

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	247,769
Thursday	245,126
Friday	251,502

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	█	█	█	█	█
World News	█	█	█	█	█
Money	█	█	█	█	█
Classified	█	█	█	█	█
Sports	█	█	█	█	█
Health & Fitness	█	█	█	█	█
Couples & Family	█	█	█	█	█
Fashion & Beauty	█	█	█	█	█
Homes	█	█	█	█	█
Food & Drink	█	█	█	█	█
Workzone	█	█	█	█	█
Travel	█	█	█	█	█
Auto	█	█	█	█	█
Digital Life	█	█	█	█	█
24H Weekend	█	█	█	█	█

Demographic Highlights

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

