

# 24 hours Ottawa

24 hours Ottawa is designed and edited to appeal to busy, active people of all ages, it currently boasts 95,500 weekly readers. The Ottawa CMA has a population of over 1.2 million people. The average household income of the residents of Ottawa is \$91,159 which is 15% above the national average. In 2010 it is estimated that residents will spend an average of \$27,103 in the retail sector per household.



Circulation	
Monday	31,428
Tuesday	31,653
Wednesday	31,678
Thursday	31,940
Friday	35,938

Readership	
Monday to Friday	39,400
5 Day CUME	95,500
Weekly Print & Online	103,600

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

- 66% are adults 18-49
- 55:45 Male/Female Split
- 66% own their home
- 72% have some post secondary plus

