

# Barrie Examiner

Barrie is a vibrant and attractive city with swimmable beaches and challenging ski opportunities on our doorstep. An abundance of parkland, totalling over 90 parks, comprising in excess of 300 ha. are scattered throughout the city. Several of these parks line beautiful Kempenfelt Bay with extensive biking, roller blading and walking trails. Cultural attractions include the renowned Gryphon Theatre, and international concert and performance venue at the Barrie Molson Centre, a 4,200 seat multi-purpose entertainment facility, and the MacLaren Art Centre.

## Circulation

Monday	6,686
Tuesday	6,821
Wednesday	8,621
Thursday	49,331
Friday	9,648
Saturday	6,640

## Readership

Monday to Friday	36,200
Saturday	36,600
6 Day CUME	78,000
Weekly Print/Online	81,200



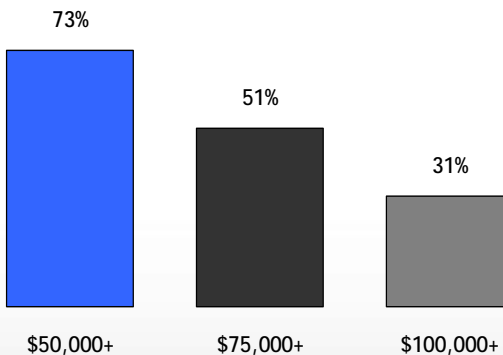
## Special Features

Name	Month
Escape the City	May/Sept
Small Business Week	October
New Car Preview	November

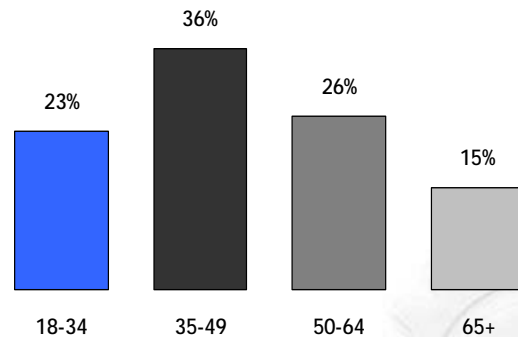
## Demographic Highlights

- 61% are adults 25-54
- 48:52 male to female
- 70% are married/living together
- 66% have some post secondary ed. plus

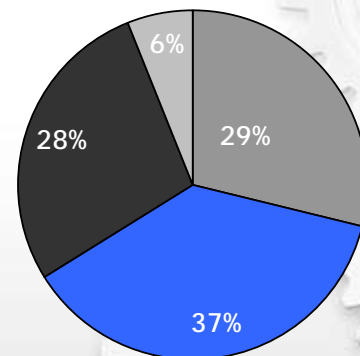
Household Income



Age



Occupation



- Managers/Professionals
- Other White Collar
- Blue Collar
- Other