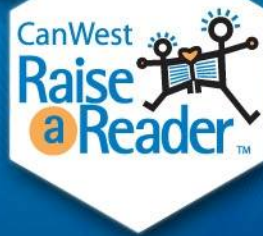




Canwest Daily Newspaper Network

Fact-Sheet
Readership
Paid Circulation

Updated October 2009



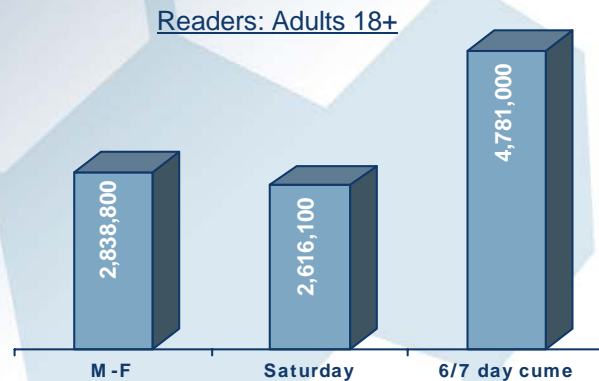
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Canwest Daily Newspaper Network

Over 2.8 million readers every weekday!

Reach:



Reader Profile:

- 52% Men (1,367,700) / 48% Women (1,238,000)
- 51% are age 25-54 (1,329,200)
- 80% own their home (2,097,000)
- 68% have adults-only in household (1,770,100)
- 32% have children in household (835,600)
- 43% are University Graduates + (1,107,800)
- 22% are Senior Managers/Managers/Professionals (571,300)
- 53% have a household income of \$75,000+ (1,369,700)

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

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Canwest Daily Newspaper Network – Readership

	Readership						
	Monday - Friday	5 Day Cume	Saturday	Sunday	6/7 Day Cume	Online Past week	Print or Online Past week
Victoria TimesColonist*	137,400	199,300	119,200	103,800	203,900	41,100	215,000
Vancouver Sun	428,000	721,900	465,900	n/a	781,000	172,400	841,600
Vancouver Province	418,500	772,800	n/a	399,000	824,900	124,600	866,800
Calgary Herald	284,600	453,300	275,400	236,400	477,900	119,200	526,600
Edmonton Journal	268,700	444,300	259,400	221,700	463,800	85,800	492,900
Regina LeaderPost	80,900	107,600	80,500	n/a	113,700	26,000	121,300
Saskatoon Star-Phoenix	84,300	125,200	82,800	n/a	132,500	25,900	138,400
Winnipeg Free Press**	233,100	327,400	287,700	n/a	376,800	77,500	391,900
Windsor Star	143,100	185,000	150,000	n/a	195,900	43,200	205,700
Ottawa Citizen	241,500	363,500	269,300	211,000	404,500	135,100	454,600
Montreal Gazette	294,300	459,200	329,400	253,500	500,000	126,700	544,200
National Post (national)	433,300	1,037,000	417,200	n/a	1,101,200	460,400	1,419,700
Total (net)	2,838,800	4,493,400	2,616,100	1,425,400	4,781,000	1,253,700	5,242,100

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Note: Winnipeg Free Press is represented by Canwest (not owned)

*As of June 22, 2009 Victoria Times-Colonist does not publish on Monday

**As of Oct 25, 2009 The Free Press no longer publishes a Sunday edition for home delivery

Source: NADbank 2008. National Post measured in 35 markets.

n/a: not applicable (newspaper does not publish on that day)

Canwest Daily Newspaper Network – Paid Circulation

	Total Paid Circulation								
	Monday	Tuesday	Wednesday	Thursday	Friday	Average Weekday	Saturday	Sunday	Average Day
Victoria Times-Colonist*	n/a	61,899	60,867	62,300	68,627	63,423	62,524	61,594	62,969
Vancouver Sun	155,380	155,957	158,234	156,144	171,007	159,344	200,185	n/a	166,151
Vancouver Province	149,777	151,930	153,877	151,951	156,728	152,853	n/a	177,498	156,960
Calgary Herald	113,366	117,539	118,741	117,011	129,020	119,135	117,026	117,223	118,561
Edmonton Journal	108,544	109,832	110,573	110,536	121,928	112,283	114,287	109,646	112,192
Regina LeaderPost	45,448	45,595	45,922	48,223	48,451	46,728	49,008	n/a	47,108
Saskatoon Star-Phoenix	52,242	50,844	51,128	50,548	53,900	51,732	56,081	n/a	52,457
Winnipeg Free Press	116,555	117,144	123,647	117,358	119,844	118,910	162,791	n/a	126,223
Windsor Star	60,623	60,690	61,562	61,132	61,087	61,019	65,376	n/a	61,745
Ottawa Citizen	115,605	118,870	119,971	119,303	118,060	118,362	122,341	114,468	118,374
Montreal Gazette	148,594	145,801	151,569	146,391	146,284	147,083	163,517	147,083	149,891
National Post (national)	150,687	150,045	151,155	151,172	151,276	150,867	159,862	n/a	152,366
Total	1,216,821	1,286,146	1,307,246	1,292,069	1,346,212	1,238,960	1,272,998	727,512	1,207,001

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Source: ABC FasFax September 2009.
 n/a: not applicable (newspaper does not publish on that day)

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The Canwest Daily Newspaper Network

The Canwest ADvantage

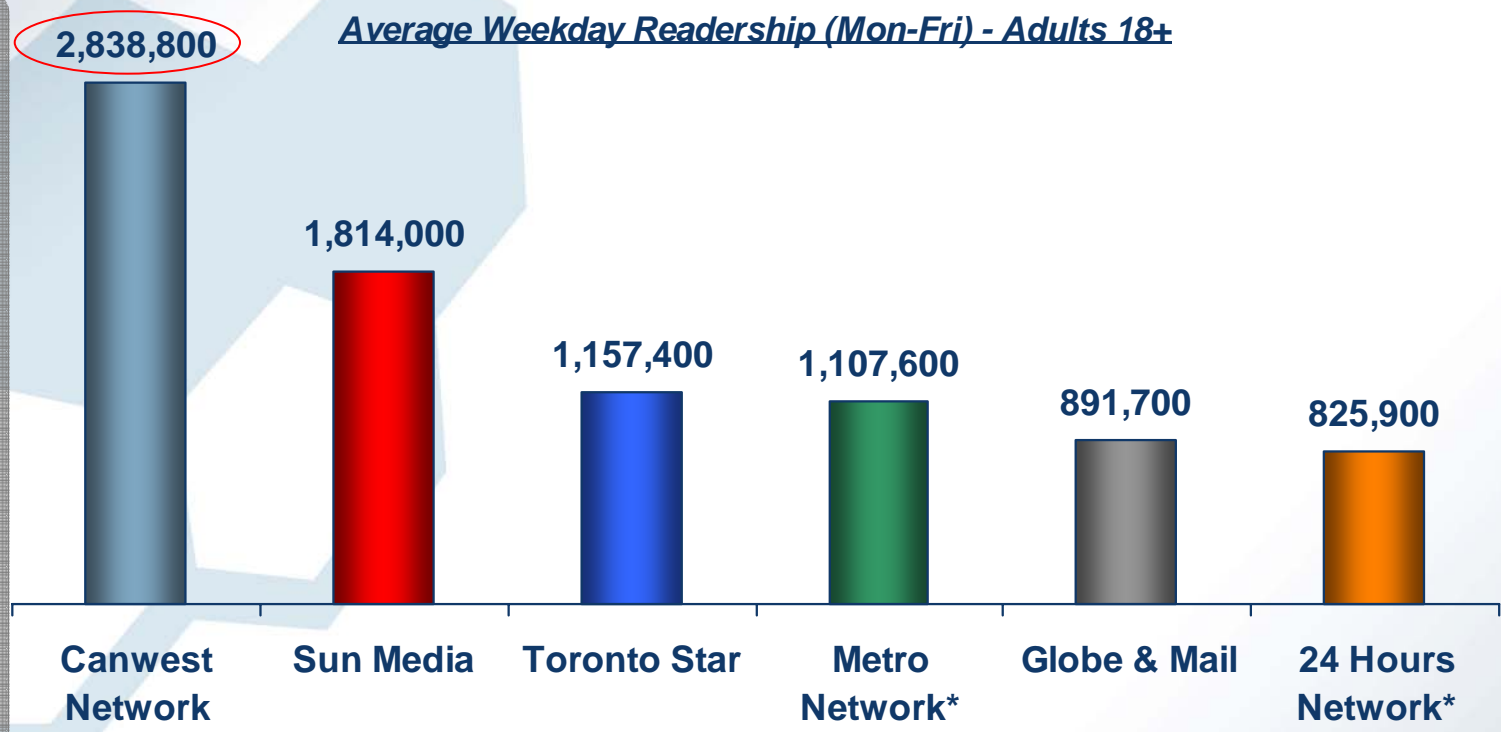
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The Canwest ADvantage!

The Canwest Daily Newspaper Network reaches over 2.8 million Canadian Adults on an average weekday. Over a million more readers than any other daily newspaper network!

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



Sun Media: Calgary Sun, Edmonton Sun, Winnipeg Sun, Toronto Sun, Ottawa Sun, Le Journal de Montreal
Metro Network: Metro - Vancouver, Calgary, Edmonton*, Toronto, Ottawa, Montreal and Halifax
24 Hours Network: 24 Hours - Vancouver, Calgary, Edmonton*, Toronto, Ottawa and Montreal

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Source: NADbank 2008 *Note: In Edmonton, NADbank 07/08 used for Metro and 24 Hours as readership data not available in most recent NADbank release (NADbank 2008).
 Base: Canwest (35 National Post mkts + Sask/Reg/Wpg), Sun Media (5 mkts + 15 mkts for Toronto Sun), Toronto Star (19 mkts), Globe and Mail (49 mkts), Metro (7 mkts*) and 24 Hours (6 mkts*)
 Note: Winnipeg Free Press is represented by Canwest

The Canwest ADvantage!

Reputable brands

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

Market dominant

- *Reaching over 2.8 million readers on an average weekday and over 4.7 million per week (print edition)*

Exclusive readers

- *86% of Canwest Daily Newspaper Network readers do not read any 'free' daily newspapers*
- *77% of Canwest Daily Newspaper Network readers do not read any other 'market' daily newspapers*

Quality time spent

- *Canwest readers spend considerably more time reading Canwest 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*

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