

# 24 hours Toronto

24 hours Toronto is designed and edited to appeal to busy, active people of all ages, it currently boasts 633,000 weekly readers. The Toronto CMA has a population of over 5.6 million people. The average household income of the residents of Toronto is \$99,268 which is 10% above the national average. In 2010 it is estimated that residents will spend an average of \$29,371 in the retail sector per household.



Circulation	
Monday	244,715
Tuesday	246,619
Wednesday	247,770
Thursday	245,126
Friday	251,501

Readership	
Monday to Friday	265,000
5 Day CUME	633,000
Weekly Print & Online	673,400

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

## Demographic Highlights

- 68% are adults 18-49
- 47:53 Male/Female Split
- 62% own their home
- 69% have some post secondary plus

