

# 24 hours Calgary

24 hours Calgary is a new product in the market and currently boasts 78,900 weekly readers. The Calgary CMA has a population of over 1.2 million people. The average household income of the residents of Calgary is \$122,459 which is 50% above the national average. In 2010 it is estimated that residents will spend an average of \$38,497 in the retail sector per household.



Circulation	
Monday	39,629
Tuesday	39,328
Wednesday	39,175
Thursday	39,662
Friday	40,058

Readership	
Monday to Friday	26,900
5 Day CUME	78,900
Weekly Print & Online	81,000

Editorial Features	M	T	W	TH	F
Breaking News	█	█	█	█	█
World News	█	█	█	█	█
Money	█	█	█	█	█
Classified	█	█	█	█	█
Sports	█	█	█	█	█
Health & Fitness	█	█	█	█	█
Couples & Family	█	█	█	█	█
Fashion & Beauty	█	█	█	█	█
Homes	█	█	█	█	█
Food & Drink	█	█	█	█	█
Workzone	█	█	█	█	█
Travel	█	█	█	█	█
Auto	█	█	█	█	█
Digital Life	█	█	█	█	█
24H Weekend	█	█	█	█	█

## Demographic Highlights

- 82% are adults 18-49
- 59:41 Male/Female Split
- 72% own their home
- 65% have some post secondary plus

