683	115,239	105,949	122,800
Montreal Gazette*	146,810	147,491	147,312	145,849	148,086	147,110	160,911	n/a	149,410
Halifax Chronicle Herald	114,286	114,406	115,368	115,777	117,306	115,429	118,907	103,876	114,275
National Post (national)	156,303	158,363	157,633	157,937	169,718	159,991	154,361	n/a	159,053
<b>Total</b>	<b>1,379,560</b>	<b>1,451,576</b>	<b>1,445,753</b>	<b>1,449,231</b>	<b>1,516,943</b>	<b>1,460,443</b>	<b>1,360,188</b>	<b>668,370</b>	<b>1,464,772</b>

# Postmedia Network

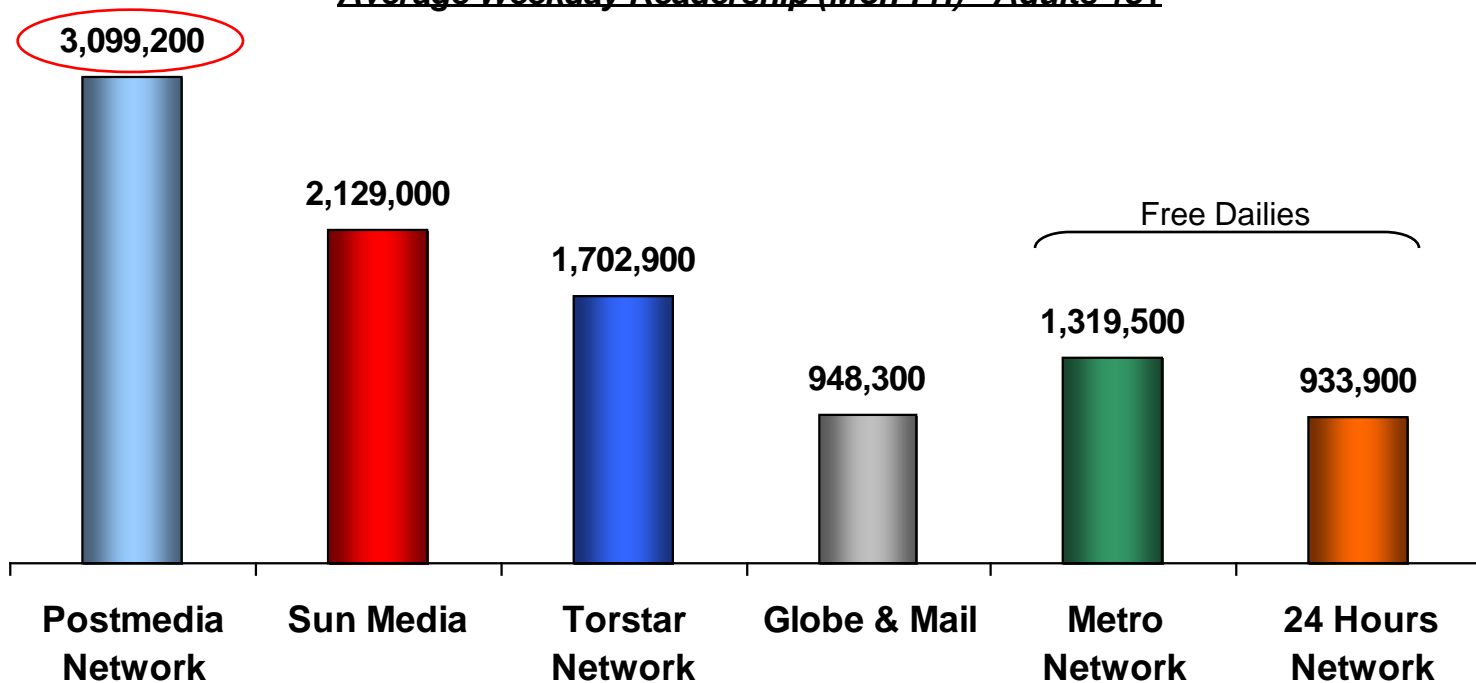
*The Postmedia Network ADvantage!*

# The Postmedia Network ADvantage!

*The Postmedia Network reaches over 3 million Canadian Adults on an average weekday. Nearly 1 million more readers than any other daily newspaper network!*

Average Weekday Readership (Mon-Fri) - Adults 18+

NATIONAL POST  
 THE VANCOUVER SUN  
**THE Province**  
 TIMES COLONIST  
 CALGARY HERALD  
 EDMONTON JOURNAL  
 LEADER-POST  
 The StarPhoenix  
 Winnipeg Free Press  
 THE WINDSOR STAR  
 OTTAWA CITIZEN  
 The Gazette  
 The ChronicleHerald



**Sun Media:** Calgary Sun, Edmonton Sun, Winnipeg Sun, Toronto Sun, Ottawa Sun, Le Journal de Montreal, Le Journal de Quebec and London Free Press  
**Torstar Network:** Toronto Star, Hamilton Spectator, K-W Record and Guelph Mercury  
**Metro Network:** Metro - Vancouver, Calgary, Edmonton, Toronto, Ottawa, Montreal and Halifax  
**24 Hours Network:** 24 Hours - Vancouver, Calgary, Edmonton, Toronto, Ottawa and Montreal

**POSTMEDIA** INTEGRATED ADVERTISING

# The Postmedia Network ADvantage!

## Reputable brands

- *Trusted to deliver the best in local news and information*

## Market dominant

- *Reaching over 3 million readers on an average weekday and over 5 million per week (print edition)*

## Exclusive readers

- *88% of Postmedia Network readers do not read any 'free' daily newspapers*
- *76% of Postmedia Network readers do not read any other 'market' daily newspapers*

## Quality time spent

- *Postmedia Network readers spend considerably more time reading Postmedia Network papers than readers of free dailies*

## Established online product

- *Multiple channels to reach our readers throughout the day*

## Weekend editions

- *Free dailies do not have weekend editions*