



PRESS RELEASE

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READERSHIP OF CANADIAN DAILY NEWSPAPERS REMAINS STRONG; NEW DATA FOR THE TOP SIX CANADIAN MARKETS CONFIRMS THAT 77% OF ADULTS READ A DAILY NEWSPAPER OVER THE PAST WEEK.

TORONTO - NADbank Inc. (Newspaper Audience Databank) today announces the release of the 2008/09 NADbank Readership Study for selected markets. This release includes readership data from the Fall of 2008 and the Spring of 2009 for Toronto, Ottawa-Gatineau, Montréal, Calgary, Edmonton and Vancouver.

A 10% increase in weekly online readership in the six markets measured contributes to an overall increase in total weekly readership. These results confirm that daily newspapers continue to be a vital source of news, information and entertainment for consumers in six of Canada's largest and most competitive markets. The readership of daily newspapers (printed edition) remains stable in all six markets.

In Toronto 75% of adults 18+ read either a printed or online edition of a daily newspaper; 77% in Montréal, 78% in Vancouver, 80% in Ottawa-Gatineau, 79% in Calgary, and 79% in Edmonton. Readership online continues to grow with the highest weekly reach in Ottawa-Gatineau (28%), Toronto (25%) and Calgary (22%).

Today's release provides members with access to new readership results for 29 Canadian daily newspapers. The full Study, NADbank 2008, provides readership for 82 Canadian daily newspapers and 2 Detroit dailies in 54 urban markets across Canada. Also available are readership data for 57 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	1,936,800	44	974,000	22%	409,300	9%	407,200	9%
5 Day Cume	2,867,700	65	1,677,800	38%	862,400	20%	759,200	17%
Read Saturday	1,645,700	38	1,155,000	26%	341,600	8%	388,500	9%
Read Sunday	1,093,100	25	733,100	17%	478,200	11%	N/A	N/A
6/7 Day Cume	3,070,100	70	1,926,100	44%	1,101,100	23%	811,300	19%
Weekly Online	1,074,700	25	684,200	16%	201,900	5%	466,500	11%
Total Weekly Readership	3,289,100	75	2,198,500	50%	1,088,900	25%	1,041,600	24%

	National Post		Metro		24 hours	
	Audience	%	Audience	%	Audience	%
Read Yesterday	206,600	5%	455,600	10%	281,600	6%
5 Day Cume	418,900	10%	915,200	22%	606,800	14%
Read Saturday	177,400	4%	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	441,200	10%	N/A	N/A	N/A	N/A
Weekly Online	211,700	5%	81,200	2%	74,200	2%
Total Weekly Readership	575,000	13%	984,800	22%	642,300	15%

Montréal CMA

	Any Paper		La Presse		Le Journal de Montréal		The Gazette	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	1,474,300	49%	433,300	14%	615,100	20%	276,800	9%
5 Day Cume	2,041,900	68%	678,200	23%	1,027,400	34%	454,200	15%
Read Saturday	1,421,800	47%	600,500	20%	639,000	21%	327,100	11%
Read Sunday	965,300	32%	399,500	13%	401,300	13%	251,800	8%
6/7 Day Cume	2,221,800	74%	820,800	27%	1,162,900	39%	504,600	17%
Weekly Online	589,300	20%	359,000	12%	130,700	4%	134,900	5%
Total Weekly Readership	2,311,900	77%	946,900	31%	1,199,500	40%	563,000	19%

	Métro		24 heures		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	323,800	11%	258,200	9%	37,100	1%*	21,000	1%*
5 Day Cume	630,100	21%	516,400	17%	97,600	3%	71,400	2%
Read Saturday	N/A	N/A	N/A	N/A	36,200	1%*	19,800	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	104,600	4%	74,400	3%
Weekly Online	36,900	1%*	27,100	1%*	79,800	3%	41,100	1%*
Total Weekly Readership	640,700	21%	527,000	18%	162,100	5%	107,500	4%

*small sample size

Ottawa-Gatineau CMA

	Any Paper		Ottawa Citizen		The Ottawa Sun		Le Droit	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	450,800	48%	237,300	25%	127,000	13%	86,100	9%
5 Day Cume	654,800	69%	367,000	39%	220,400	23%	143,100	15%
Read Saturday	423,000	45%	272,600	29%	82,200	9%	90,700	10%
Read Sunday	258,300	27%	213,800	23%	72,700	8%	N/A	N/A
6/7 Day Cume	693,000	73%	411,900	44%	233,000	25%	154,600	16%
Weekly Online	266,900	28%	154,500	16%	70,700	8%	49,000	5%
Total Weekly Readership	757,500	80%	466,700	49%	270,800	29%	179,500	19%

	Metro		24 hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	67,900	7%	35,100	4%	47,300	5%	26,100	3%
5 Day Cume	161,100	17%	96,200	10%	111,400	12%	56,500	6%
Read Saturday	N/A	N/A	N/A	N/A	57,500	6%	28,300	3%
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	127,200	13%	60,400	6%
Weekly Online	12,300	1%*	5,700	1%*	91,500	10%	47,200	5%
Total Weekly Readership	166,800	18%	99,700	11%	179,600	19%	97,300	10%

Calgary CMA

Calgary CMA	Any Paper		Calgary Herald		The Calgary Sun		Metro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	445,600	47%	285,700	30%	138,500	15%	58,400	6%
5 Day Cume	667,800	70%	462,500	49%	303,800	32%	146,700	15%
Read Saturday	386,300	41%	280,000	29%	120,300	13%	N/A	N/A
Read Sunday	341,300	36%	229,300	24%	142,600	15%	N/A	N/A
6/7 Day Cume	704,400	74%	487,200	51%	349,100	37%	N/A	N/A
Weekly Online	208,800	22%	134,400	14%	74,300	8%	10,000	1%*
Total Weekly Readership	751,100	79%	539,400	57%	382,600	40%	151,700	16%

	24 hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%
Read Yesterday	30,100	3%*	41,600	4%	28,700	3%
5 Day Cume	84,700	9%	110,500	12%	67,900	7%
Read Saturday	N/A	N/A	45,400	5%	29,300	3%*
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	120,400	13%	71,100	8%
Weekly Online	6,400	1%*	68,300	7%	32,100	3%*
Total Weekly Readership	88,500	9%	167,500	18%	94,500	10%

*small sample size

Edmonton CMA

Edmonton CMA	Any Paper		Edmonton Journal		The Edmonton Sun		Metro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	439,700	49%	286,200	32%	179,600	20%	51,300	6%
5 Day Cume	660,200	73%	476,100	53%	336,400	37%	137,400	15%
Read Saturday	386,000	43%	284,100	32%	132,000	15%	N/A	N/A
Read Sunday	363,300	40%	255,700	28%	157,000	17%	N/A	N/A
6/7 Day Cume	687,500	76%	497,400	55%	366,700	41%	N/A	N/A
Weekly Online	177,500	20%	106,900	12%	67,300	8%	5,000	1%*
Total Weekly Readership	716,200	79%	529,500	59%	387,500	43%	139,000	15%

	24 hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%
Read Yesterday	34,100	4%	26,400	3%*	30,000	3%*
5 Day Cume	110,200	12%	79,200	9%	60,900	7%
Read Saturday	N/A	N/A	34,000	4%	32,400	4%
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	86,500	10%	66,200	7%
Weekly Online	4,800	1%*	40,400	5%	24,800	3%*
Total Weekly Readership	114,600	13%	110,100	12%	82,800	9%

Vancouver CMA

Vancouver CMA	Any Paper		The Province		Vancouver Sun		Metro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	954,900	51%	453,300	24%	438,500	24%	179,600	10%
5 Day Cume	1,359,300	73%	792,200	43%	730,000	39%	412,700	22%
Read Saturday	544,100	29%	N/A	N/A	484,600	26%	N/A	N/A
Read Sunday	394,900	21%	394,900	21%	N/A	N/A	N/A	N/A
6/7 Day Cume	1,385,300	74%	832,700	45%	800,800	43%	N/A	N/A
Weekly Online	361,600	19%	148,400	8%	194,900	11%	21,300	1%*
Total Weekly Readership	1,454,700	78%	887,200	48%	870,900	47%	420,900	23%

	24 hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%
Read Yesterday	237,800	13%	108,600	6%	63,100	3%
5 Day Cume	529,500	29%	248,500	13%	148,100	8%
Read Saturday	N/A	N/A	111,900	6%	65,000	4%
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	278,500	15%	158,900	9%
Weekly Online	44,600	2%	128,600	7%	64,500	4%
Total Weekly Readership	543,100	29%	345,200	19%	206,400	11%

*small sample size

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 Cume (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 Cume (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 is the principal research arm of the Canadian Daily Newspaper industry and a tri-partite 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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