

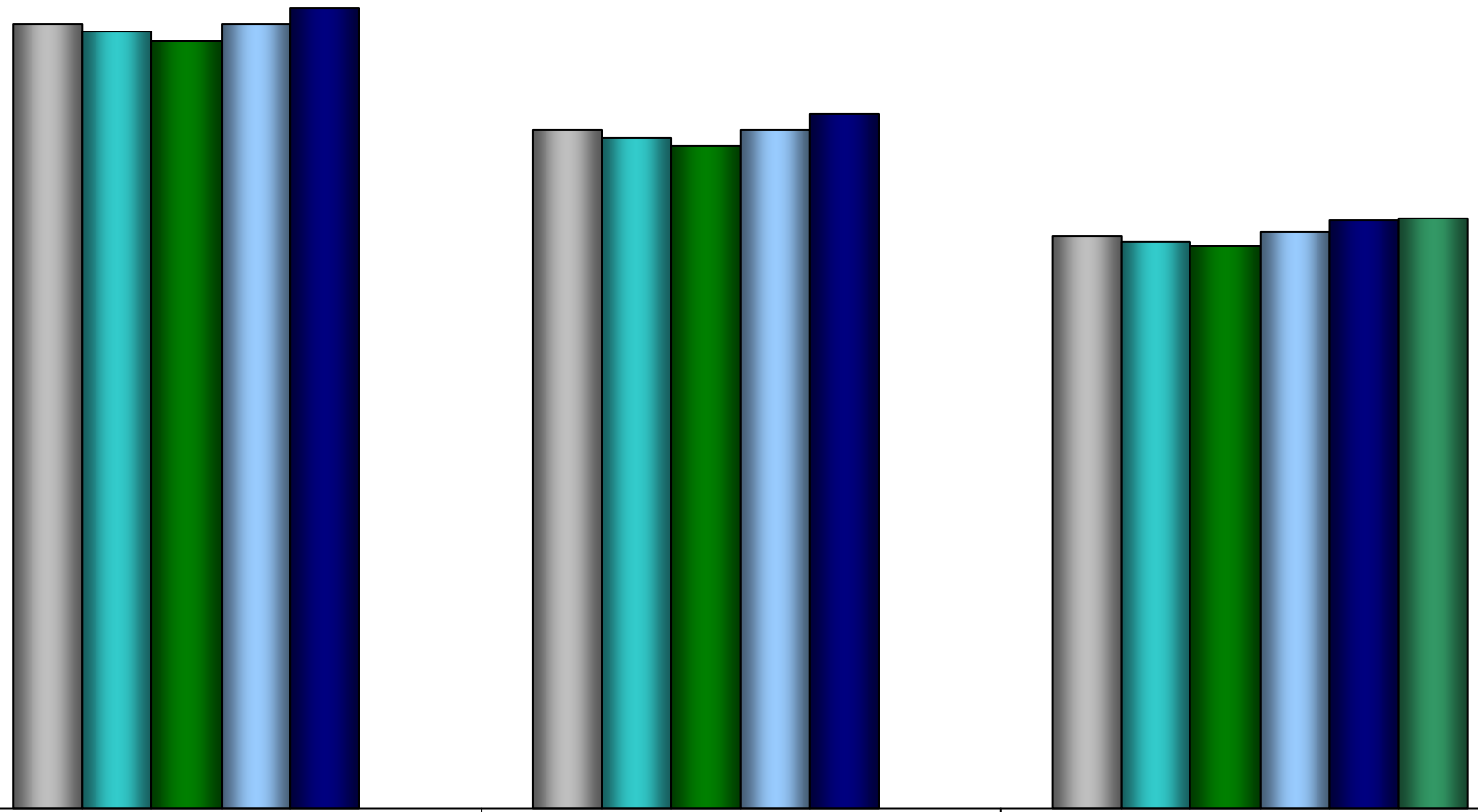


2010 SUPPLEMENTARY REPORT

More than just a readership study

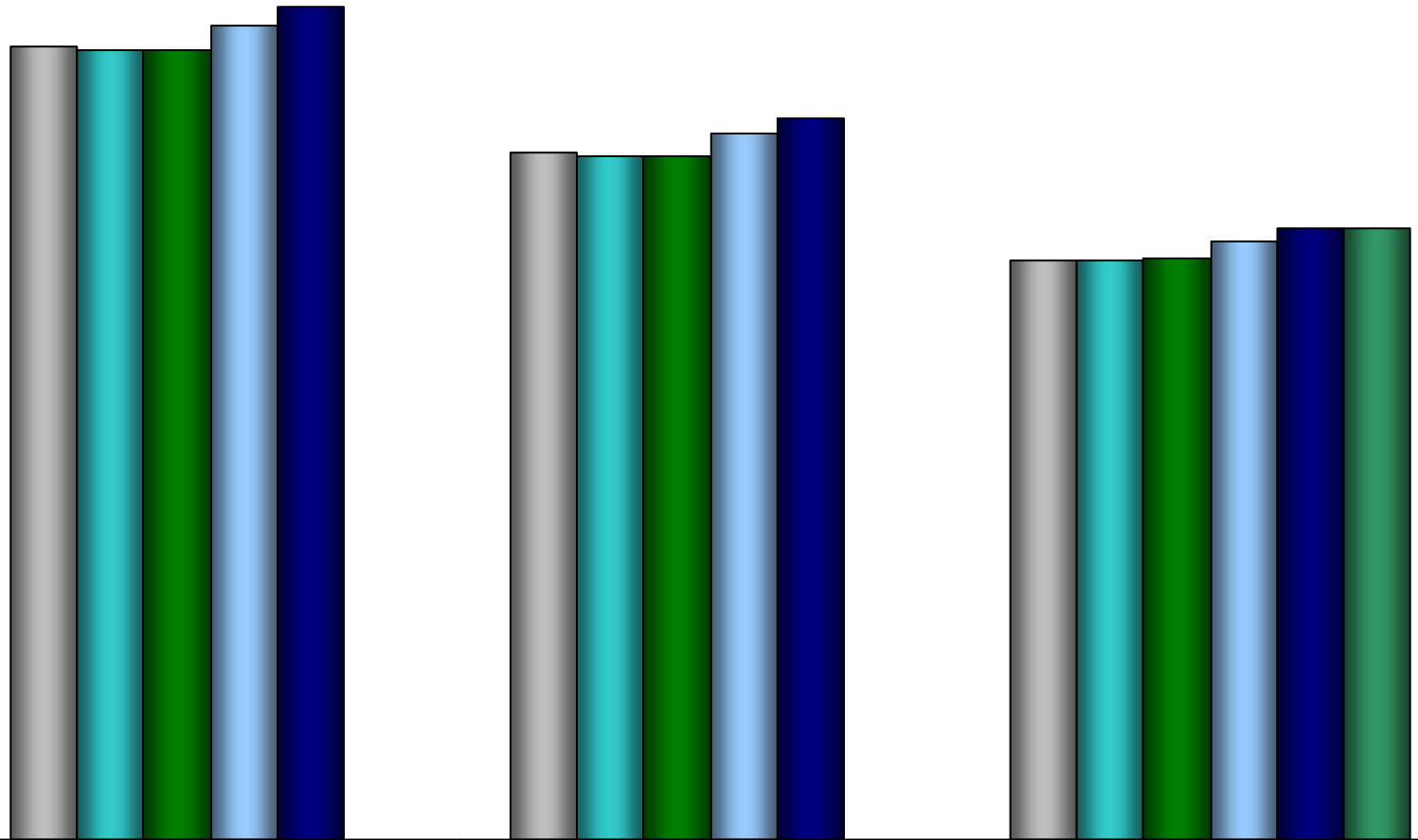


Weekly Print Readers 2006-2010 *single year*



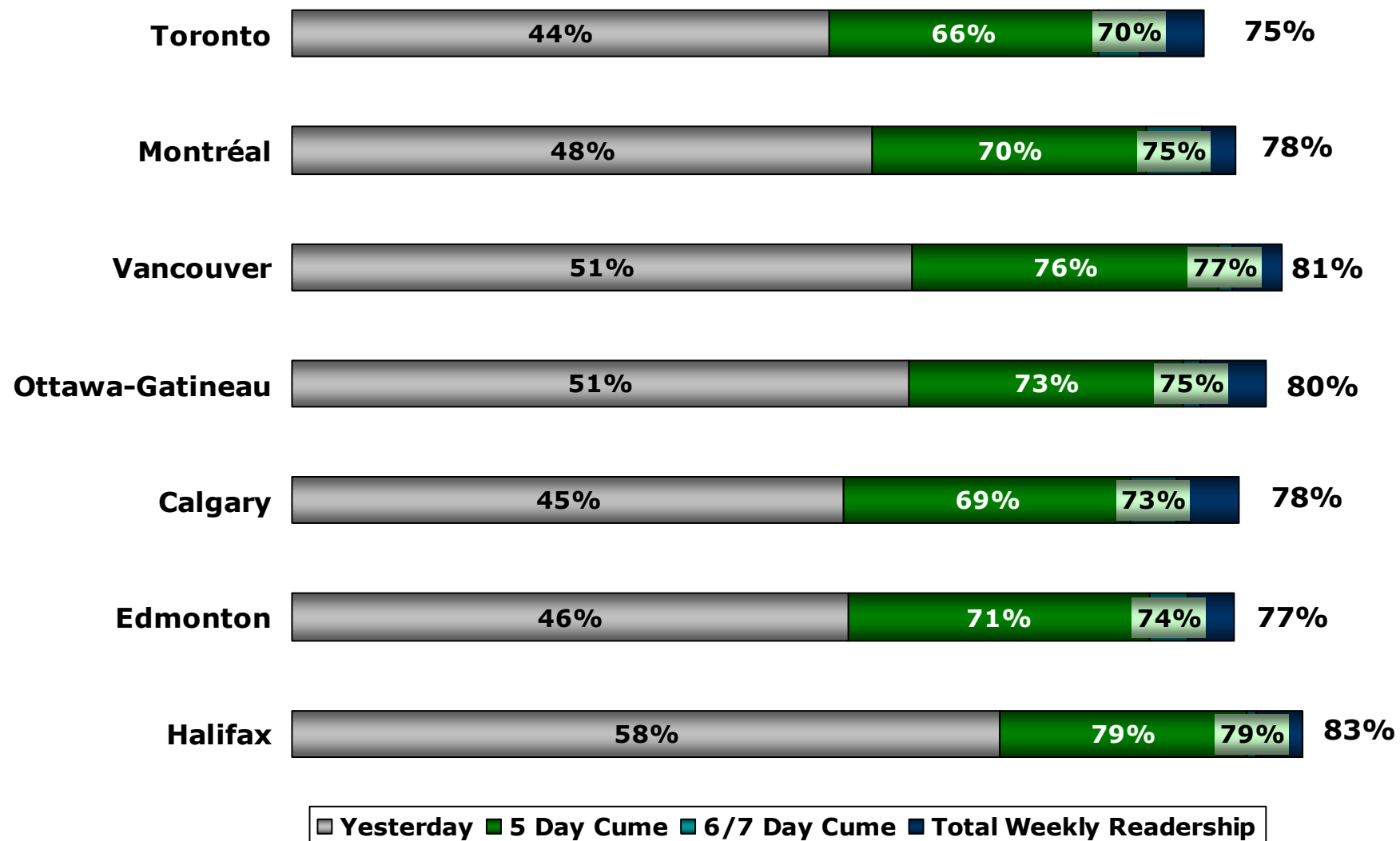
	Top 19 Markets	Top 10 Markets	1MM+ Markets
■ 2006	12,009,700	10,390,300	8,768,300
■ 2007	11,881,900	10,280,900	8,683,800
■ 2008	11,750,100	10,150,800	8,615,400
■ 2009	12,000,000	10,401,600	8,813,000
■ 2010	12,245,000	10,630,300	9,000,700
■ 2010 single year			9,037,700

Total Weekly Readers 2006-2010 *single year* Printed & Online Editions

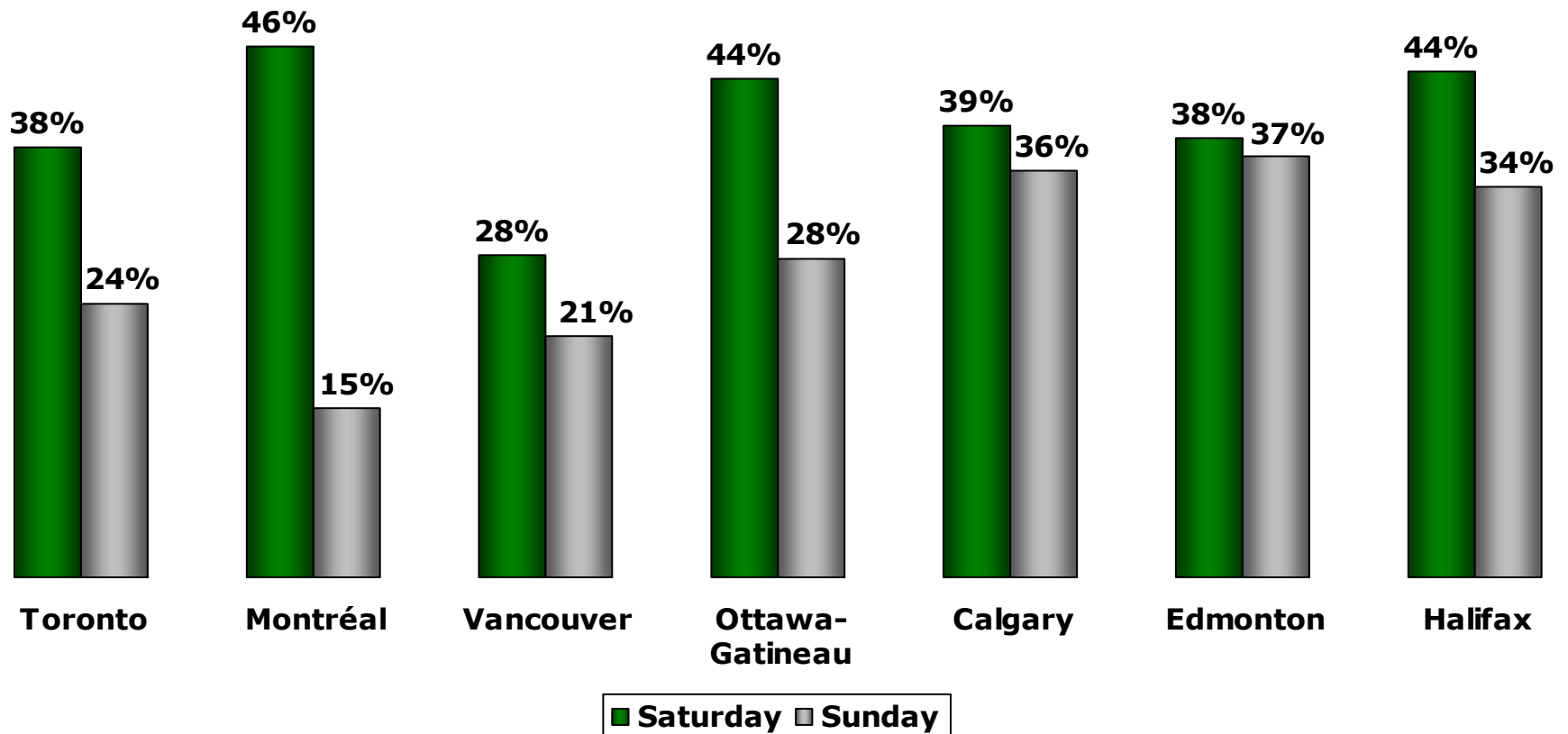


	Top 19 Markets	Top 10 Markets	1MM+ Markets
■ 2006	12,430,900	10,756,300	9,082,800
■ 2007	12,376,600	10,710,900	9,064,500
■ 2008	12,382,300	10,695,000	9,099,300
■ 2009	12,765,900	11,051,800	9,381,800
■ 2010	13,036,900	11,290,800	9,566,900
■ 2010 single year			9,582,400

2010 (single year) Readership in Top 6 Markets & Halifax



2010 Weekend Readership in Top 6 Markets and Halifax

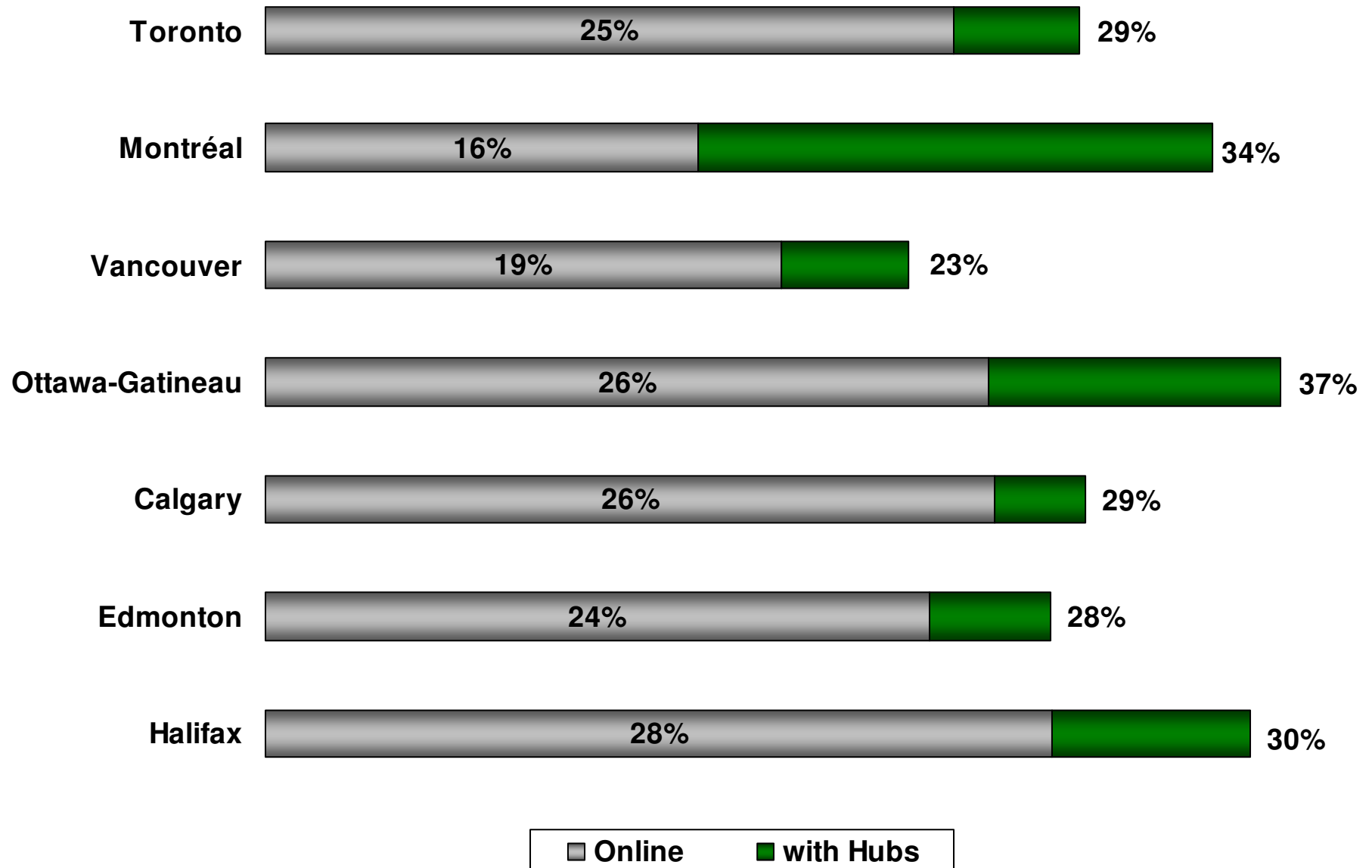


Weekly Readership in the Top 10 - 2008 to 2010 single year

	Weekly Print			Total Weekly Reach		
	2008	2009	2010	2008	2009	2010
Toronto	69%	71%	70%	74%	76%	75%
Montréal	74%	73%	75%	76%	77%	78%
Vancouver	75%	74%	77%	78%	78%	81%
Ottawa-Gatineau	75%	72%	75%	81%	79%	80%
Calgary	75%	74%	73%	79%	79%	78%
Edmonton*	74%	75%	74%	77%	78%	77%
Halifax*	79%	77%	79%	84%	83%	83%

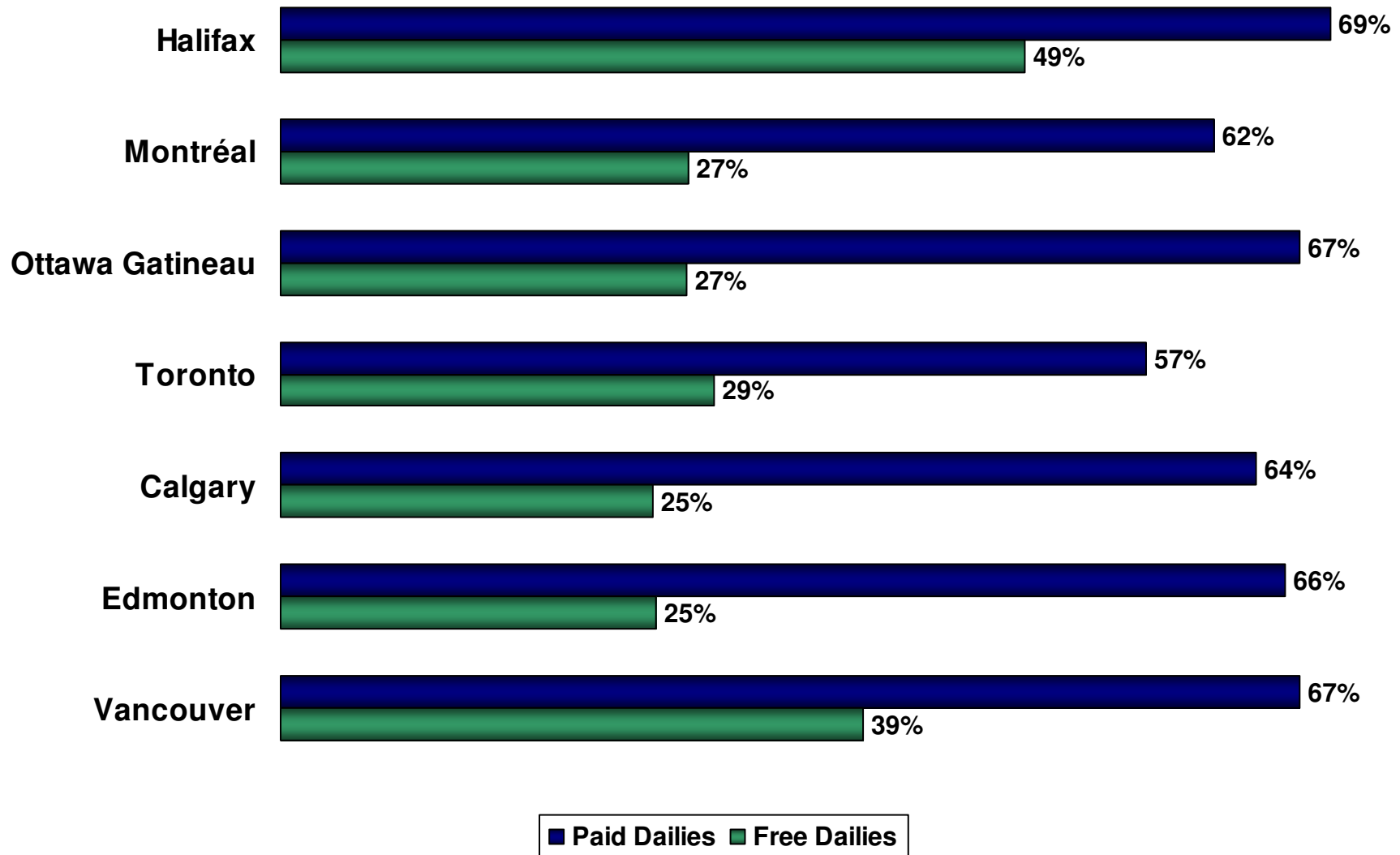
* 2 year blended samples in 2008 and 2009.

Weekly Website Visitors – Top 6 Markets & Halifax 2010 *single year*



Readership of Paid and Free Dailies

2010 *single year 5 Day Cume*



How Do Toronto Adults Access Their Digital News?

