



PRESS RELEASE

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READERSHIP OF CANADIAN DAILY NEWSPAPERS REMAINS STRONG; NEW DATA FOR MILLION PLUS MARKETS CONFIRMS THAT DAILY NEWSPAPERS REACH 77% OF ADULT CONSUMERS EACH WEEK!

TORONTO - NADbank Inc. (Newspaper Audience Databank) today announces the release of the 2009/10 NADbank Readership Study. This release includes readership data from the fall of 2009 and the spring of 2010 for the million plus markets; Toronto, Montréal, Vancouver, Ottawa-Gatineau, Calgary, Edmonton, as well as Halifax.

The results of this study confirm that daily newspapers continue to be a vital source of news, information and entertainment for consumers in seven of Canada's largest and most competitive markets. The readership of daily newspapers both for printed and online editions remains stable in all these markets.

In Toronto 76% of adults 18+ read either a printed or online edition of a daily newspaper each week. Readership results for other markets are 77% in Montréal, 79% in Vancouver, 79% in Ottawa-Gatineau, 78% in Calgary, and 78% in Edmonton. Online readership is highest in Ottawa-Gatineau (30%) followed by Toronto (25%) and Calgary (25%).

Today's release provides members with access to new readership results for 31 Canadian daily newspapers. The full Study, NADbank 2009 released last Spring, provides readership for 81 Canadian daily newspapers and 2 Detroit dailies in 53 urban markets across Canada. Also available is readership data for 60 community newspapers in 33 markets and product/retail/lifestyle information in 22 markets.

The following six tables contain readership details for each market with updated data.

Readership Results – Toronto, Montréal, Ottawa-Gatineau, Calgary, Edmonton and Vancouver

Toronto CMA

Toronto CMA	Any Paper		Toronto Star		The Toronto Sun		The Globe and Mail	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	1,969,300	44%	963,100	22%	444,900	10%	354,300	8%
5 Day Cume	2,952,000	66%	1,756,200	39%	921,100	21%	757,300	17%
Read Saturday	1,705,300	38%	1,212,300	27%	360,600	8%	395,900	9%
Read Sunday	1,038,800	23%	712,000	16%	450,900	10%	N/A	N/A
6/7 Day Cume	3,131,400	70%	2,015,200	45%	1,039,500	23%	811,800	18%
Weekly Online	1,123,000	25%	740,700	17%	206,000	5%	455,600	10%
Total Weekly Readership	3,388,300	76%	2,315,600	52%	1,109,700	25%	1,043,900	23%

	National Post		Metro		24 Hours	
	Audience	%	Audience	%	Audience	%
Read Yesterday	139,800	3%	555,800	12%	276,900	6%
5 Day Cume	363,000	8%	1,056,500	24%	700,000	16%
Read Saturday	153,700	3%	N/A	N/A	N/A	N/A
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	386,200	9%	N/A	N/A	N/A	N/A
Weekly Online	196,200	4%	88,600	2%	94,700	2%
Total Weekly Readership	518,700	12%	1,081,500	24%	753,500	17%

Montréal CMA

	Any Paper		La Presse		Le Journal de Montréal		The Gazette	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	1,499,000	48%	362,400	12%	633,000	20%	303,600	10%
5 Day Cume	2,123,600	69%	650,100	21%	1,124,700	36%	442,600	14%
Read Saturday	1,419,500	46%	560,600	18%	663,600	21%	331,000	11%
Read Sunday	670,100	22%	N/A	N/A	444,400	14%	236,900	8%
6/7 Day Cume	2,274,400	73%	782,200	25%	1,234,700	40%	495,000	16%
Weekly Online	548,800	18%	330,300	11%	133,000	4%	119,800	4%
Total Weekly Readership	2,383,200	77%	914,000	30%	1,271,200	41%	544,400	18%

	Métro		24 HEURES		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	338,400	11%	285,900	9%	30,100	1%*	32,500	1%*
5 Day Cume	688,800	22%	561,900	18%	95,800	3%	81,600	3%
Read Saturday	N/A	N/A	N/A	N/A	33,300	1%*	22,000	1%*
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	N/A	N/A	103,300	3%	83,500	3%
Weekly Online	44,000	1%*	31,300	1%*	61,100	2%	34,500	1%*
Total Weekly Readership	710,900	23%	567,800	18%	147,500	5%	106,900	4%

*small sample size

Vancouver CMA

Vancouver CMA	Any Paper		The Province		Vancouver Sun		Metro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	966,000	51%	444,800	24%	452,200	24%	180,100	10%
5 Day Cume	1,393,500	74%	824,400	44%	777,700	41%	436,400	23%
Read Saturday	535,400	28%	N/A	N/A	470,600	25%	N/A	N/A
Read Sunday	407,200	22%	407,200	22%	N/A	N/A	N/A	N/A
6/7 Day Cume	1,419,700	75%	880,000	46%	808,200	43%	N/A	N/A
Weekly Online	367,100	19%	131,400	7%	234,900	12%	22,400	1%*
Total Weekly Readership	1,488,100	79%	912,600	48%	887,200	47%	438,700	23%

	24 Hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%
Read Yesterday	222,100	12%	89,100	5%	43,500	2%
5 Day Cume	563,400	30%	246,200	13%	118,400	6%
Read Saturday	N/A	N/A	111,000	6%	55,800	3%
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	275,700	15%	128,000	7%
Weekly Online	21,700	1%*	121,800	6%	45,200	2%
Total Weekly Readership	568,200	30%	335,900	18%	159,300	8%

*small sample size

Ottawa-Gatineau CMA

	Any Paper		Ottawa Citizen		The Ottawa Sun		Le Droit	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	480,000	49%	259,300	27%	138,700	14%	81,600	8%
5 Day Cume	681,100	70%	395,600	40%	258,700	26%	141,200	14%
Read Saturday	416,300	43%	257,800	26%	117,300	12%	78,900	8%
Read Sunday	275,200	28%	210,200	22%	97,000	10%	N/A	N/A
6/7 Day Cume	710,200	73%	428,200	44%	274,100	28%	151,700	16%
Weekly Online	290,400	30%	202,000	21%	88,900	9%	43,700	5%
Total Weekly Readership	773,800	79%	502,200	51%	311,500	32%	169,500	17%

	Metro		24 Hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	82,800	9%	45,600	5%	69,600	7%	20,900	2%*
5 Day Cume	205,800	21%	124,000	13%	122,400	13%	55,700	6%
Read Saturday	N/A	N/A	N/A	N/A	60,000	6%	17,400	2%*
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	N/A	N/A	130,400	13%	58,900	6%
Weekly Online	15,100	2%*	9,800	1%*	85,200	9%	48,200	5%
Total Weekly Readership	210,700	22%	131,500	13%	177,300	18%	87,100	9%

*small sample size

Calgary CMA

Calgary CMA	Any Paper		Calgary Herald		The Calgary Sun		Metro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	460,100	47%	296,900	30%	152,500	15%	81,100	8%
5 Day Cume	694,000	70%	482,500	49%	328,800	33%	197,300	20%
Read Saturday	376,200	38%	278,700	28%	134,200	14%	N/A	N/A
Read Sunday	347,000	35%	247,400	25%	149,800	15%	N/A	N/A
6/7 Day Cume	726,800	74%	505,300	51%	373,300	38%	N/A	N/A
Weekly Online	244,000	25%	160,800	16%	87,300	9%	5,500	1%*
Total Weekly Readership	774,100	78%	557,000	56%	404,300	41%	200,200	20%

	24 Hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%
Read Yesterday	24,700	3%*	38,100	4%	26,300	3%*
5 Day Cume	86,800	9%	113,700	12%	55,200	6%
Read Saturday	N/A	N/A	37,900	4%	26,400	3%*
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	123,200	13%	60,800	6%
Weekly Online	6,800	1%*	72,700	7%	31,800	3%
Total Weekly Readership	89,000	9%	161,700	16%	81,100	8%

*small sample size

Edmonton CMA

Edmonton CMA	Any Paper		Edmonton Journal		The Edmonton Sun		Metro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	445,200	47%	276,300	29%	171,300	18%	68,800	7%
5 Day Cume	667,500	71%	453,300	48%	324,200	34%	170,900	18%
Read Saturday	362,100	39%	260,900	28%	124,400	13%	N/A	N/A
Read Sunday	345,600	37%	240,700	26%	148,400	16%	N/A	N/A
6/7 Day Cume	699,100	74%	470,800	50%	354,600	38%	N/A	N/A
Weekly Online	225,200	24%	140,600	15%	76,500	8%	11,000	1%*
Total Weekly Readership	729,800	78%	509,000	54%	375,300	40%	176,300	19%

	24 Hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%
Read Yesterday	30,600	3%	43,600	5%	20,700	2%*
5 Day Cume	111,900	12%	105,700	11%	67,700	7%
Read Saturday	N/A	N/A	41,500	4%	22,800	2%*
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	111,600	12%	69,100	7%
Weekly Online	10,800	1%*	57,600	6%	37,200	4%
Total Weekly Readership	117,800	13%	138,500	15%	97,200	10%

*small sample size

Note: audience numbers may vary due to rounding

Definitions

Read Yesterday (average weekday): the number (percentage) of adults 18+ who read a printed edition of a/the daily newspaper on the average weekday (Monday to Friday).

5 Day Cumulative (weekday reach): the number (percentage) of adults 18+ who read at least one printed edition of a/the newspaper in the past 5 weekdays (Monday to Friday).

Read Saturday/Sunday: the number (percentage) of adults 18+ who read a printed edition of a/the newspaper last Saturday/Sunday.

6/7 Day Cumulative (weekly reach): the number of adults 18+ who read at least one printed edition of a/the paper in the past week. (Monday to Saturday/Sunday).

Weekly Online: The number (percentage) of adults who read at least one online edition of a daily newspaper in the past week.

Total Weekly Readership: The number (percentage) of adults 18+ who read at least one printed or online edition of a/the daily newspaper in the past week.

NADbank Inc. is the principal research arm of the Canadian Daily Newspaper industry and a tripartite organization whose membership is comprised of daily newspapers, advertising agencies, media companies and advertisers. NADbank conducts annual readership, product, retail and lifestyle category studies in urban markets across Canada.

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