

24 hours Edmonton

24 hours Edmonton is a new product in the market and currently boasts 104,300 weekly readers. The Edmonton CMA has a population of over 1.1 million people. The average household income of the residents of Edmonton is \$98,857 which is 23% above the national average. In 2010 it is estimated that residents will spend an average of \$40,523 in the retail sector per household.



Circulation	
Monday	31,474
Tuesday	31,612
Wednesday	31,409
Thursday	31,517
Friday	33,362

Readership	
Monday to Friday	30,600
5 Day CUME	104,300
Weekly Print & Online	108,300

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

- 69% are adults 18-49
- 54:46 Male/Female Split
- 76% own their home
- 67% have some post secondary plus

