



# The Canwest Daily Newspaper Network

Fact-Sheet  
 Readership  
 Paid Circulation  
 Canwest vs. Other Networks

Updated April 2010 <sup>11</sup>



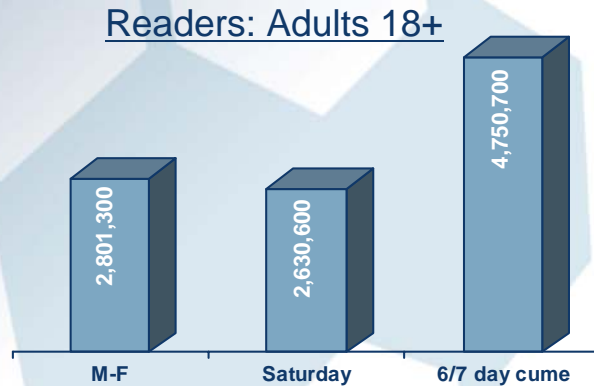
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# Canwest Daily Newspaper Network

Over 2.8 million readers every weekday!

## Reach:



## Reader Profile:

- 52% Men (1,460,800) / 48% Women (1,340,400)
- 48% are age 25-54 (1,353,900)
- 83% own their home (2,313,500)
- 69% have adults-only in household (1,943,500)
- 31% have children in household (855,700)
- 74% attended post secondary education (2,073,100)
- 22% are Senior Managers/Managers/Professionals (619,500)
- 54% have a household income of \$75,000+ (1,515,200)

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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



# 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*	145,500	201,300	126,500	107,900	208,100	41,700	219,200
Vancouver Sun	461,900	752,400	481,100	n/a	802,000	197,400	877,000
Vancouver Province	458,600	804,400	n/a	400,700	847,400	137,400	887,400
Calgary Herald	285,600	457,600	270,100	238,600	476,800	138,000	525,400
Edmonton Journal	275,500	452,000	279,100	245,100	472,200	115,900	507,600
Regina LeaderPost	71,500	103,300	73,900	n/a	108,800	32,100	119,100
Saskatoon Star-Phoenix	85,000	129,500	85,600	n/a	134,700	27,900	141,400
Winnipeg Free Press**	233,700	350,500	291,500	n/a	390,600	90,800	413,000
Windsor Star	141,500	184,800	148,100	n/a	194,900	59,900	209,900
Ottawa Citizen	242,300	373,300	272,400	218,700	414,900	178,500	481,500
Montreal Gazette	267,300	430,900	314,100	236,000	486,100	146,200	554,700
National Post (national)	400,700	974,500	405,700	n/a	1,032,700	582,600	1,460,200
<b>Total (net)</b>	<b>2,801,300</b>	<b>4,482,600</b>	<b>2,630,600</b>	<b>1,447,000</b>	<b>4,750,700</b>	<b>1,523,000</b>	<b>5,373,100</b>

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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

# 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	63,928	63,940	64,536	71,863	66,067	61,984	61,343	64,599
Vancouver Sun	178,140	178,281	177,989	179,451	197,383	182,249	208,864	n/a	186,685
Vancouver Province	161,409	161,783	162,348	163,934	170,069	163,909	n/a	177,730	166,212
Calgary Herald	130,281	134,861	133,433	135,948	148,248	136,554	130,486	123,563	133,831
Edmonton Journal	108,176	109,456	109,434	110,752	121,834	111,930	112,920	108,390	111,566
Regina LeaderPost	47,216	46,999	46,881	50,016	48,958	48,014	49,888	n/a	48,326
Saskatoon Star-Phoenix	53,362	52,494	51,313	51,748	55,136	52,811	54,645	n/a	53,116
Winnipeg Free Press**	120,046	119,858	124,882	122,057	125,557	122,480	165,667	n/a	129,678
Windsor Star	60,475	60,479	60,916	61,155	61,763	60,958	63,694	n/a	61,414
Ottawa Citizen	126,732	129,197	129,653	132,746	130,874	129,840	120,241	109,751	125,599
Montreal Gazette	173,483	173,457	171,223	171,704	179,301	173,834	182,199	167,457	174,118
National Post (national)	174,449	174,867	175,282	175,129	176,492	175,244	151,207	n/a	171,238
<b>Total</b>	<b>1,333,769</b>	<b>1,405,660</b>	<b>1,407,294</b>	<b>1,419,176</b>	<b>1,487,478</b>	<b>1,423,889</b>	<b>1,301,795</b>	<b>748,234</b>	<b>1,426,382</b>

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Source: ABC FasFax March 2010.

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

# The Canwest Daily Newspaper Network

*The Canwest ADvantage!*

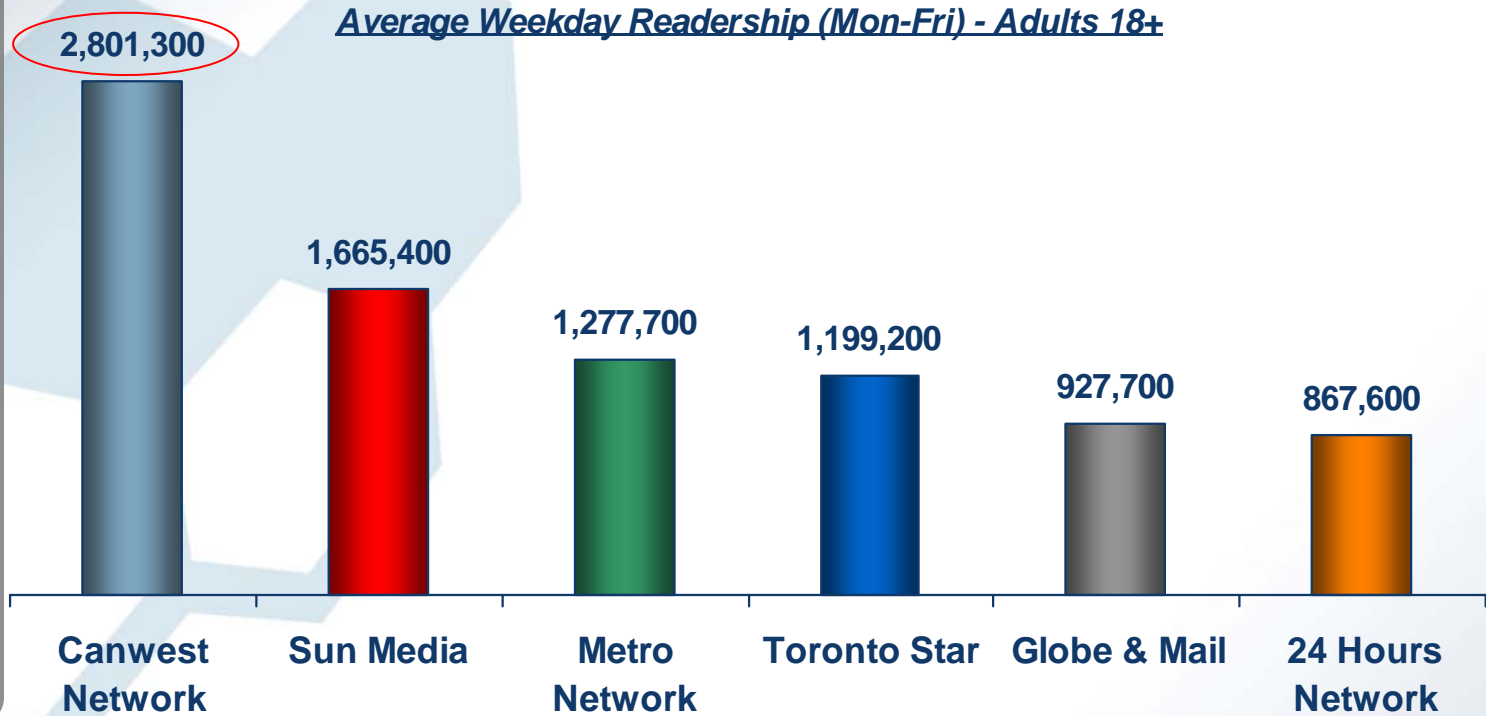
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# The Canwest ADvantage!

*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 2009

Base: Canwest (34 National Post mkts + Sask/Reg/Wpg), Sun Media (5 mkts + 15 mkts for Toronto Sun), Toronto Star (19 mkts), Globe and Mail (48 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

- *89% 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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