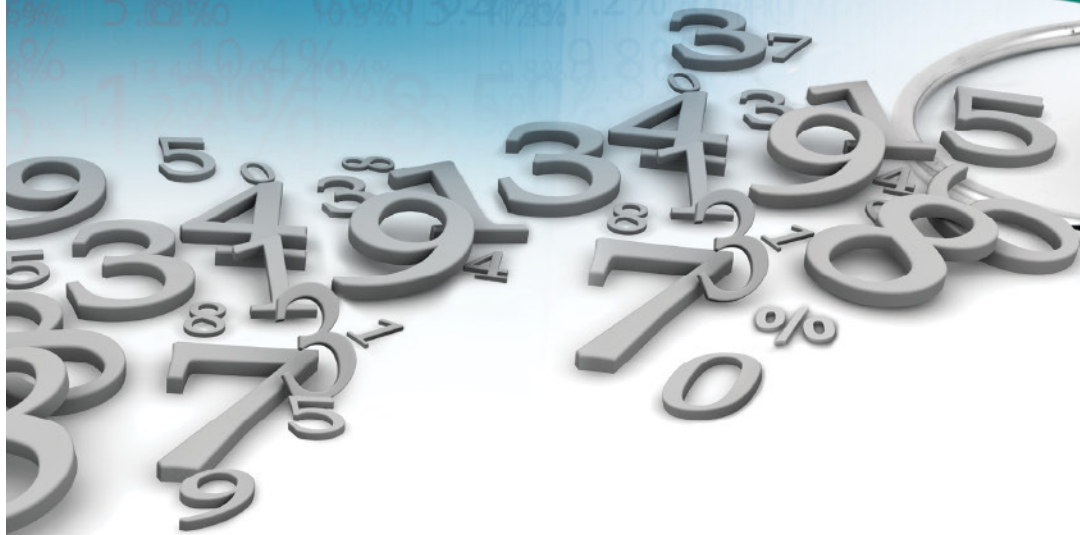
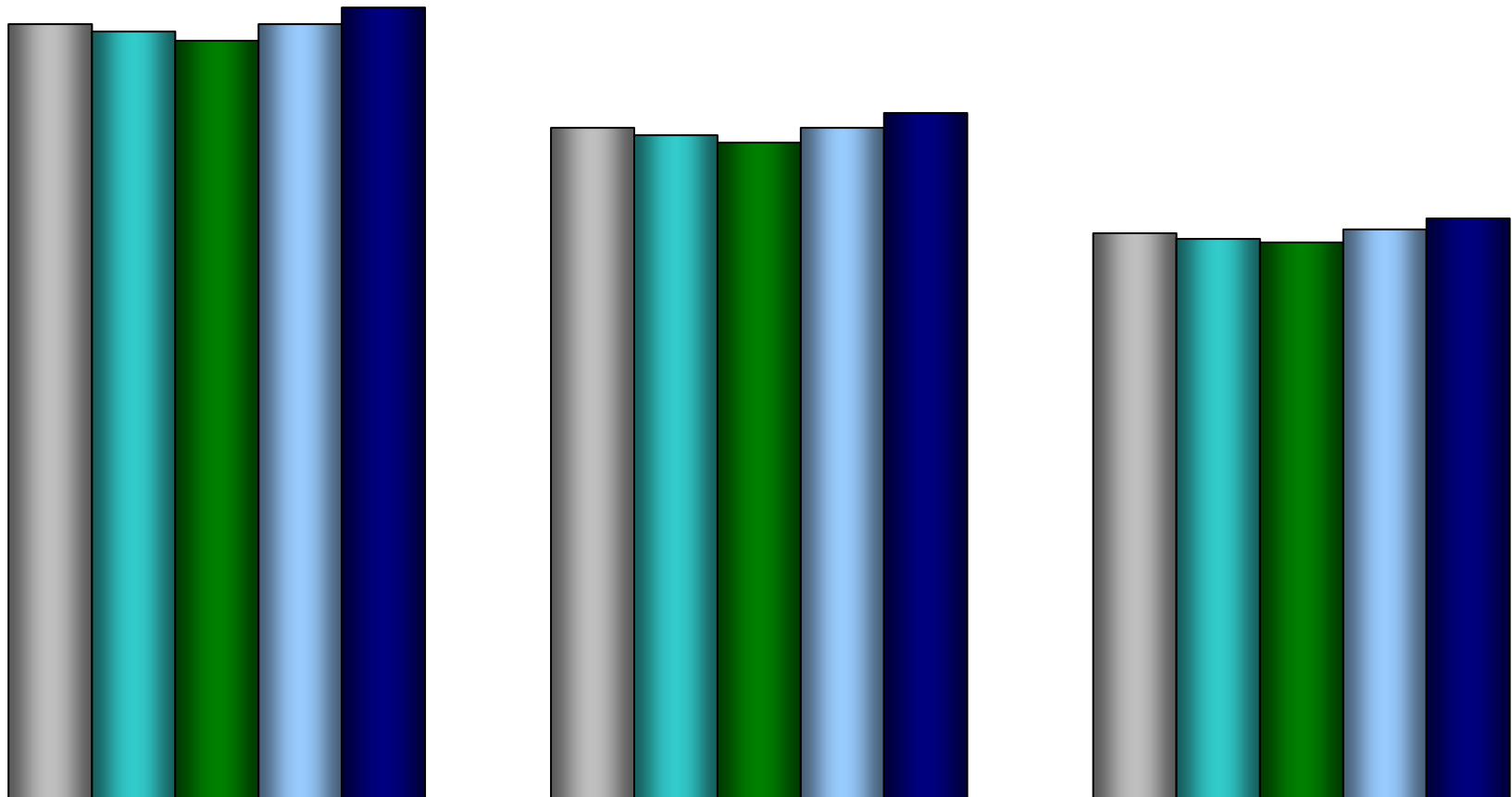


2010 Study

NAD  **bank**[®]
Newspaper Audience Databank Inc.



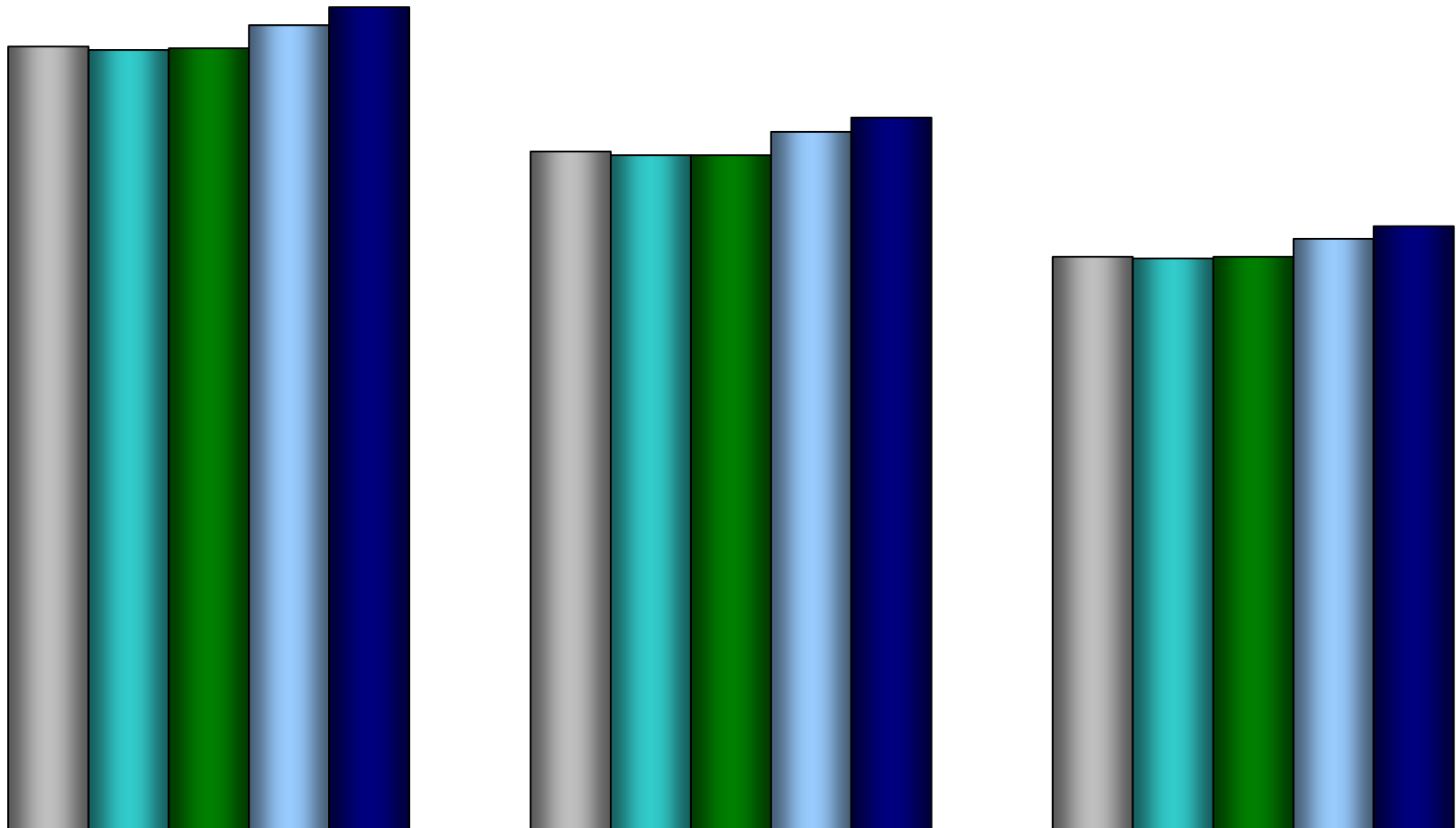
Weekly Print Readers 2006-2010



	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

Readership by Market – Ranked 2010

All Markets

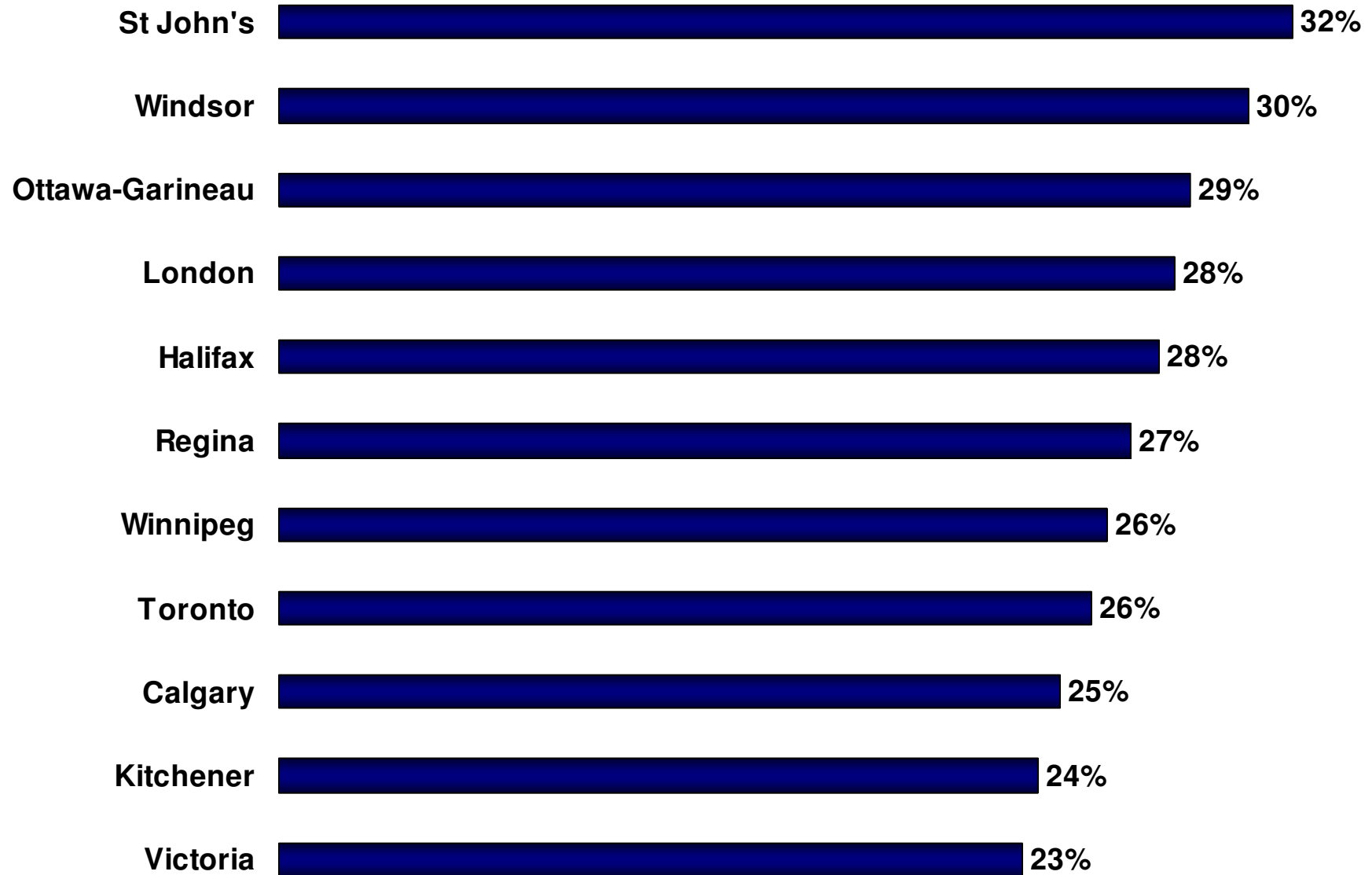
Weekly Print		Total Readership	
Cape Breton (09)	90%	Charlottetown	91%
Brandon	88%	Cape Breton	91%
Thunder Bay (08)	86%	Thunder Bay	91%
Charlottetown (09)	86%	Brandon	89%
Peterborough	86%	Peterborough	88%
Cobourg/Port Hope	84%	Sault Ste. Marie	87%
Orillia (09)	83%	Summerside	86%
Summerside (09)	82%	Cobourg/Port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

Readership by Market – Ranked 2010

Markets of 100,000+

Weekly Print		Total Readership	
St. Catharines (09)	79%	Windsor	84%
Winnipeg	79%	Winnipeg	83%
Halifax	78%	Halifax	83%
Windsor	77%	St. Catharines (09)	83%
Barrie (08)	76%	St. John's	82%
Québec City	76%	Ottawa-Gatineau	80%
Vancouver	76%	Vancouver	80%
St. John's	75%	Québec City	79%
Montréal	74%	Calgary	78%
Moncton	74%	Victoria	78%

Weekly Website Visitors – 100K+ Markets Ranked 2010

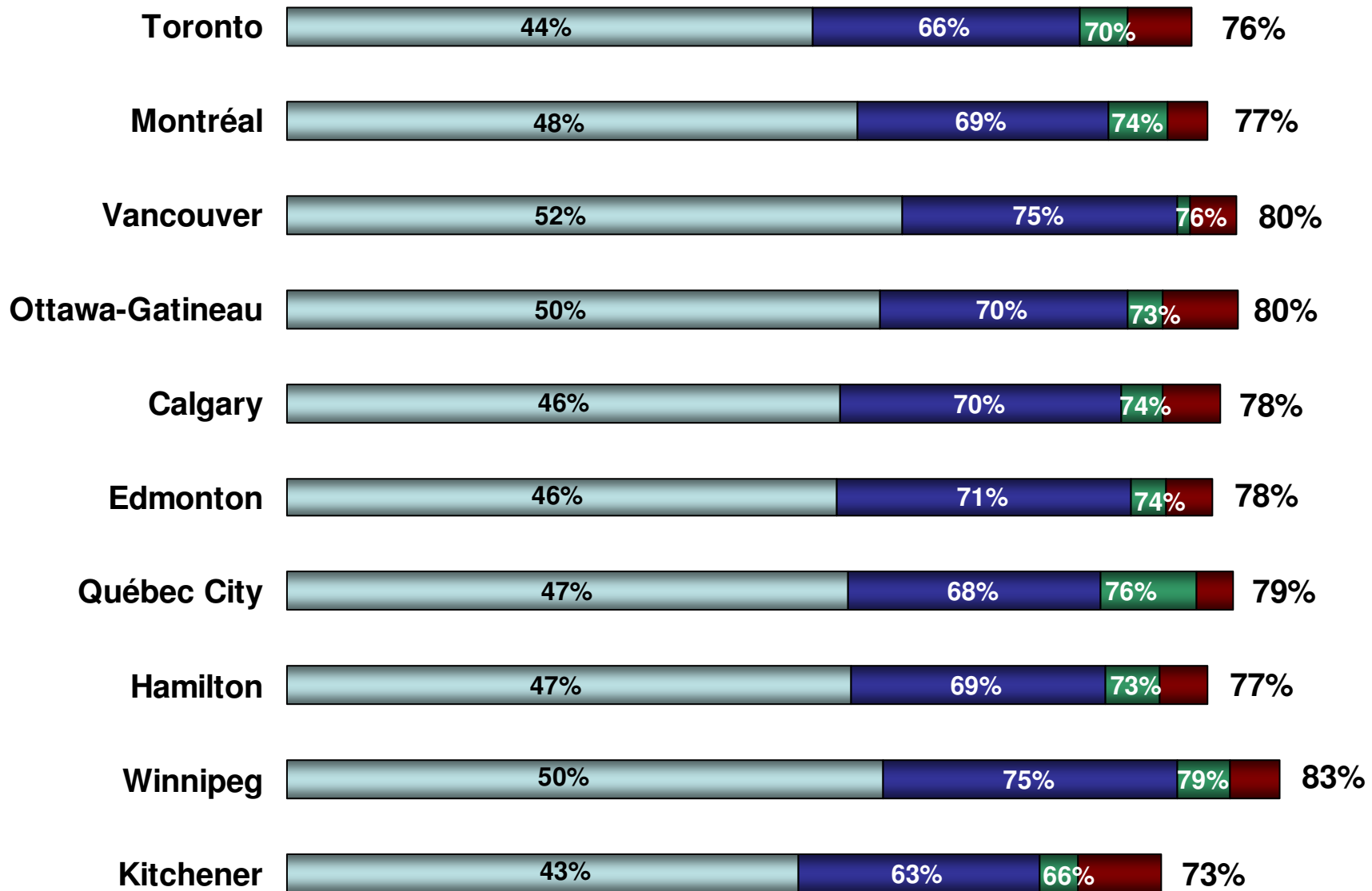


Weekly Readership in the Top 10 - 2008 to 2010

	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%	<i>n/a</i>	75%	79%	79%	<i>n/a</i>
Hamilton*	71%	73%	73%	<i>n/a</i>	74%	76%	77%	<i>n/a</i>
Winnipeg*	80%	80%	79%	<i>n/a</i>	83%	83%	83%	<i>n/a</i>
Kitchener*	66%	65%	66%	<i>n/a</i>	72%	72%	73%	<i>n/a</i>

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

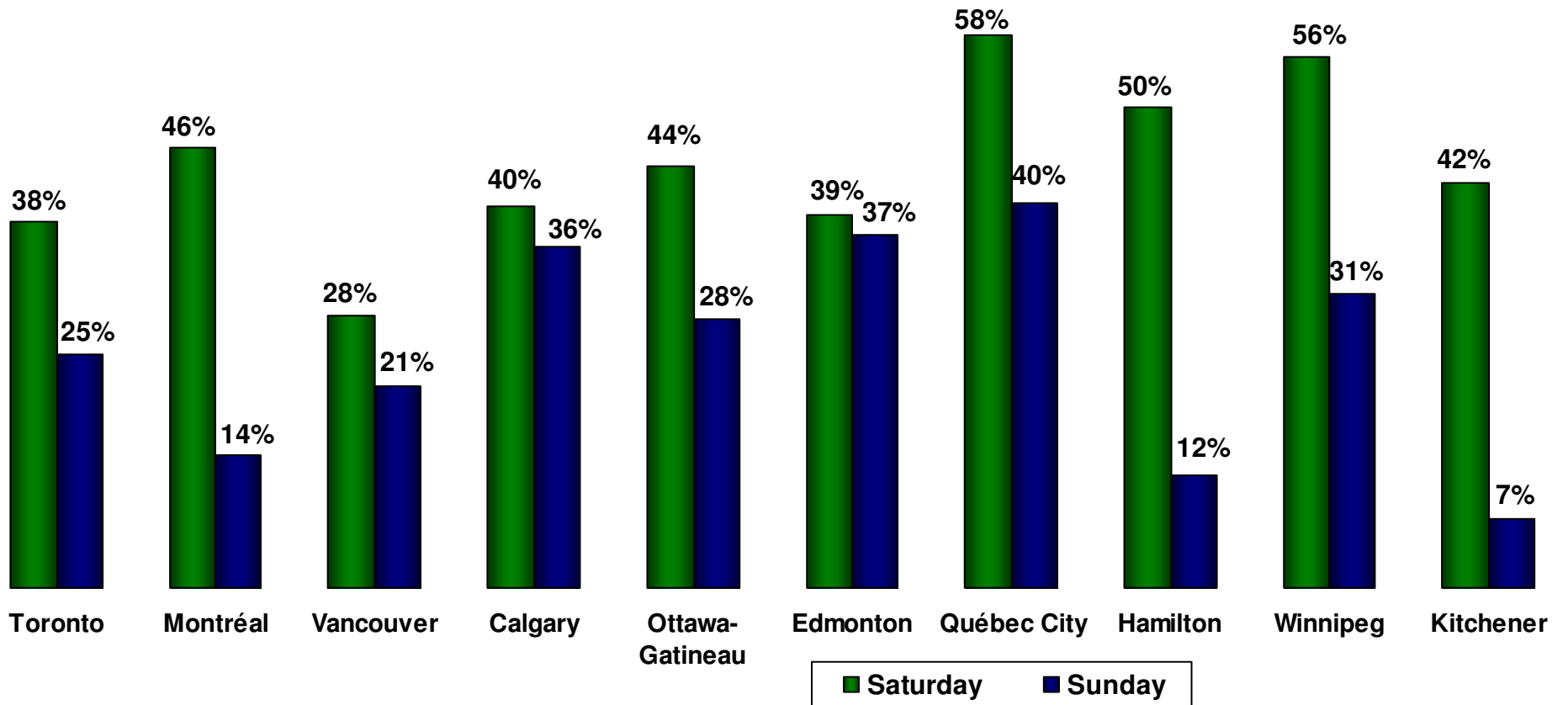
Readership in the Top Ten Markets – 2010



Legend: Yesterday (light blue), 5 Day Cume (dark blue), Weekly Print (green), Total Readership (dark red)

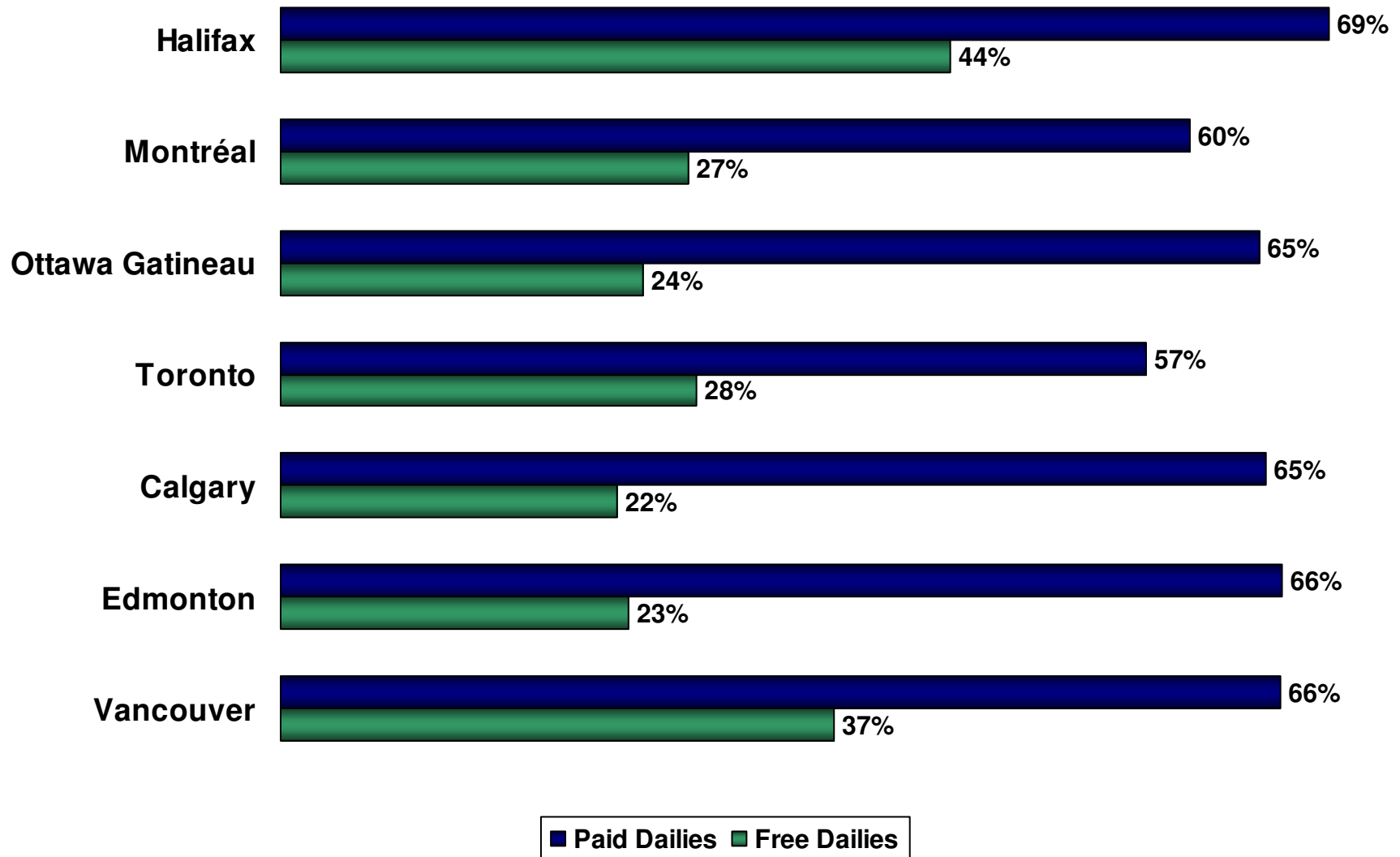
Saturday and Sunday Readership

Top 10 Markets

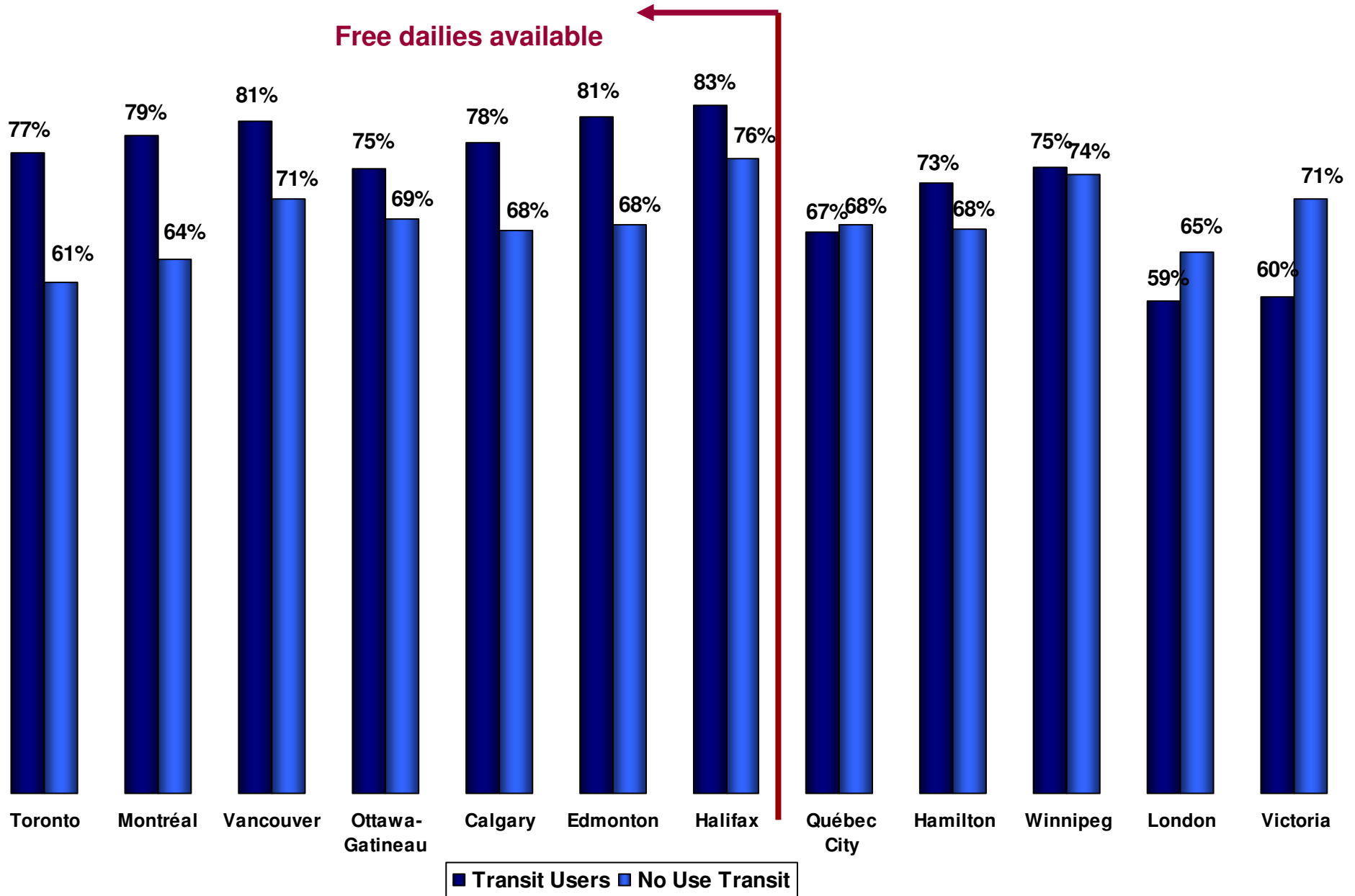


Readership of Paid and Free Dailies

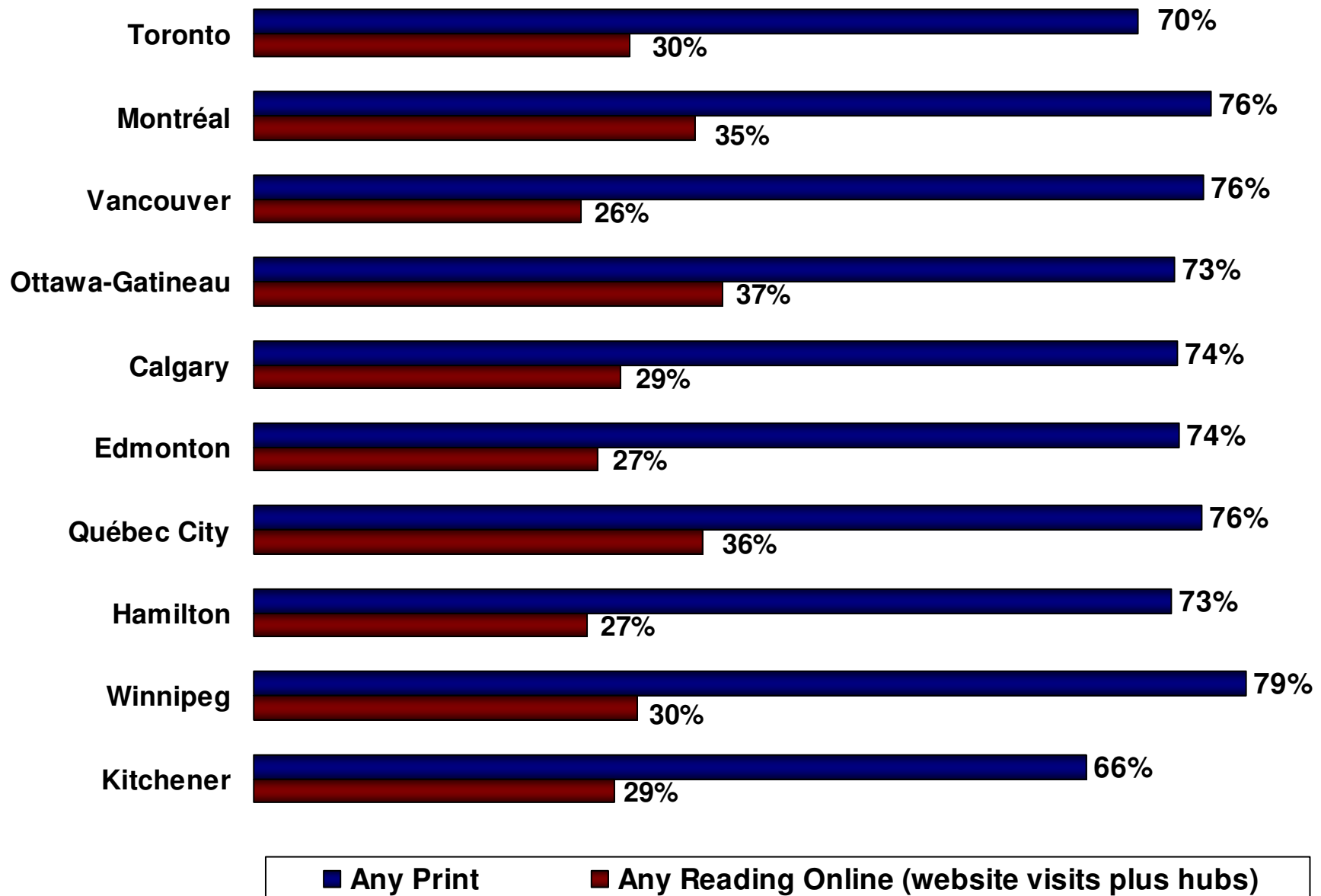
5 Day Cume



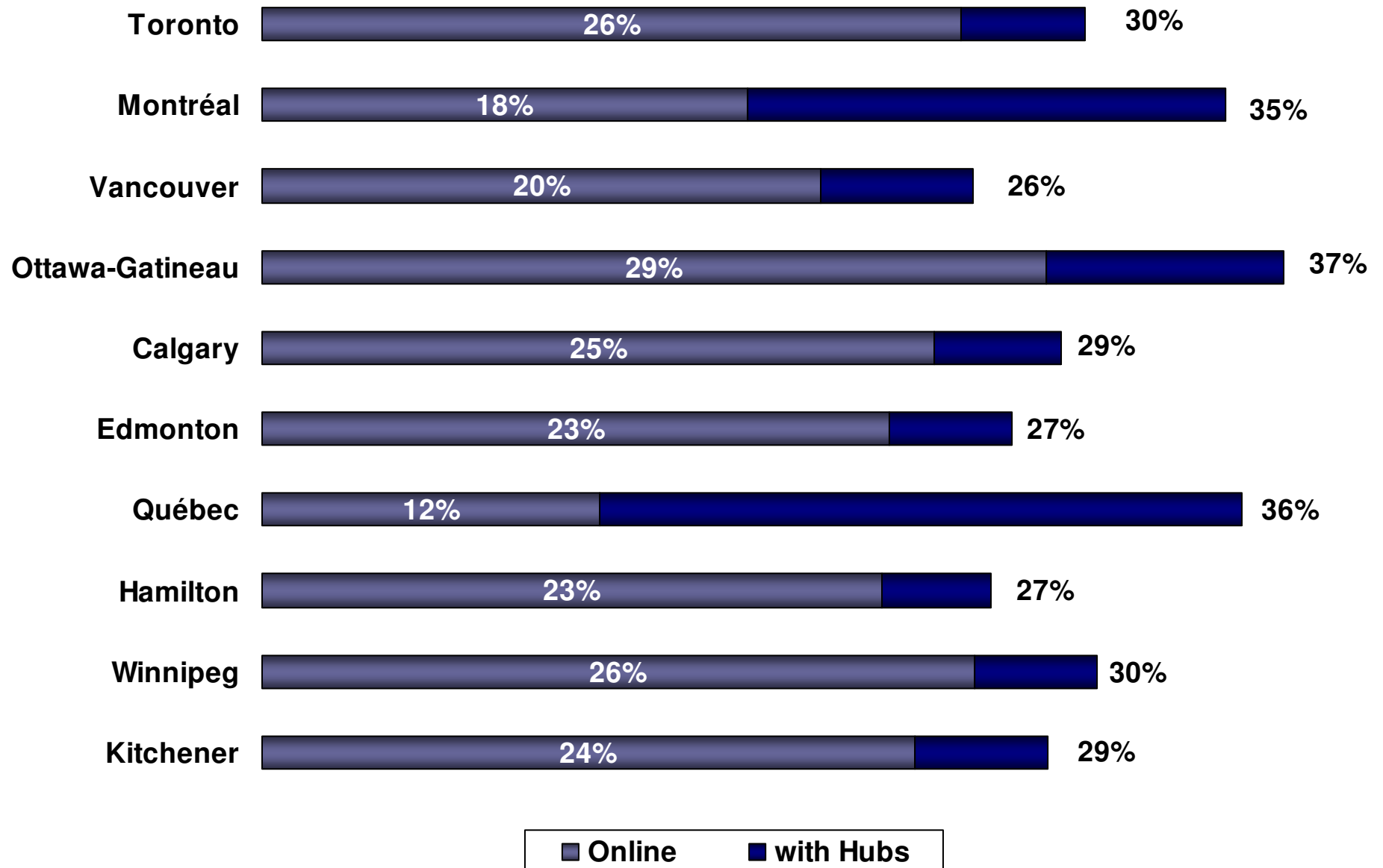
5 Day Cume for Transit Users & Non-Users 2010



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

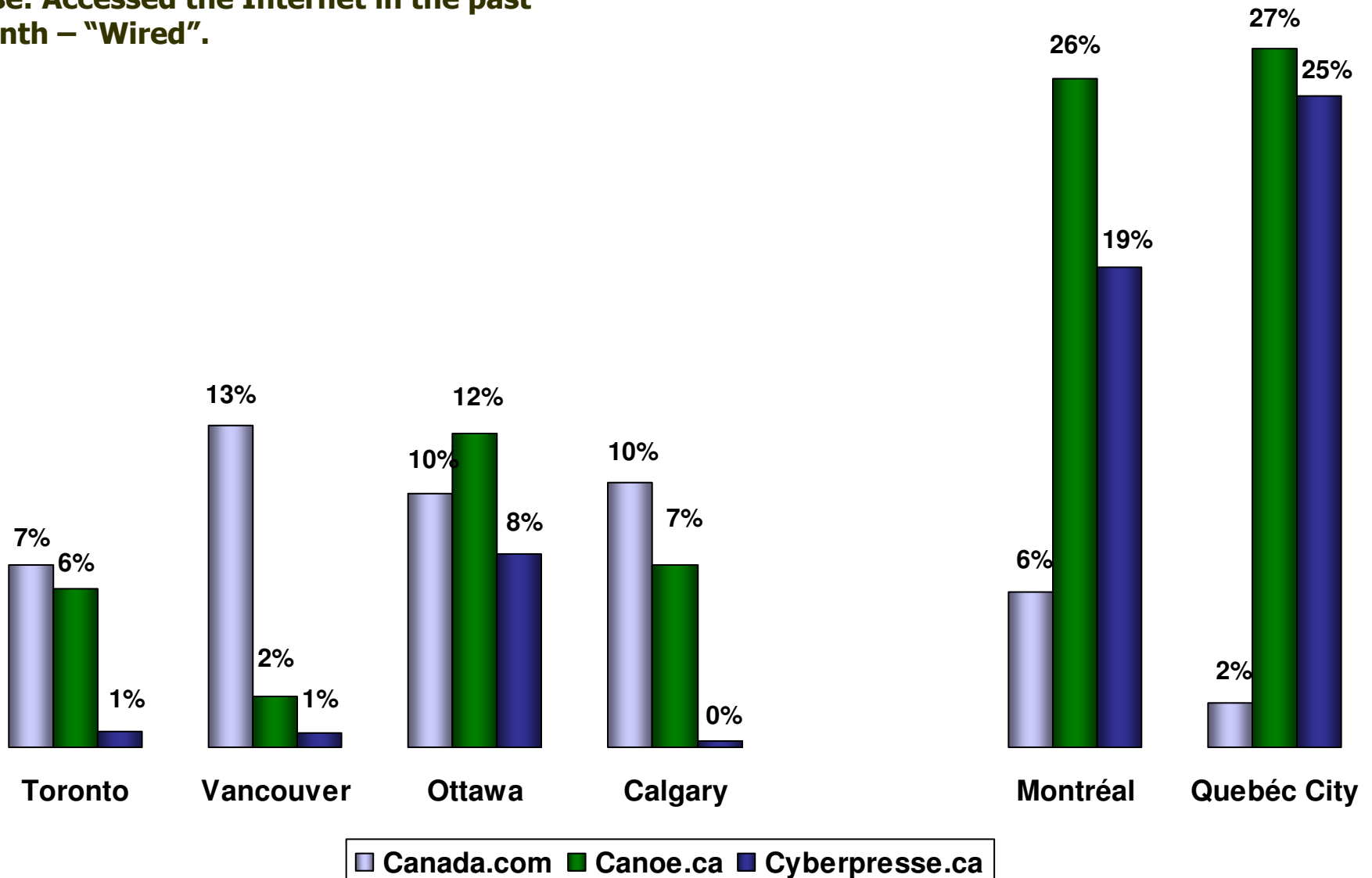


Weekly Website Visitors – Top 10 Markets 2010



Access of "Hub" Websites in Selected Markets 2010

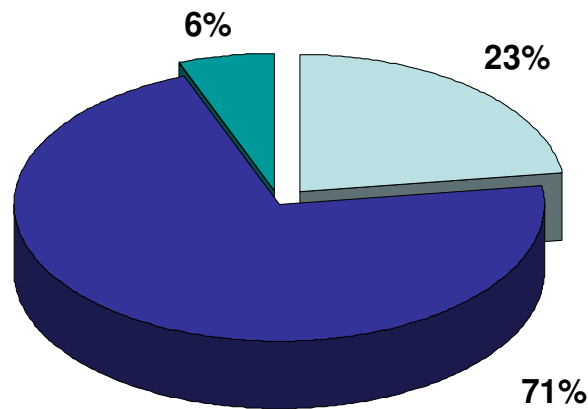
Base: Accessed the Internet in the past
month – "Wired".



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**

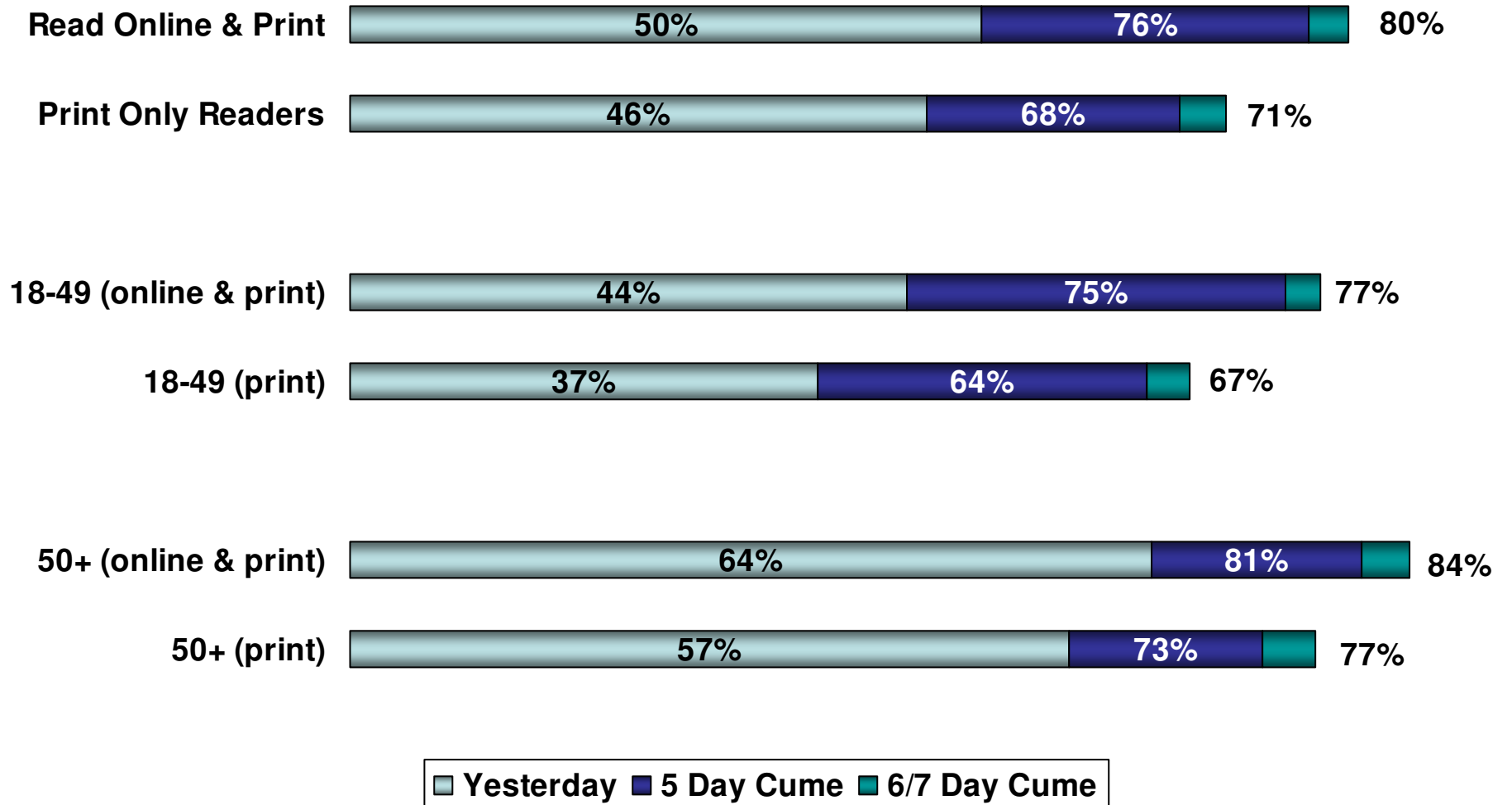


← **only 6% of newspaper readers only read online**

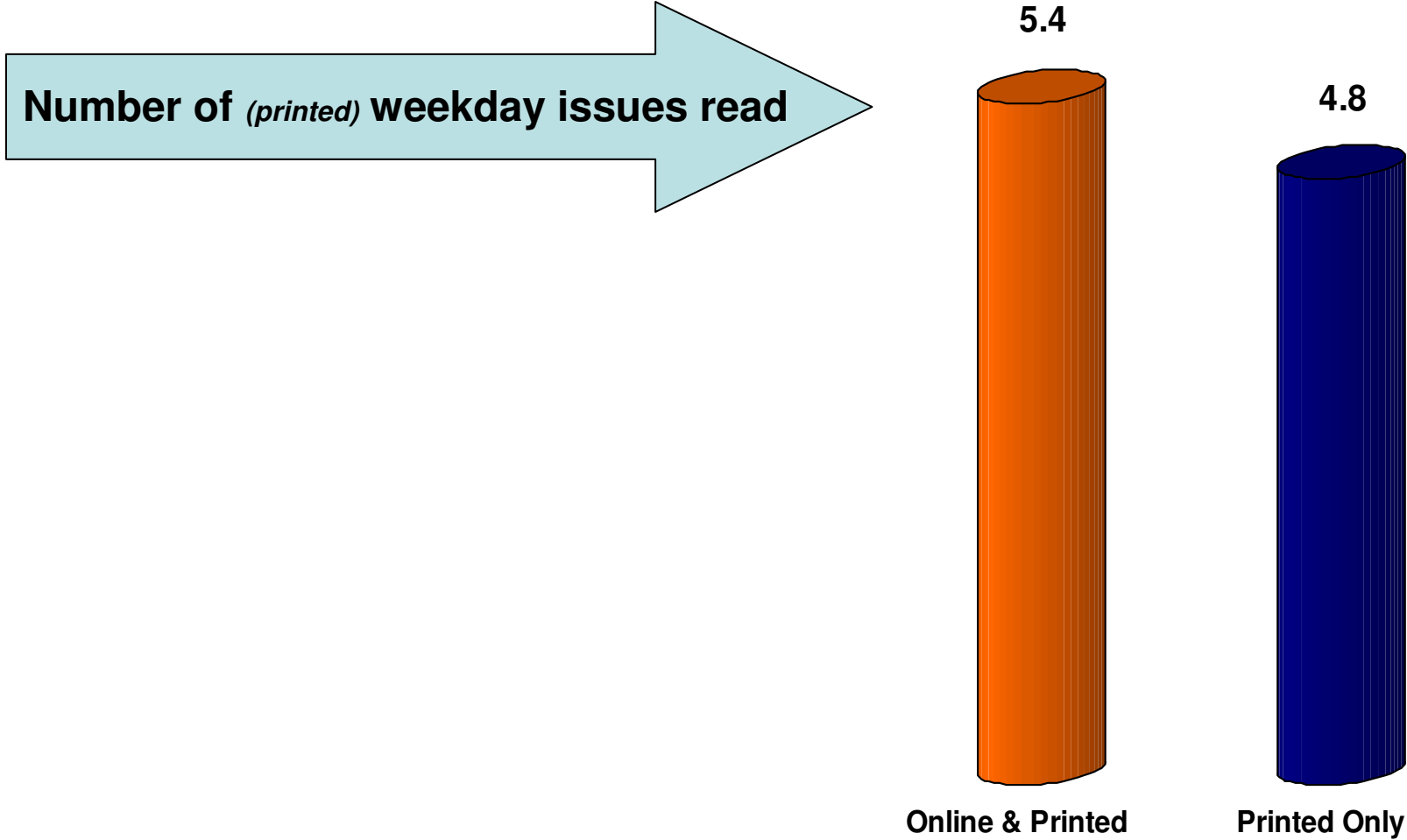
→ **71% of newspaper readers read only printed newspapers**



Online Readers of Printed Editions by Age Group



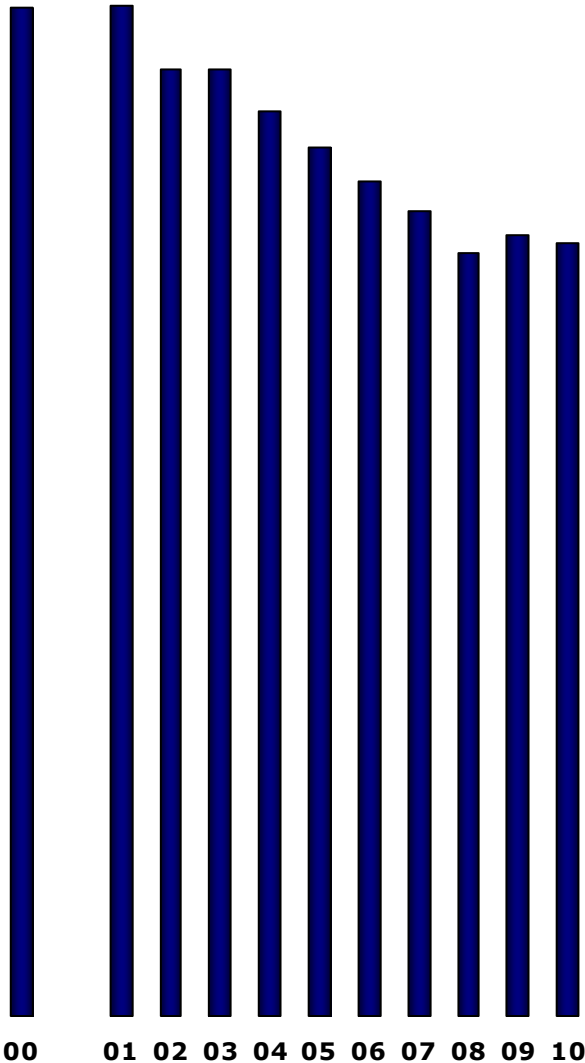
Online readers read more printed newspapers....



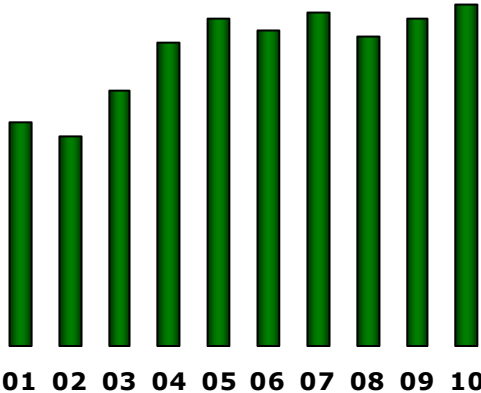
Toronto – weekly readership by platform, 2000 - 2010

Paid Print
82%

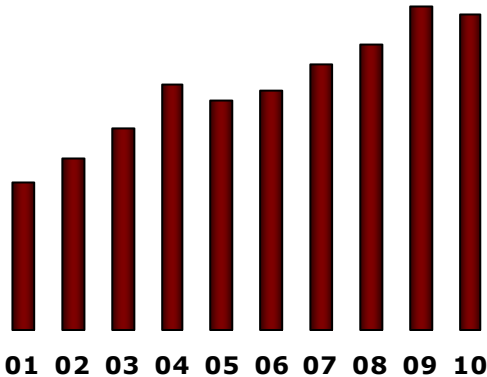
Total
76%



Free Print



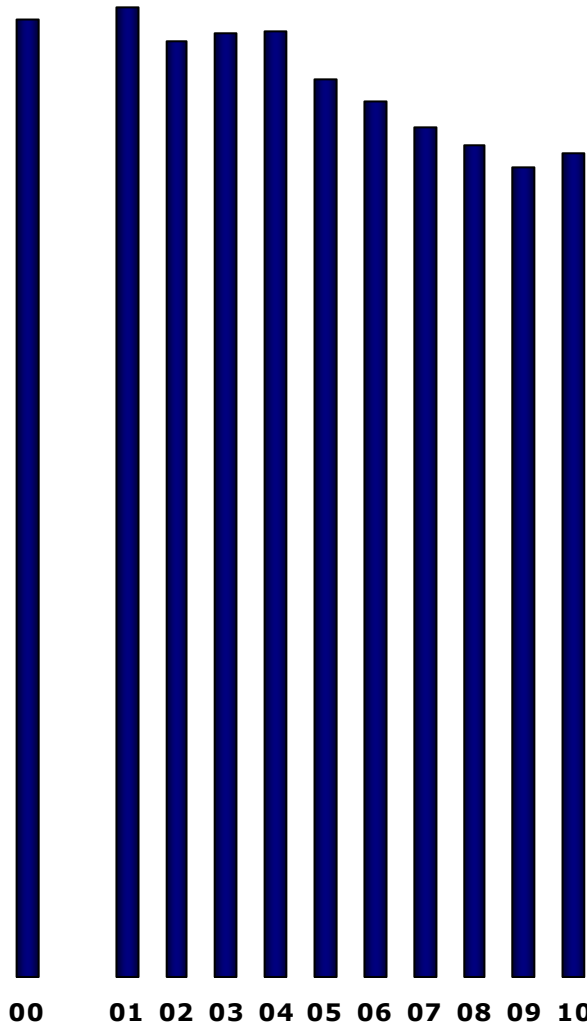
Online



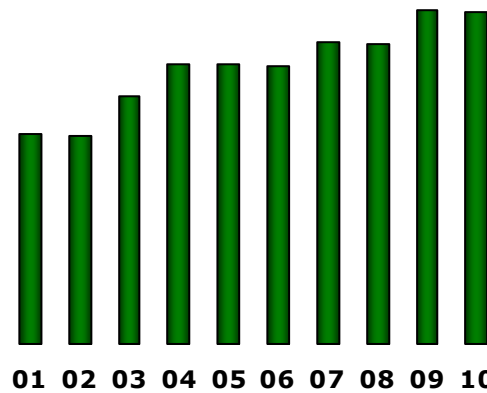
00 01 02 03 04 05 06 07 08 09 10 01 02 03 04 05 06 07 08 09 10 01 02 03 04 05 06 07 08 09 10 10

Montréal – weekly readership by platform, 2000 - 2010

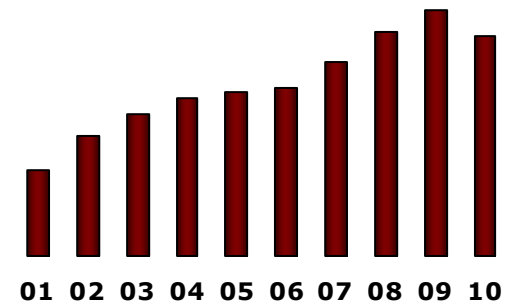
Paid Print
77%



Free Print



Online

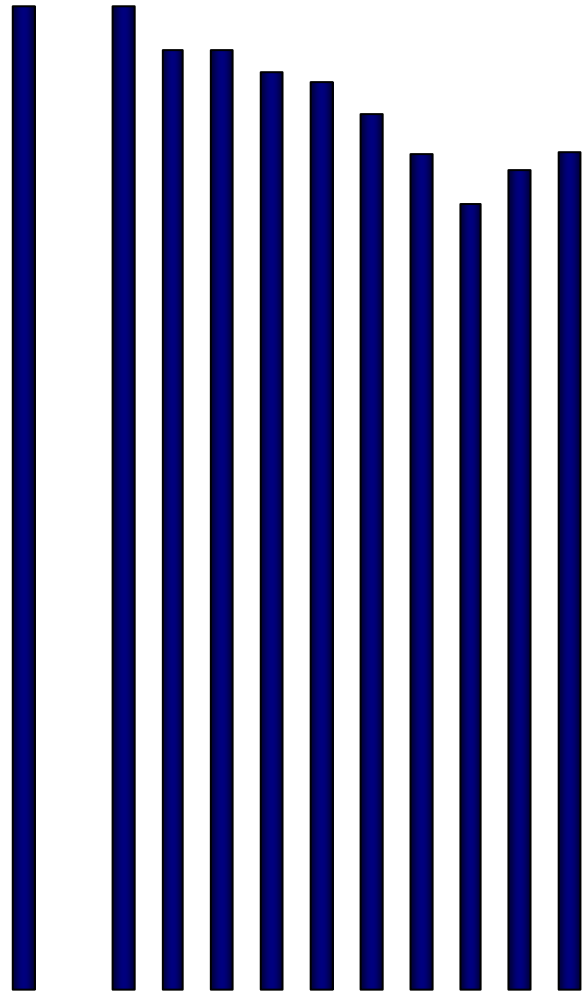


Total
77%

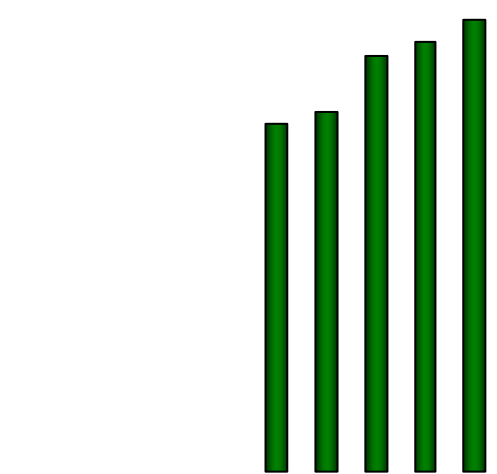


Vancouver – weekly readership by platform, 2000 - 2010

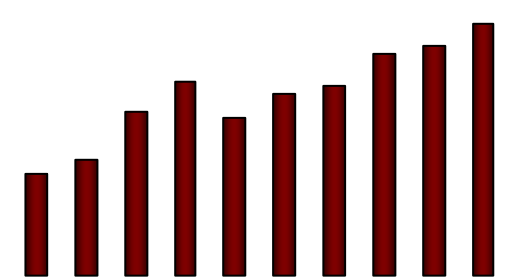
Paid Print
79%



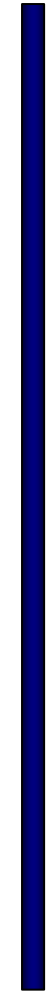
Free Print



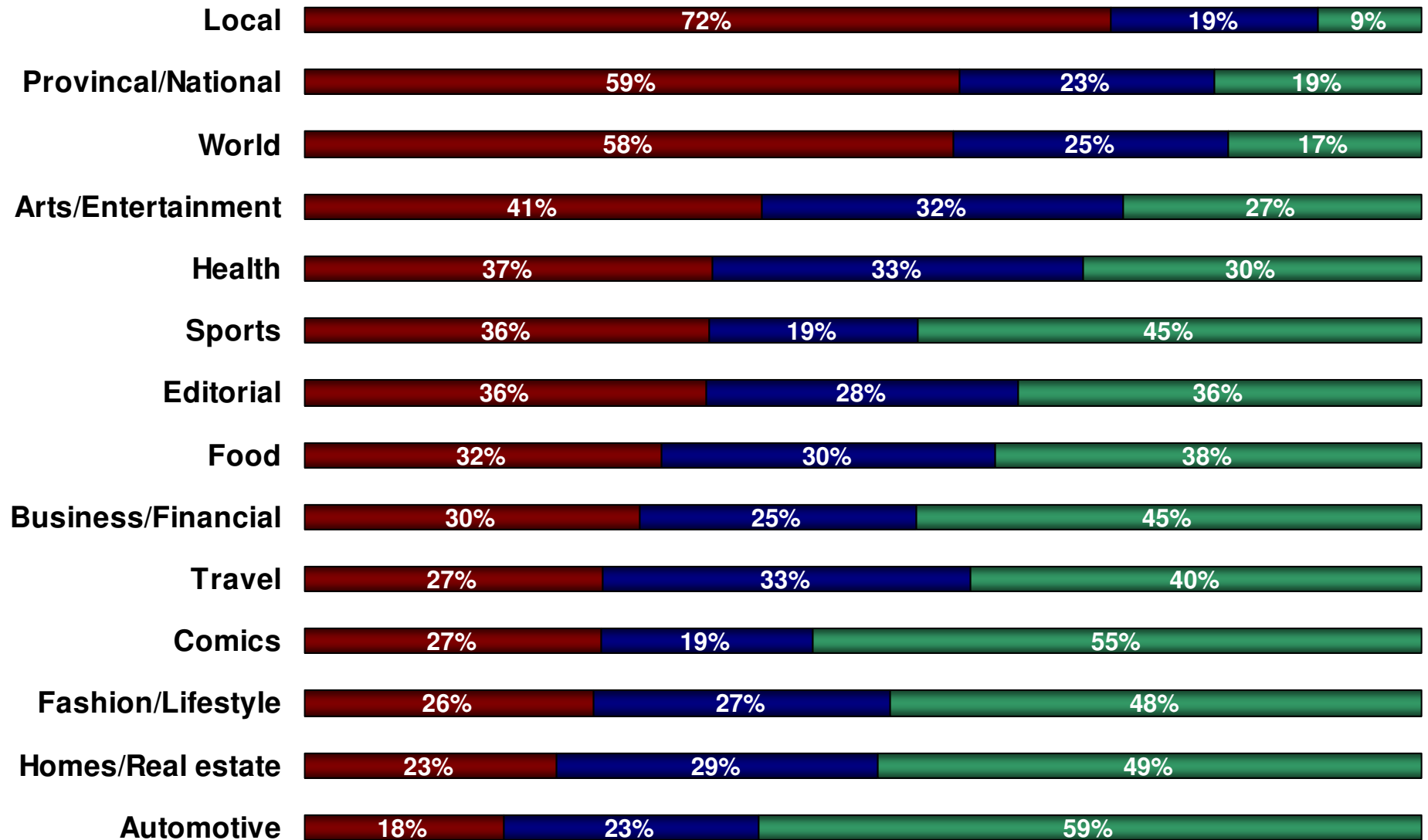
Online



Total
80%



Content Readership – All Markets 2010



■ Usually ■ Sometimes ■ Rarely/Never

Content Readership – Usually Read

News is first then.....

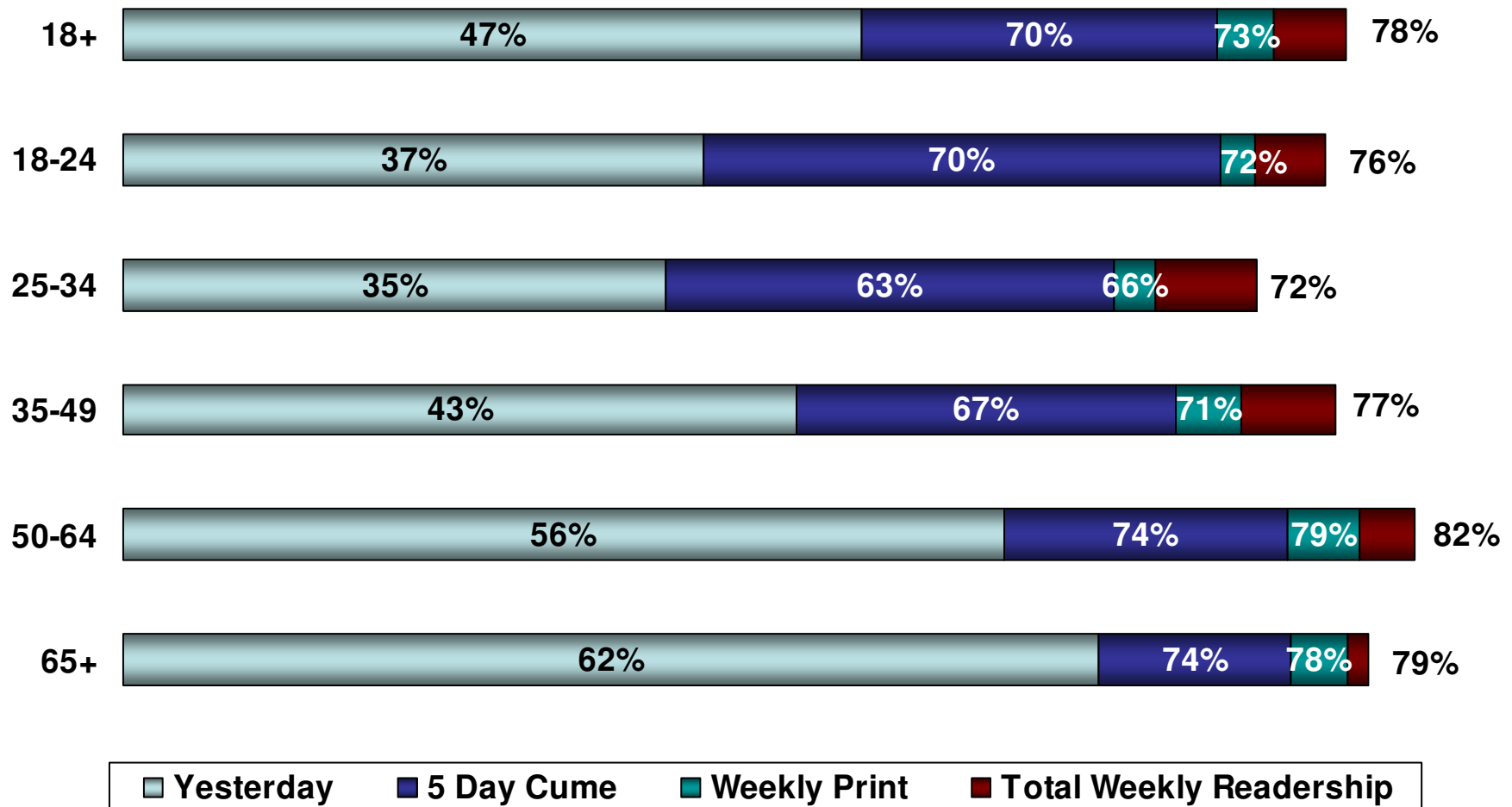
Age 18-49		Age 50+	
Arts/Entertainment	38%	Editorial/Opinion	50%
Sports	37%	Arts/Entertainment	45%
Health	30%	Health	45%
Editorial/Opinion	25%	Food	41%
Food	25%	Business/Finance	37%

Content Readership – Usually Read

News is first then.....

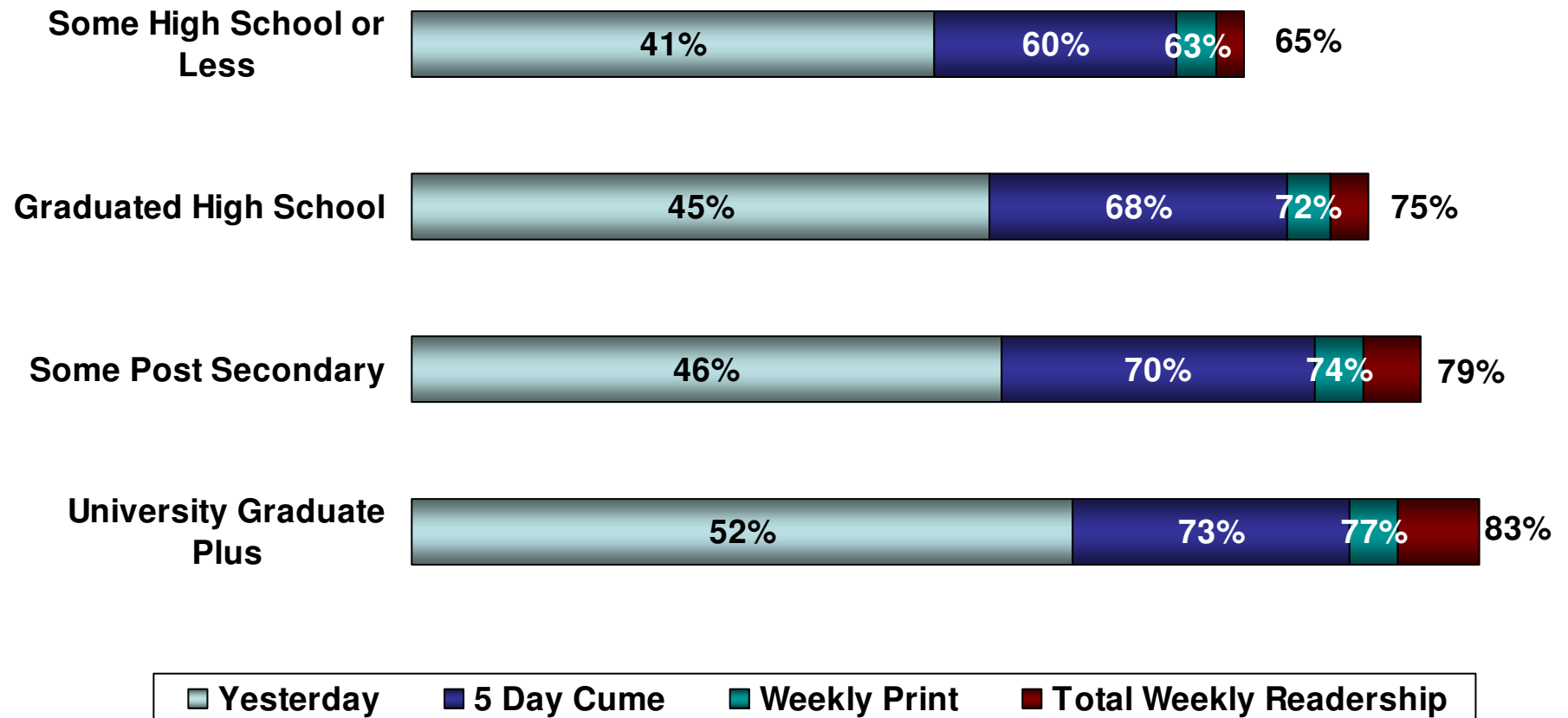
Men 18+		Women 18+	
Sport	55%	Arts/Entertainment	51%
Business/Finance	40%	Health	47%
Editorial/Opinion	34%	Food	45%
Arts/Entertainment	31%	Fashion/Lifestyle	41%
Automotive	29%	Editorial/Opinion	38%

Readership by Age Group – All Markets 2010



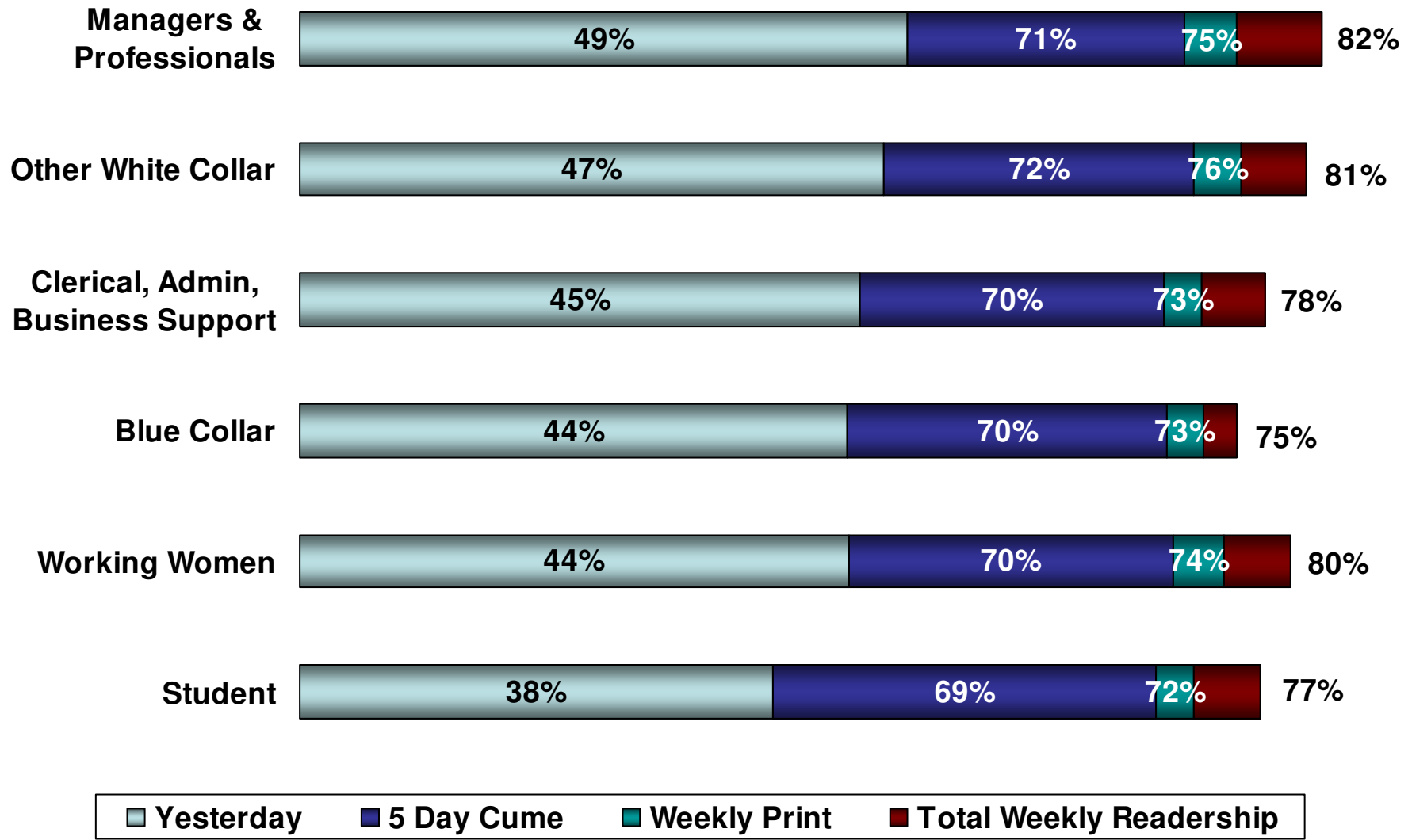
Source: 2010 NADbank

Readership by Education – All Markets 2010



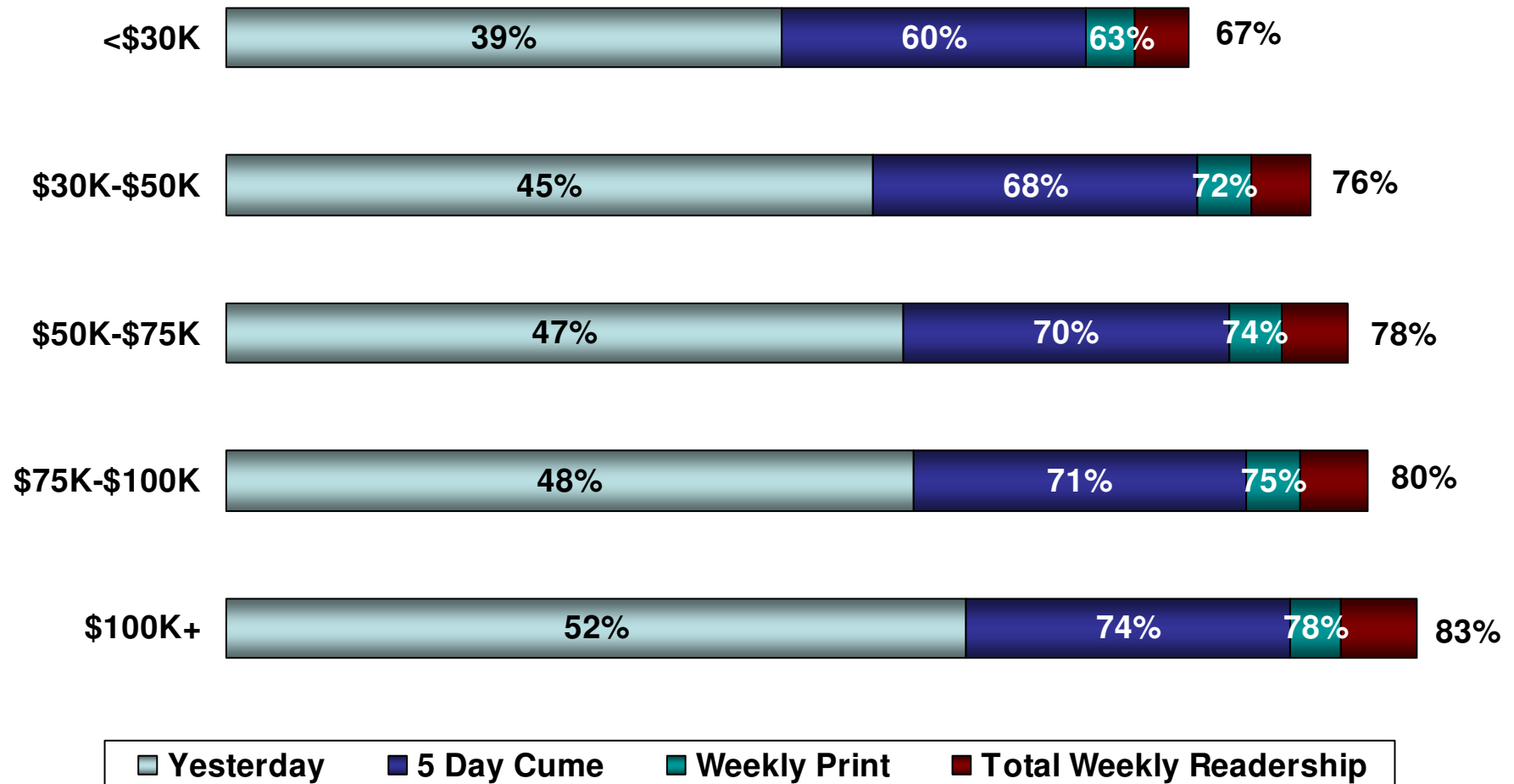
Source: 2010 NADbank

Readership by Occupation – All Markets 2010



Source: 2010 NADbank

Readership by Household Income – All Markets 2010



Source: 2010 NADbank