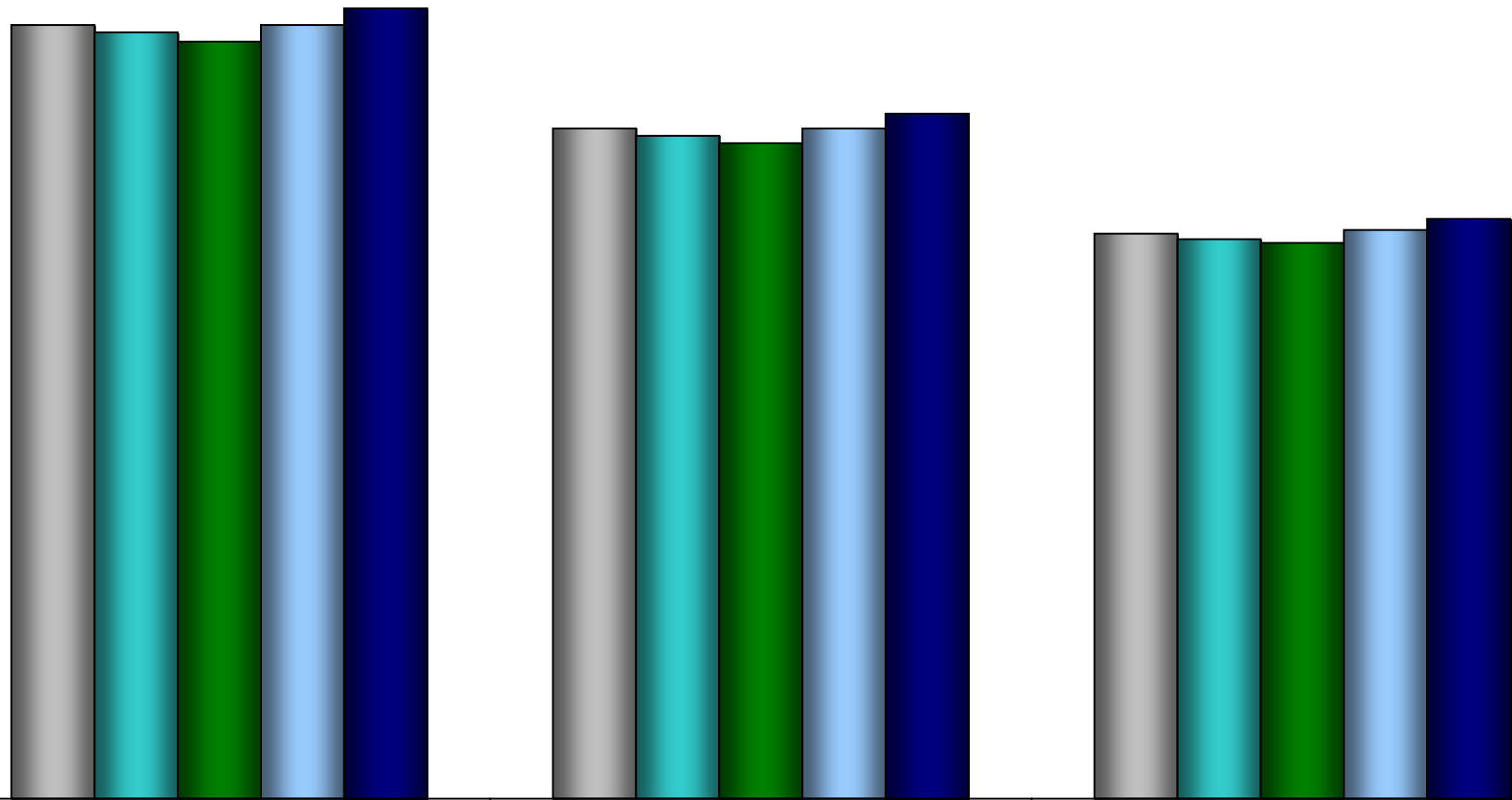


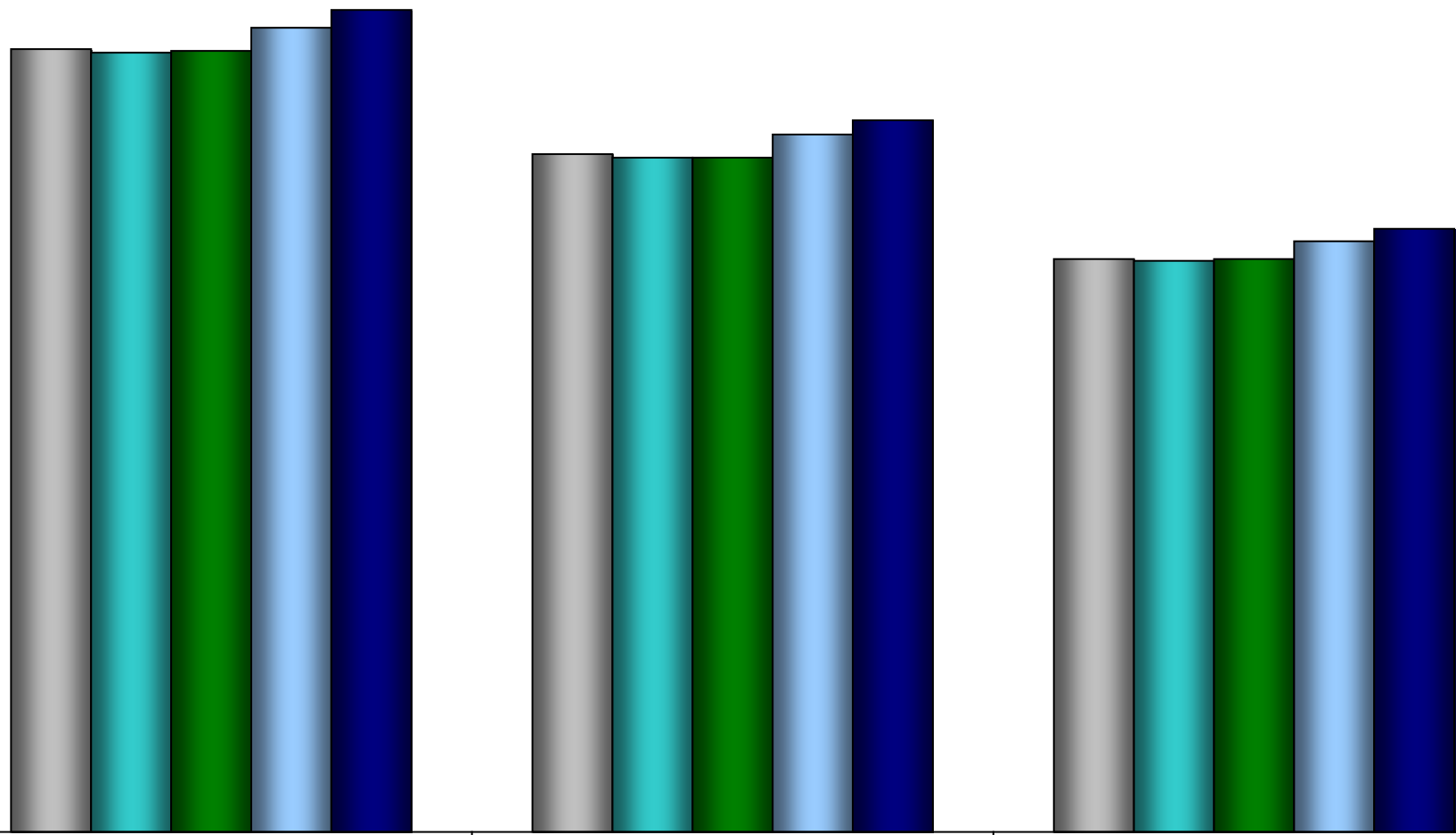
Weekly Print Readers 2006-2010



	Top 19 Markets	Top 10 Markets	1MM+ Markets
2006	12,009,700	10,390,300	8,768,300
2007	11,881,900	10,280,900	8,683,800
2008	11,750,100	10,150,800	8,615,400
2009	12,000,000	10,401,600	8,813,000
2010	12,245,000	10,630,300	9,000,700

Source: 2010 NADbank

Total Weekly Readers 2006-2010 — *Printed & Online Editions*



	Top 19 Markets	Top 10 Markets	1MM+ Markets
■ 2006	12,430,900	10,756,300	9,082,800
■ 2007	12,376,600	10,710,900	9,064,500
■ 2008	12,382,300	10,695,000	9,099,300
■ 2009	12,765,900	11,051,800	9,381,800
■ 2010	13,036,900	11,290,800	9,566,900

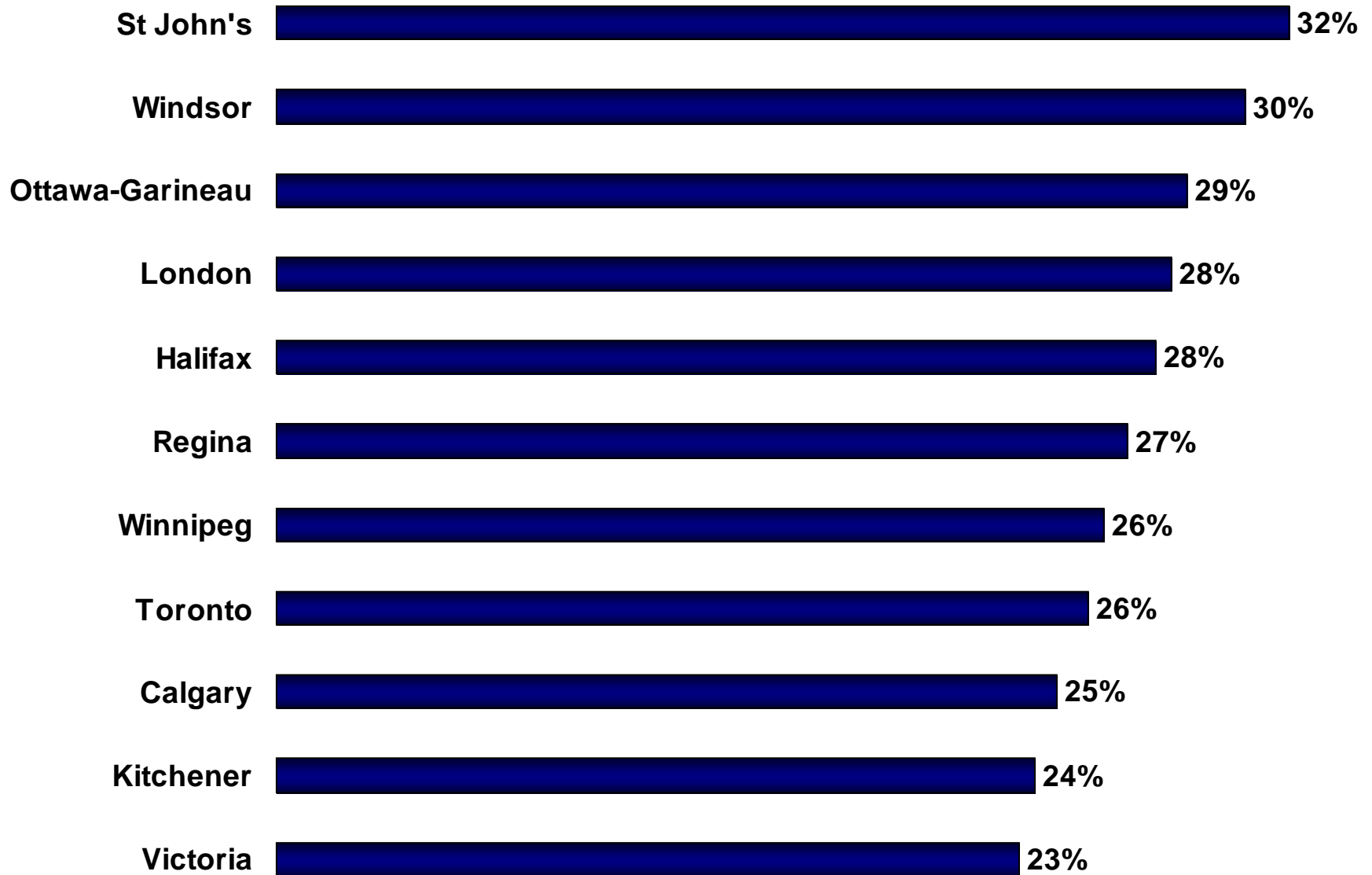
Source: 2010 NADbank

Readership by Market – Ranked 2010

All Markets

Weekly Print		Total Readership	
Cape Breton (09)	90%	Charlottetown	91%
Brandon	88%	Cape Breton	91%
Thunder Bay (08)	86%	Thunder Bay	91%
Charlottetown (09)	86%	Brandon	89%
Peterborough	86%	Peterborough	88%
Cobourg/Port Hope	84%	Sault Ste. Marie	87%
Orillia (09)	83%	Summerside	86%
Summerside (09)	82%	Cobourg/Port Hope	85%
Sault Ste. Marie (08)	82%	Orillia	85%
New Glasgow (09)	80%	Windsor	84%

Weekly Website Visitors – 100K+ Markets Ranked 2010

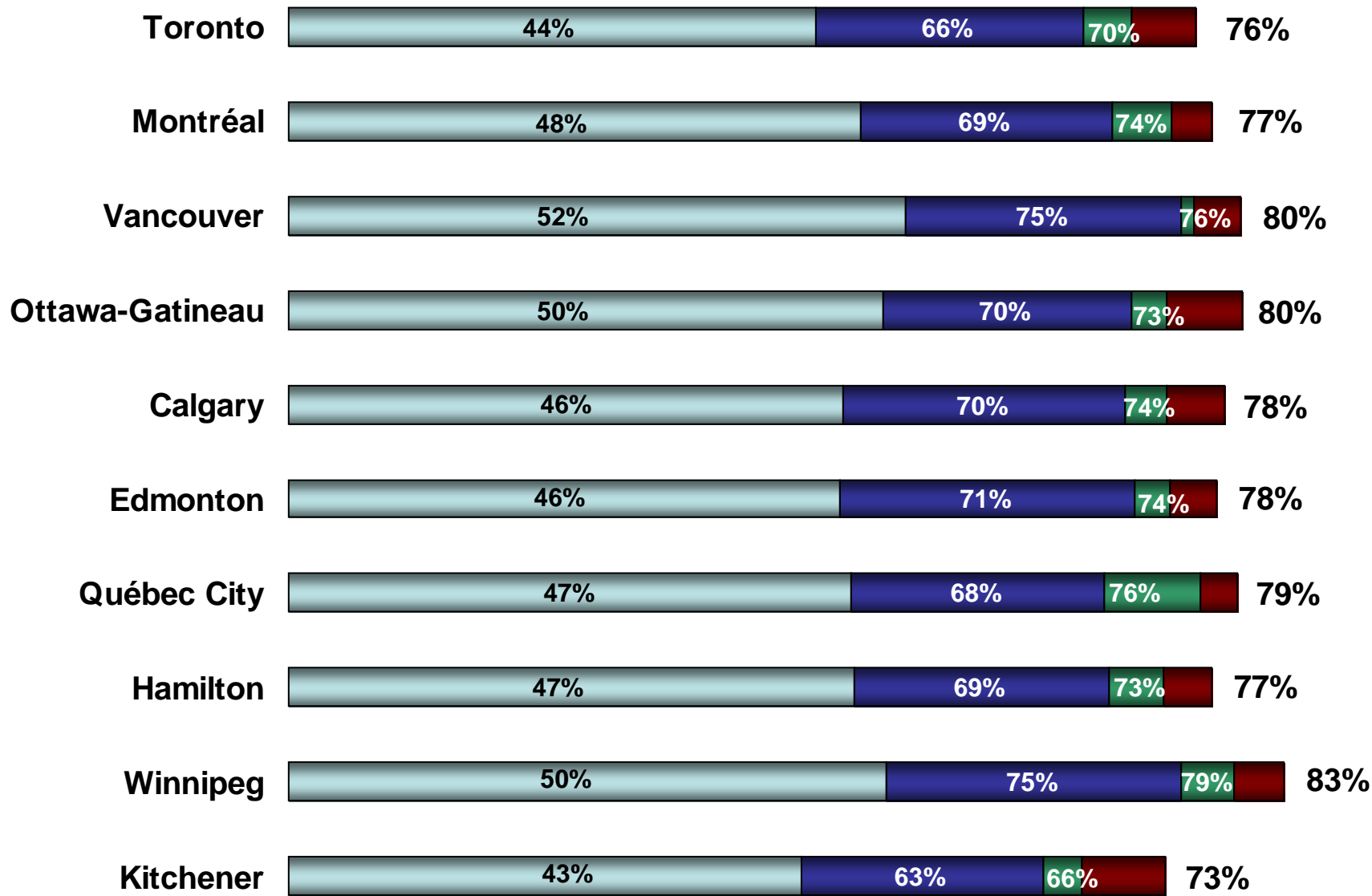


Weekly Readership in the Top 10 - 2008 to 2010

	Weekly Print				Total Weekly Reach			
	2008	2009	09/2010	2010	2008	2009	09/2010	2010
Toronto	69%	71%	70%	70%	74%	76%	76%	75%
Montréal	74%	73%	74%	75%	76%	77%	77%	78%
Vancouver	75%	74%	76%	77%	78%	78%	80%	81%
Ottawa-Gatineau	75%	72%	73%	75%	81%	79%	80%	80%
Calgary	75%	74%	74%	73%	79%	79%	78%	78%
Edmonton*	74%	75%	74%	74%	77%	78%	78%	77%
Québec City	73%	76%	76%	n/a	75%	79%	79%	n/a
Hamilton*	71%	73%	73%	n/a	74%	76%	77%	n/a
Winnipeg*	80%	80%	79%	n/a	83%	83%	83%	n/a
Kitchener*	66%	65%	66%	n/a	72%	72%	73%	n/a

* 2 year blended samples in 2008 and 2009. All markets blended in 2010. Single year data included, where available.

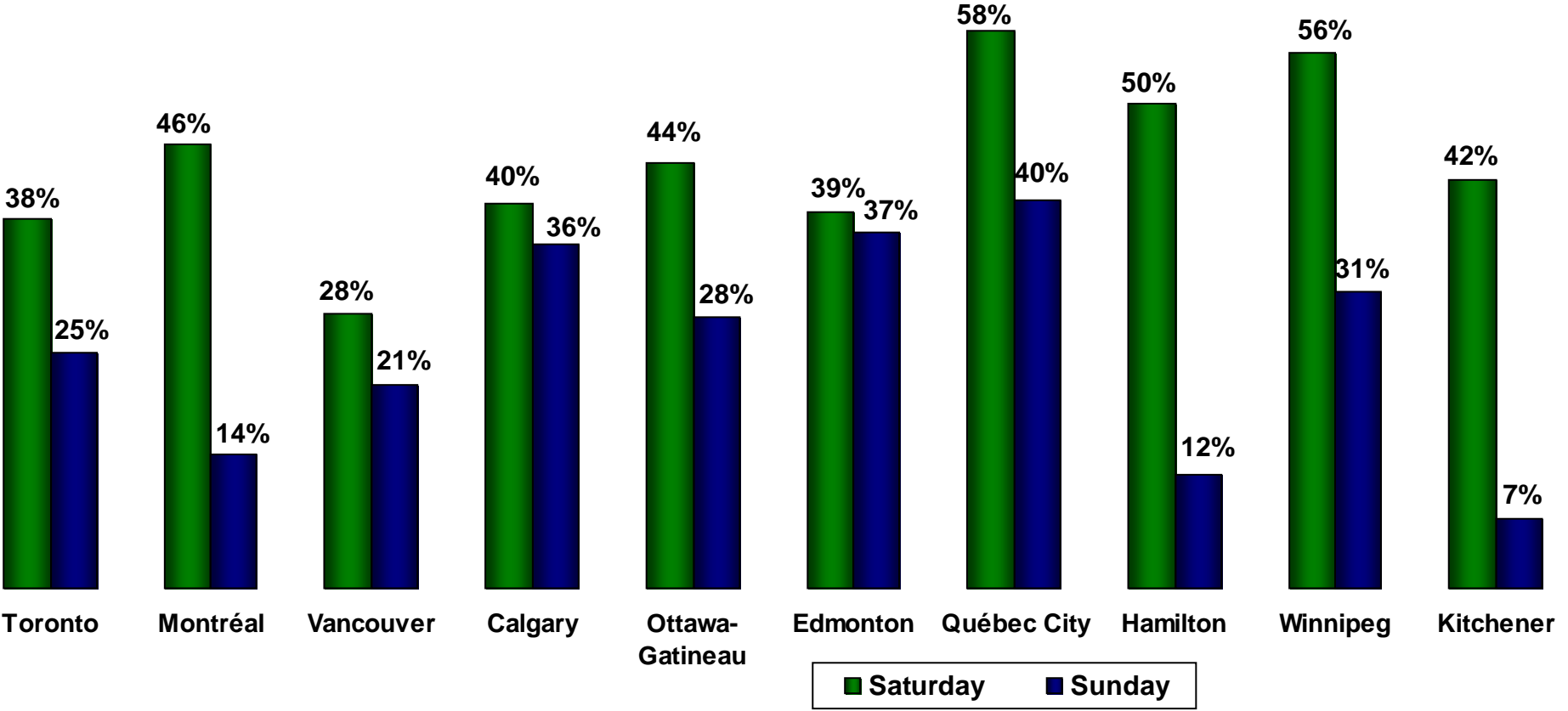
Readership in the Top Ten Markets – 2010



Yesterday
 5 Day Cume
 Weekly Print
 Total Readership

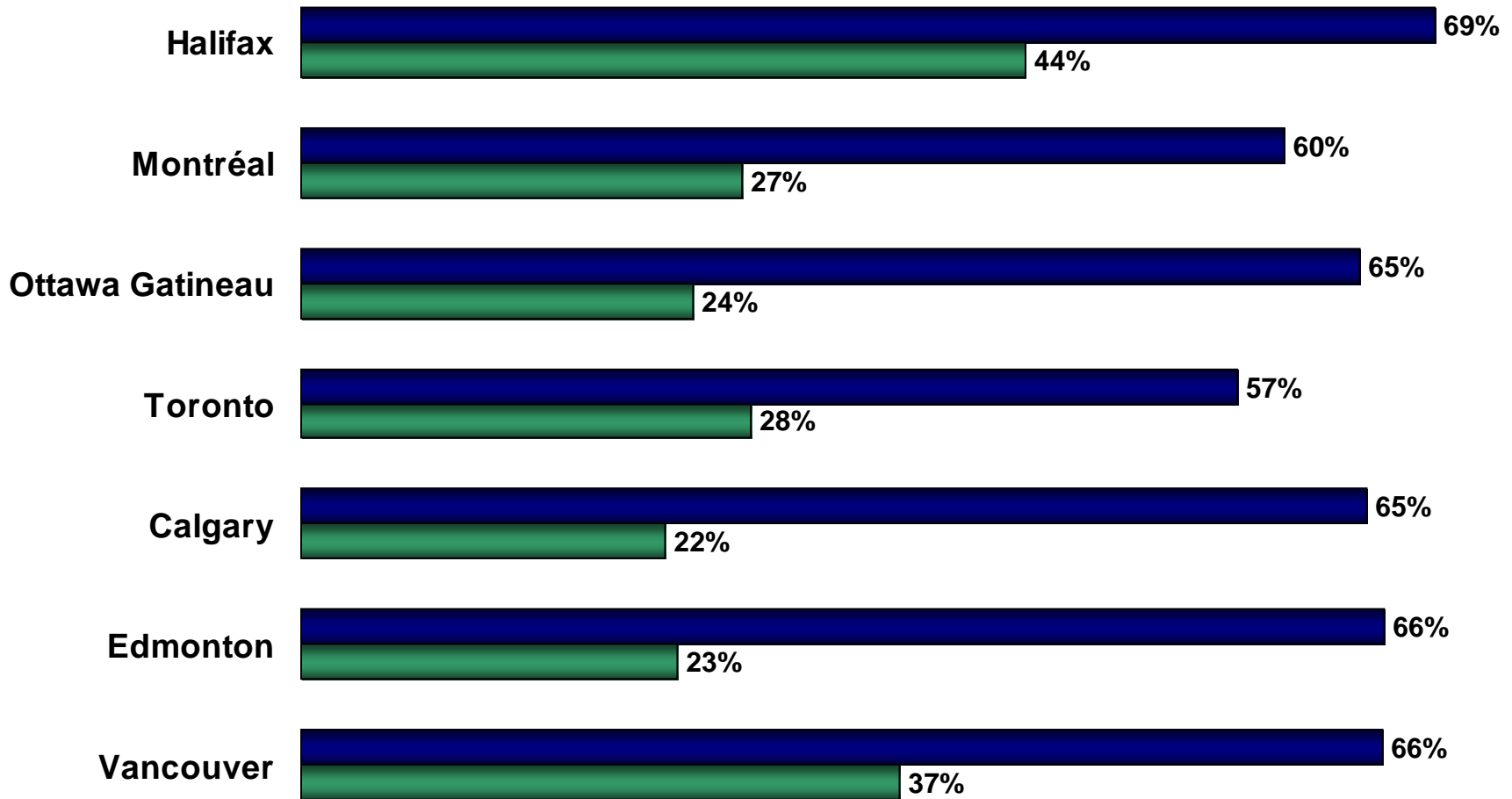
Saturday and Sunday Readership

Top 10 Markets



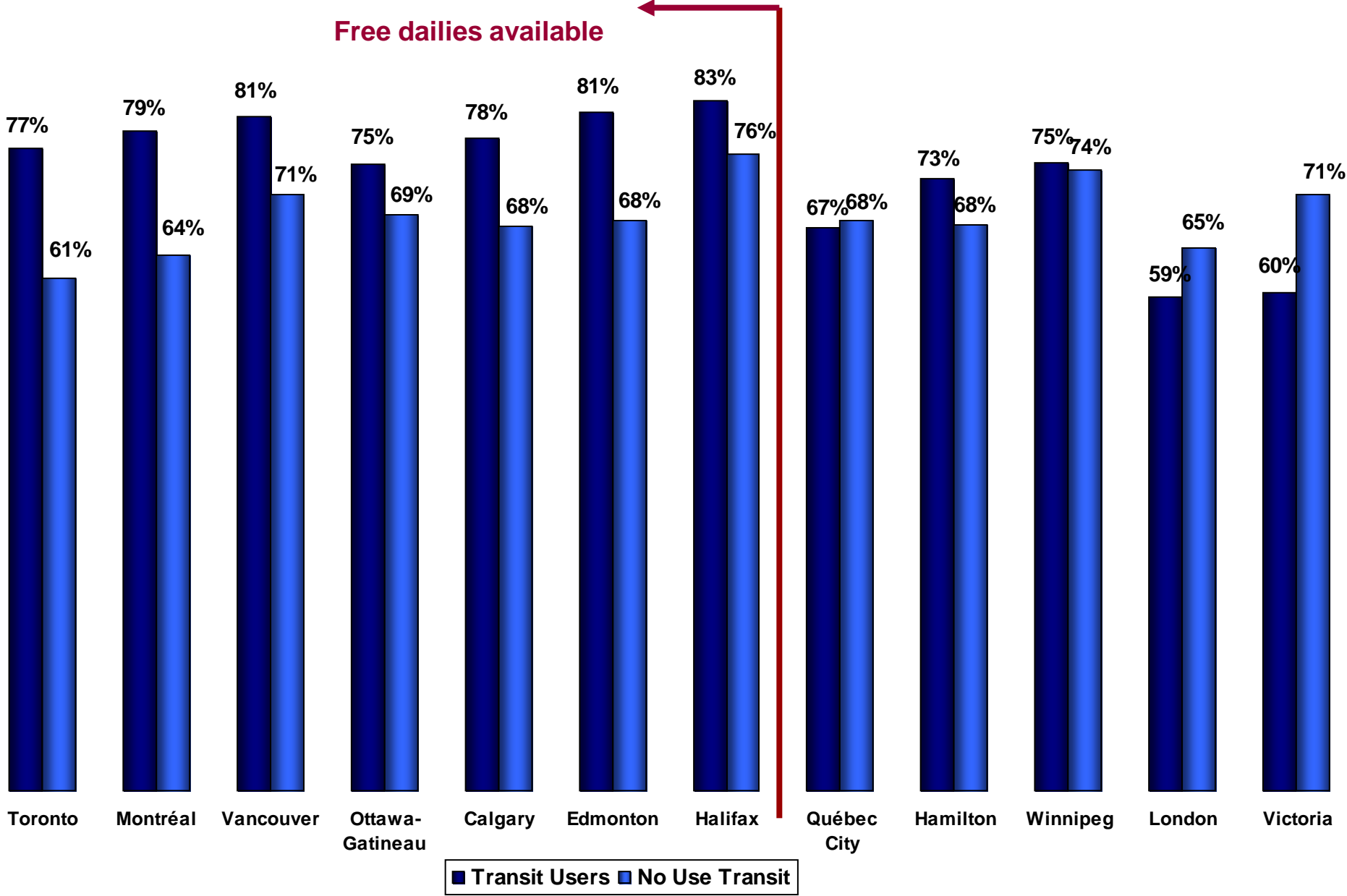
Readership of Paid and Free Dailies

5 Day Cume

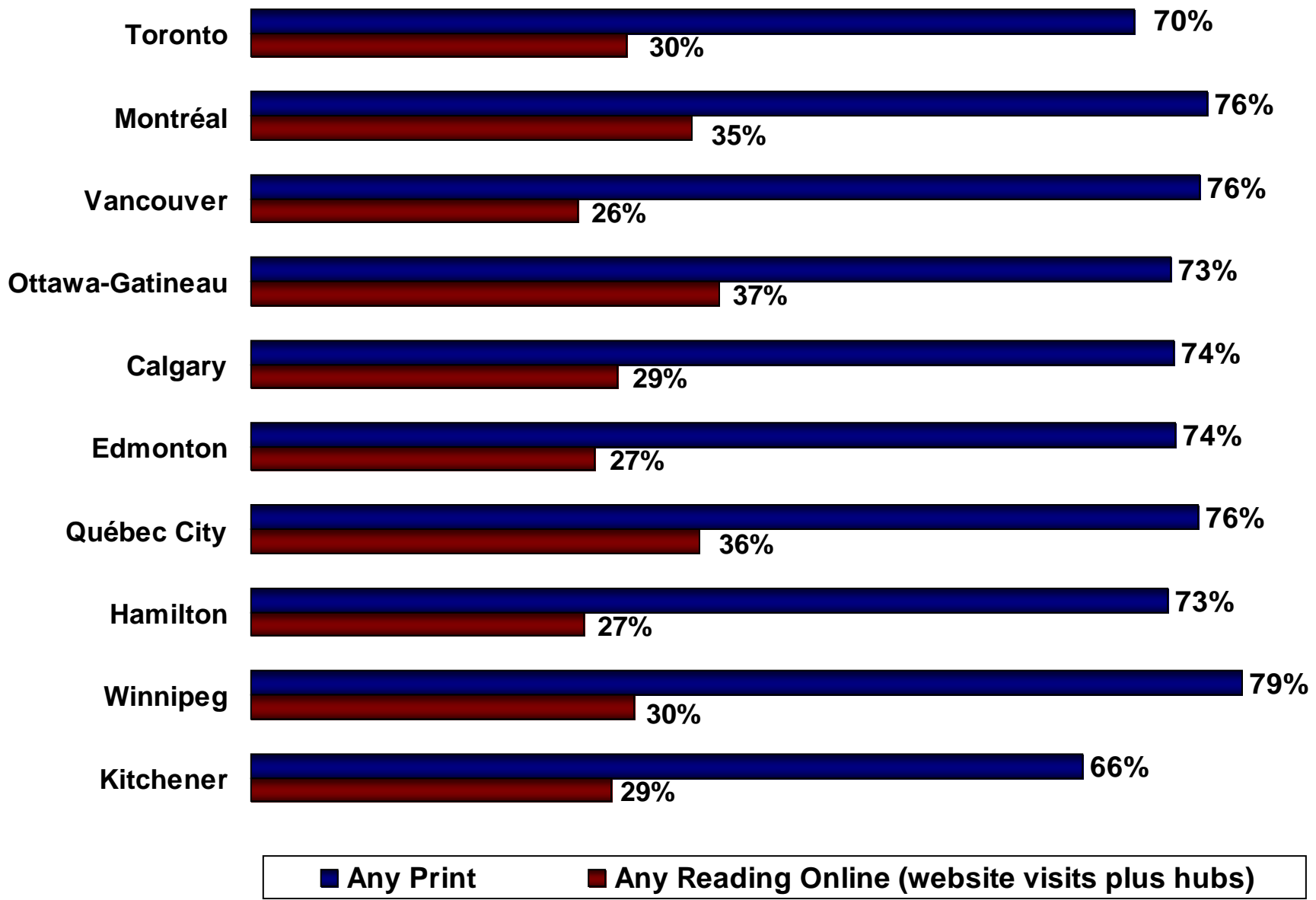


■ Paid Dailies ■ Free Dailies

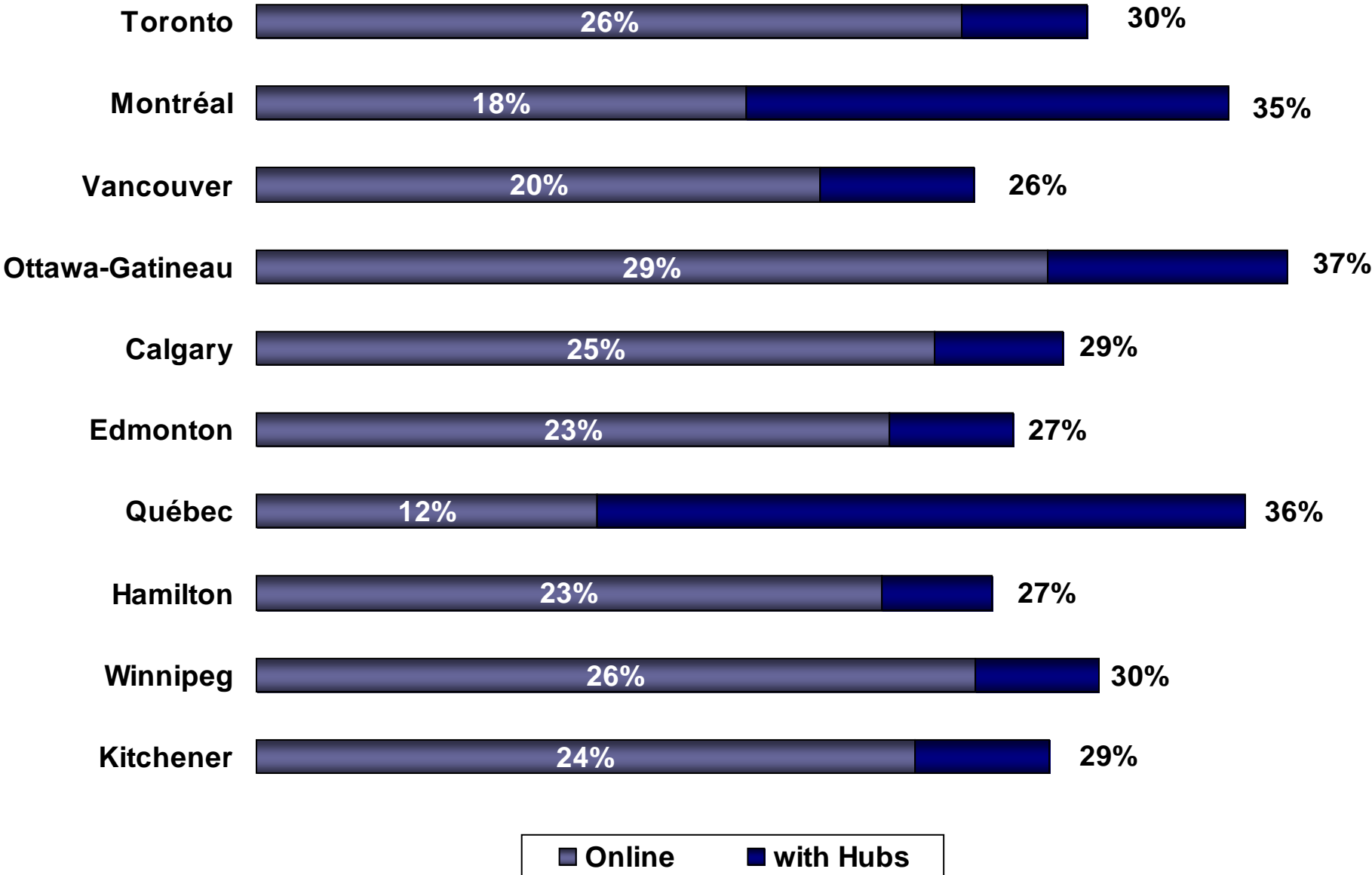
5 Day Cume for Transit Users & Non-Users 2010



Weekly Readership of Printed Editions & Weekly Website Visitors – Top 10 Markets 2010

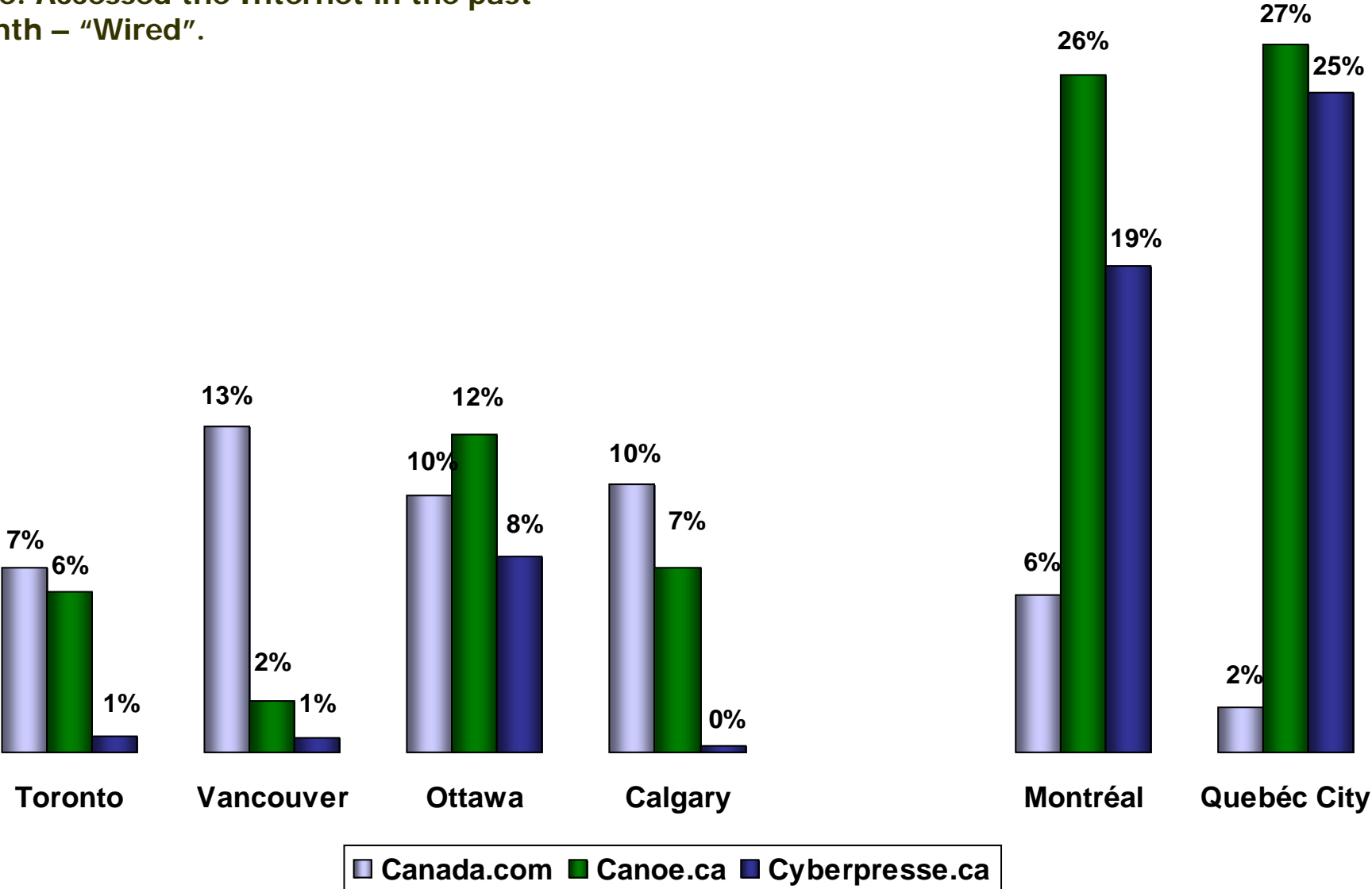


Weekly Website Visitors – Top 10 Markets 2010



Access of "Hub" Websites in Selected Markets 2010

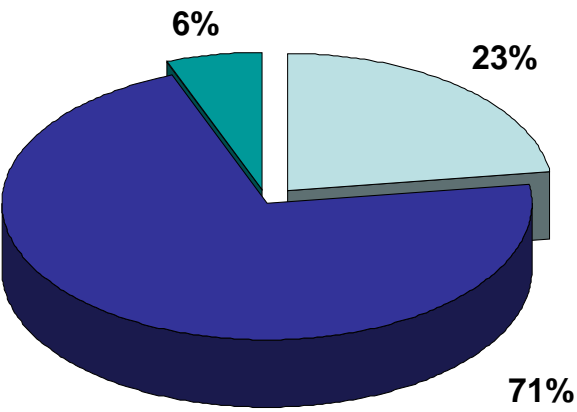
Base: Accessed the Internet in the past month – "Wired".



Readers migrate between print and online.....

Online editions are not the death knell for printed newspapers....

➔ **80%** of all online readers read printed editions of newspapers

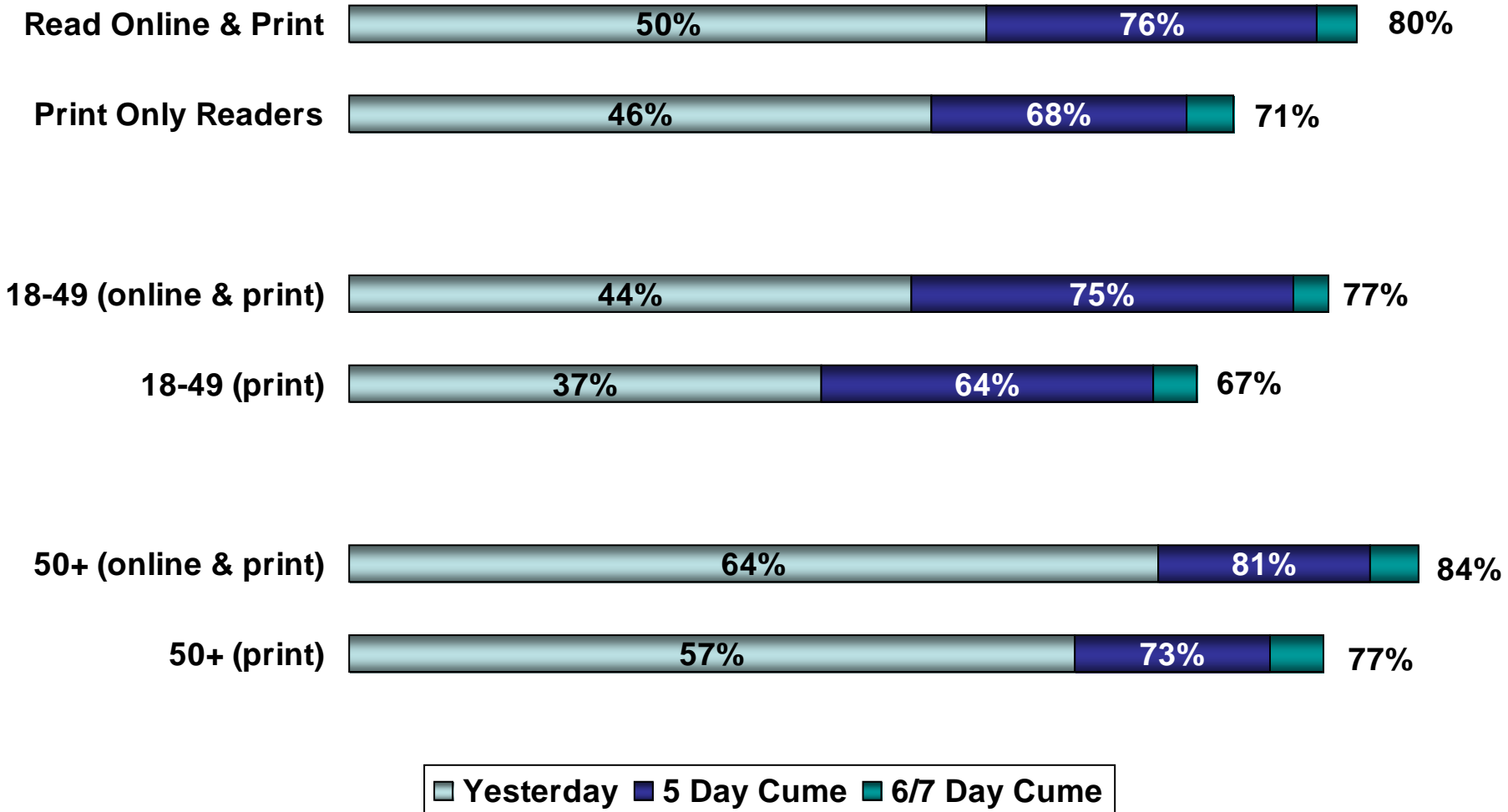


← **only 6%** of newspaper readers only read online

➔ **71%** of newspaper readers read only printed newspapers

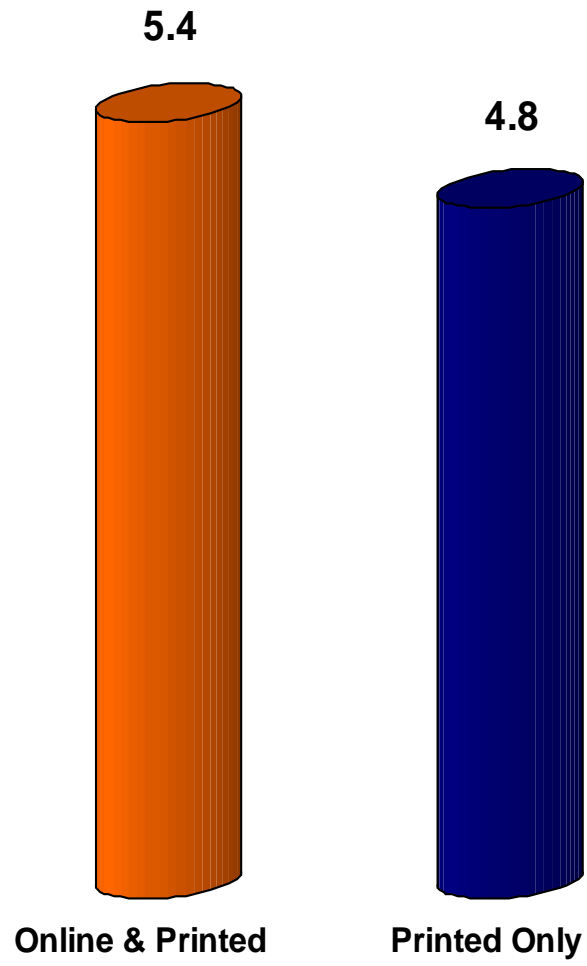
Both Print Only Online Only

Online Readers of Printed Editions by Age Group



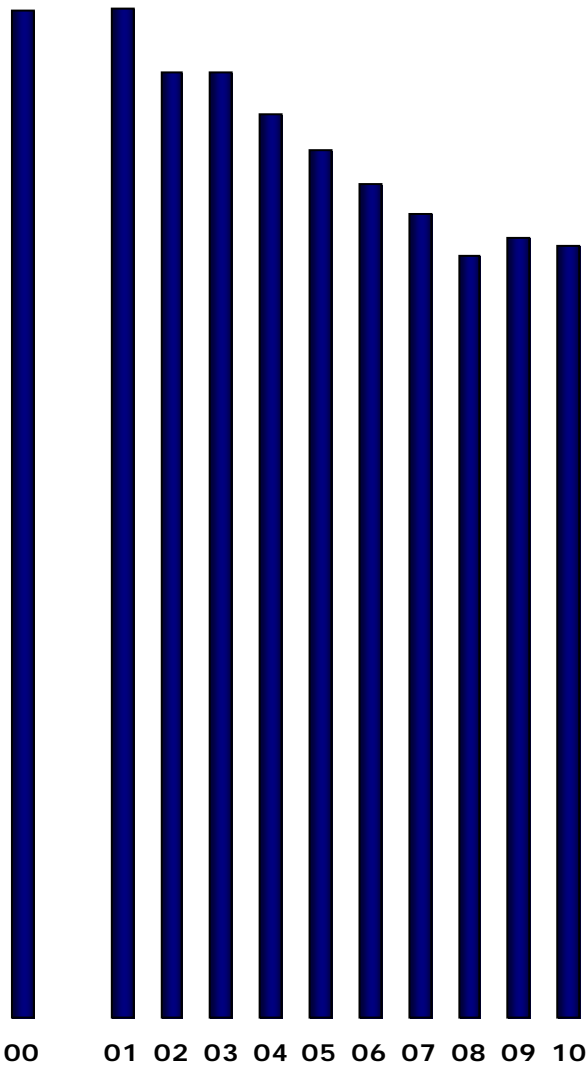
Online readers read more printed newspapers....

Number of *(printed)* weekday issues read

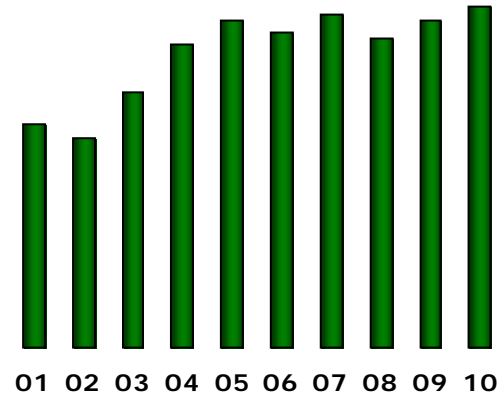


Toronto – weekly readership by platform, 2000 - 2010

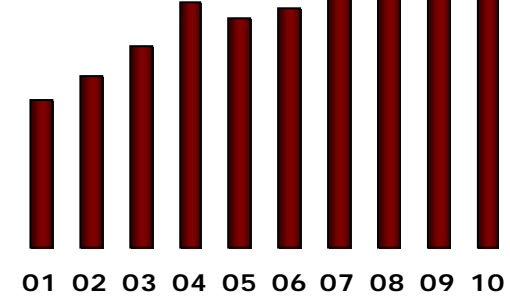
Paid Print
82%



Free Print



Online

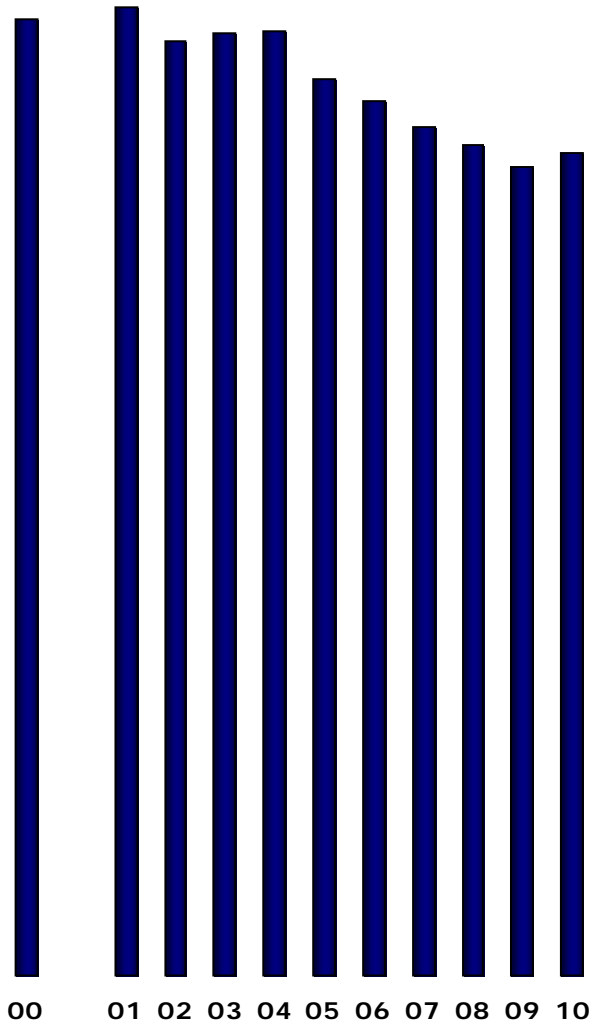


Total
76%

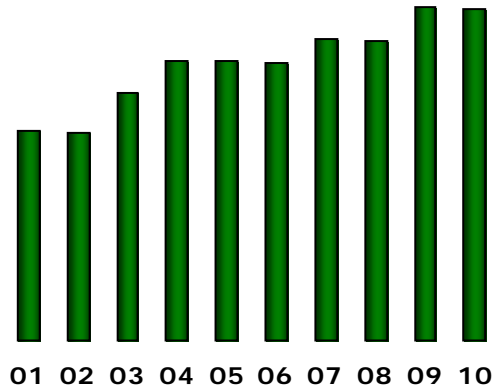


Montréal – weekly readership by platform, 2000 - 2010

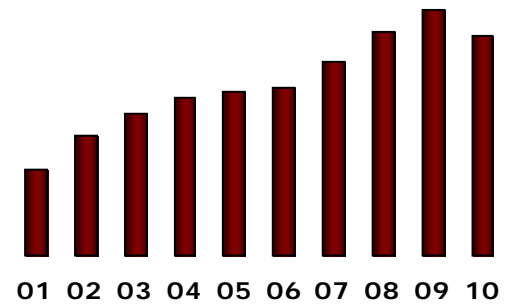
Paid Print
77%



Free Print



Online

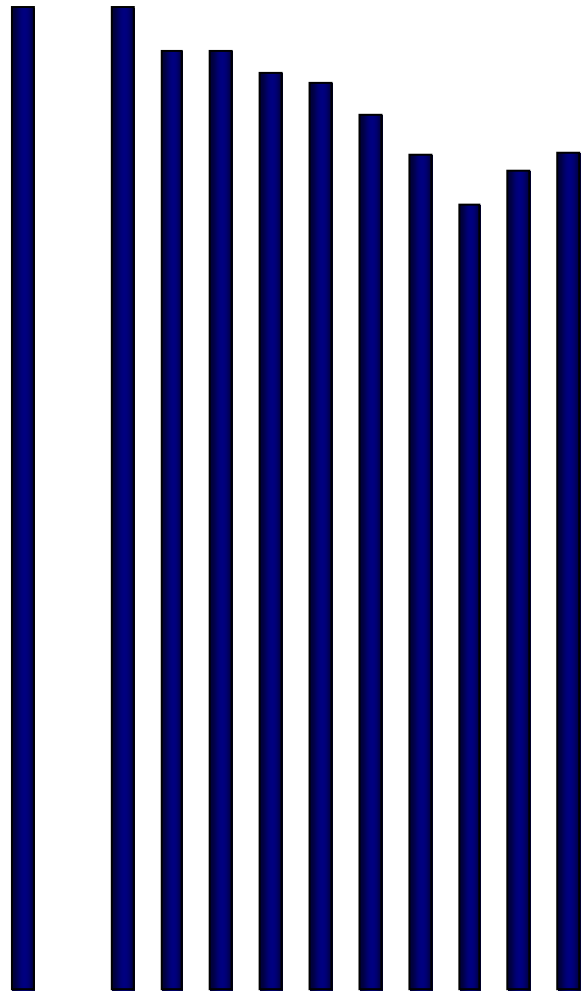


Total
77%

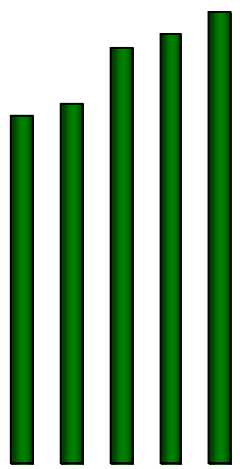


Vancouver – weekly readership by platform, 2000 - 2010

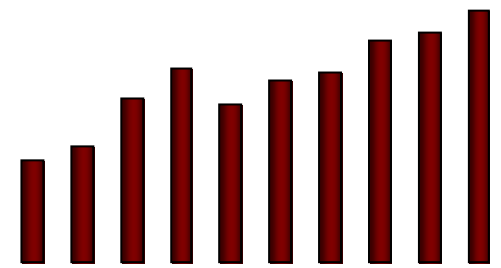
Paid Print
79%



Free Print



Online

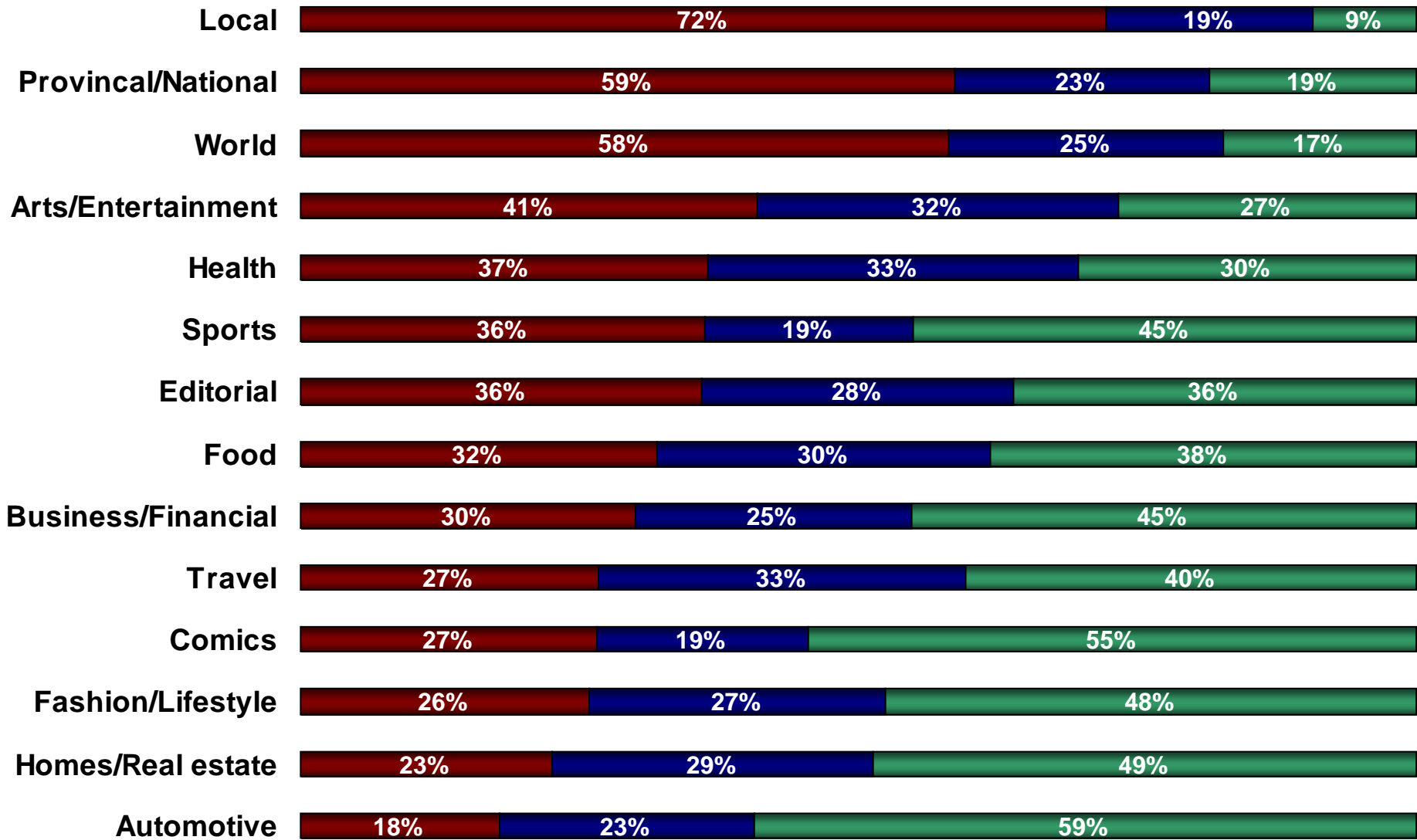


Total
80%



00 01 02 03 04 05 06 07 08 09 10 01 02 03 04 05 06 07 08 09 10 01 02 03 04 05 06 07 08 09 10 10

Content Readership – All Markets 2010



■ Usually ■ Sometimes ■ Rarely/Never

Content Readership – Usually Read

News is first then.....

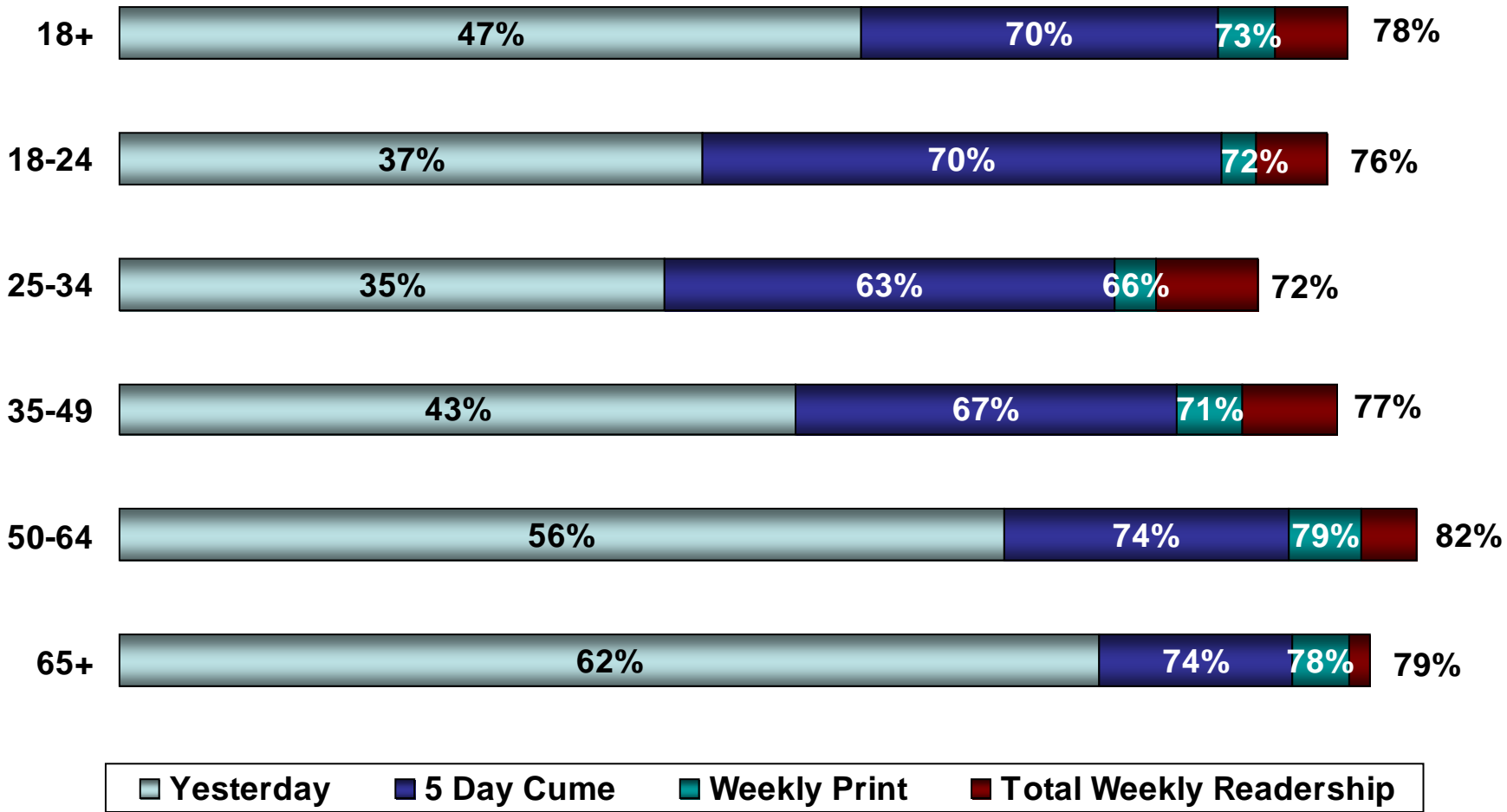
Age 18-49		Age 50+	
Arts/Entertainment	38%	Editorial/Opinion	50%
Sports	37%	Arts/Entertainment	45%
Health	30%	Health	45%
Editorial/Opinion	25%	Food	41%
Food	25%	Business/Finance	37%

Content Readership – Usually Read

News is first then.....

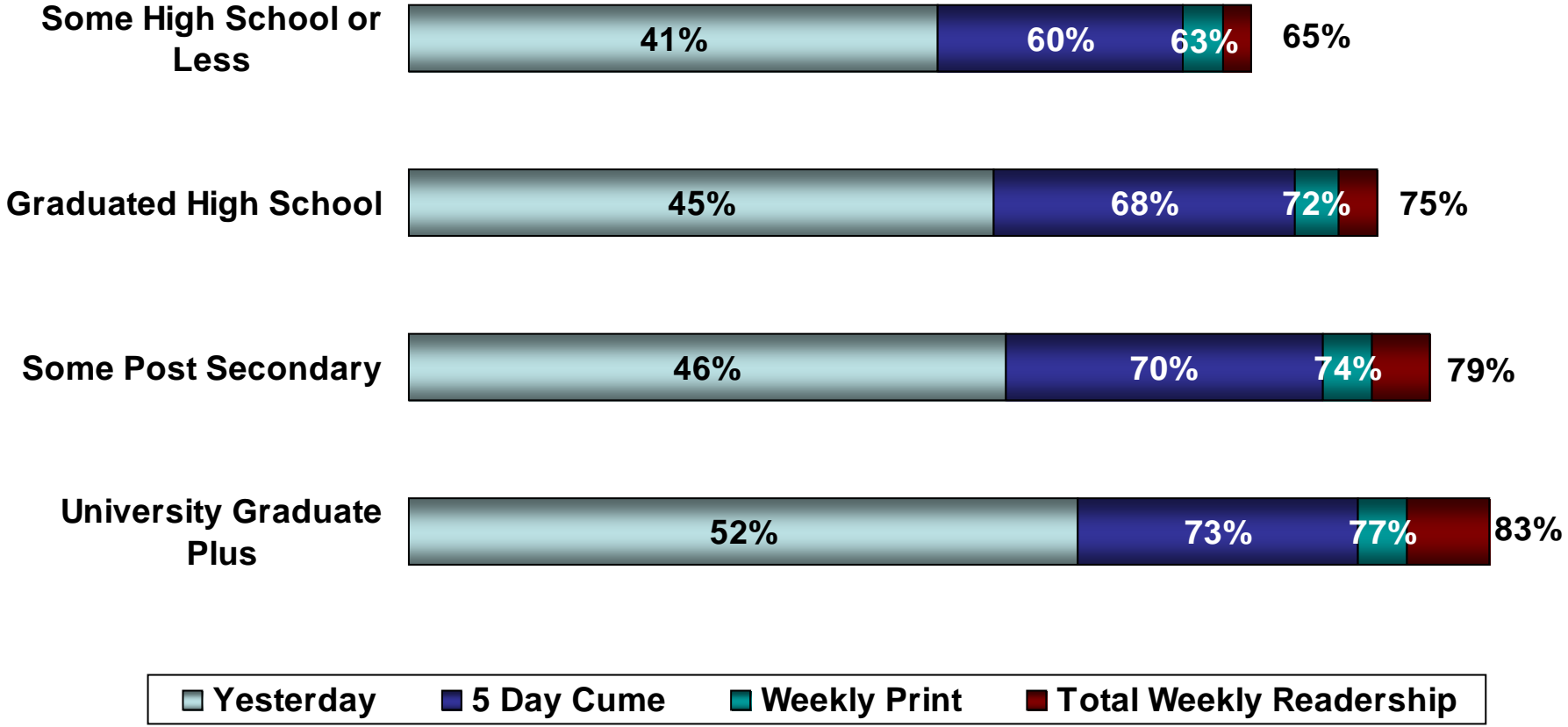
Men 18+		Women 18+	
Sport	55%	Arts/Entertainment	51%
Business/Finance	40%	Health	47%
Editorial/Opinion	34%	Food	45%
Arts/Entertainment	31%	Fashion/Lifestyle	41%
Automotive	29%	Editorial/Opinion	38%

Readership by Age Group – All Markets 2010



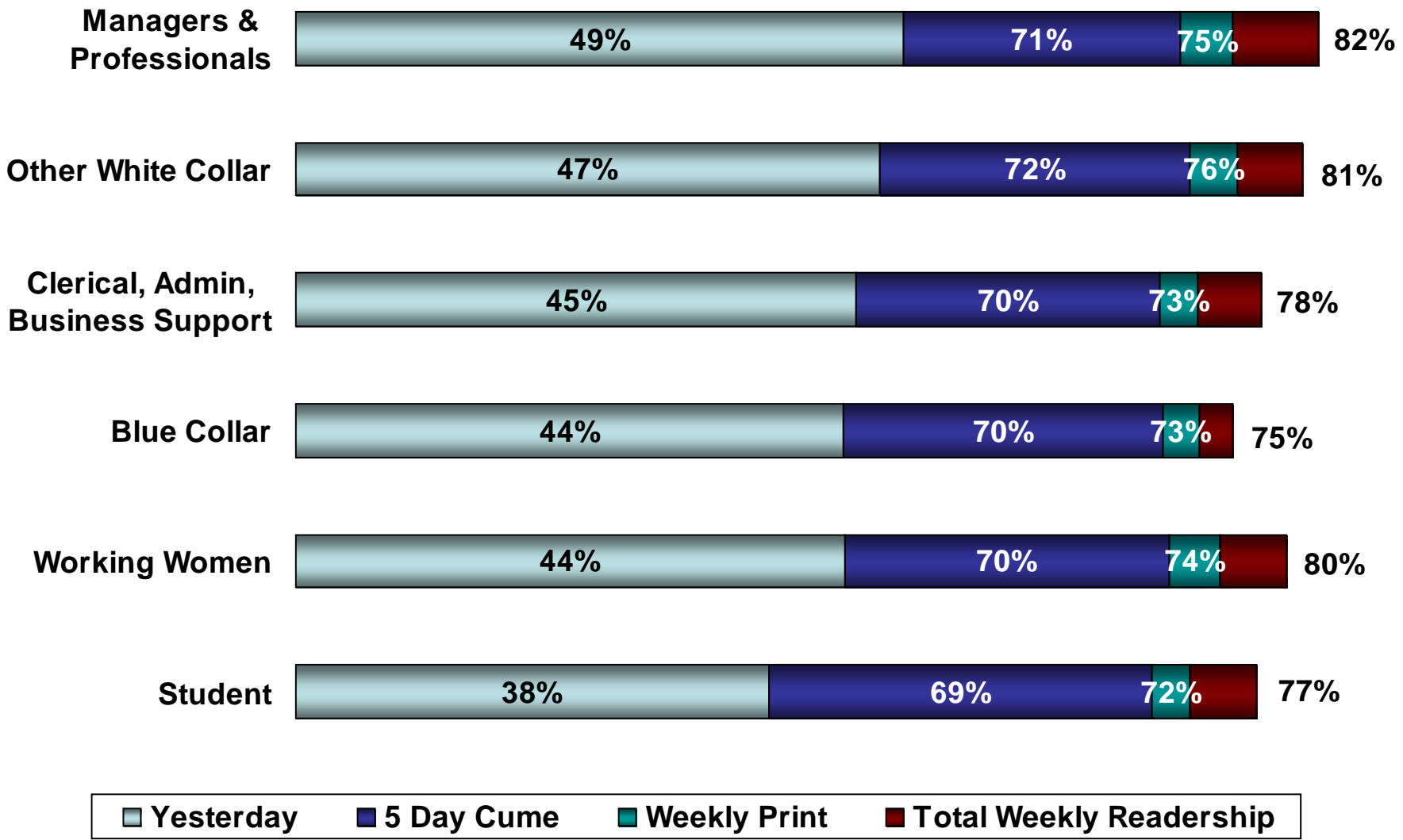
Source: 2010 NADbank

Readership by Education – All Markets 2010



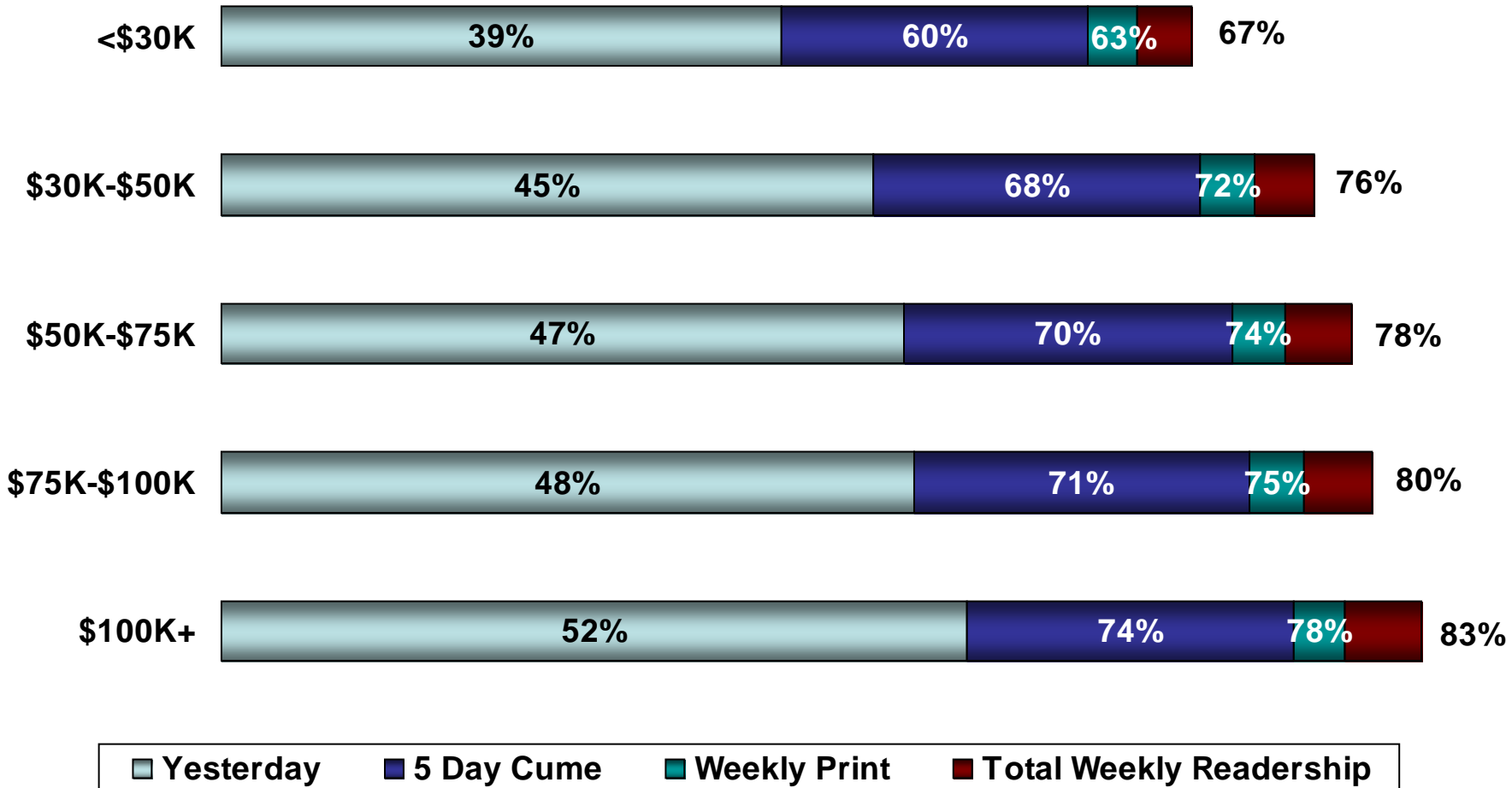
Source: 2010 NADbank

Readership by Occupation – All Markets 2010



Source: 2010 NADbank

Readership by Household Income – All Markets 2010



Source: 2010 NADbank