

# Belleville Intelligencer

Belleville is a city located at the mouth of the Moira River on the Bay of Quinte in Southern Ontario. The city of Belleville, with the amalgamation of the Township of Thurlow, and the annexation of a portion of the City of Quinte West, had a population of 48,821 people in the Canada 2006 Census. Belleville is the largest urban centre in a much larger market area generally known as the Quinte Region. The city's census agglomeration had a population of 91,518 in the 2006 census.

## Circulation

Monday	11,567
Tuesday	11,569
Wednesday	11,580
Thursday	11,569
Friday	11,752
Saturday	12,080

## Readership

Monday to Friday	21,700
6 Day CUME	78,000
Weekly Print/Online	81,200



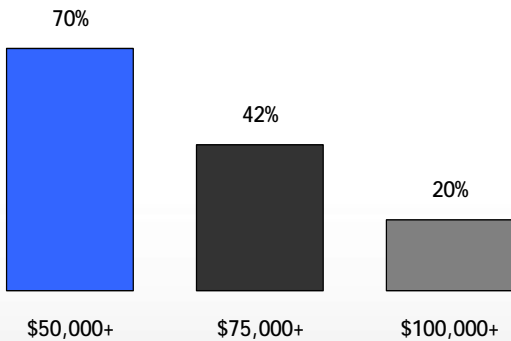
## Special Features

Name	Month
Golf	May
Back to School	August
Gift Guide	Nov./Dec.

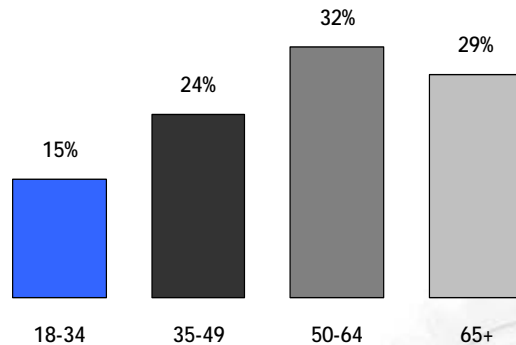
# Demographic Highlights

- 45% are adults 25-54
- 44:56 male to female
- 68% are married/living together
- 60% have some post secondary ed. plus

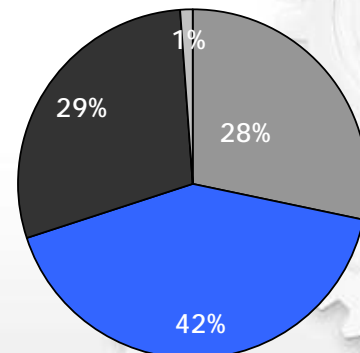
Household Income



Age



Occupation



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