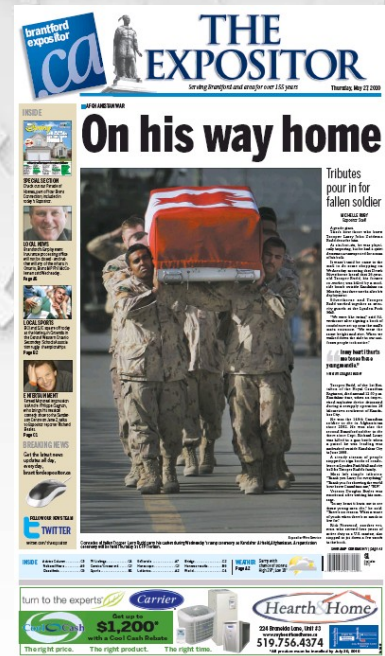


# Brantford Expositor

Brantford is a city located on the Grand River in Southern Ontario. The city had a population of 90,192 in the Canada 2006 Census. Brantford is sometimes known by the nickname The Telephone City as former city resident Alexander Graham Bell conducted the first distant telephone call from the community to Paris, Ontario in 1876. It is also the birthplace of hockey player Wayne Gretzky.



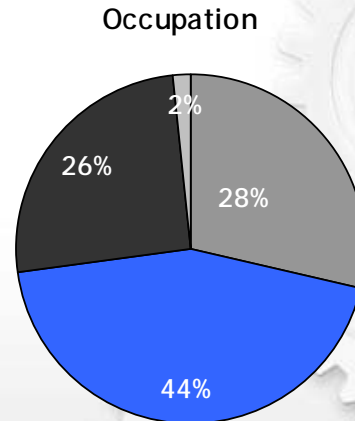
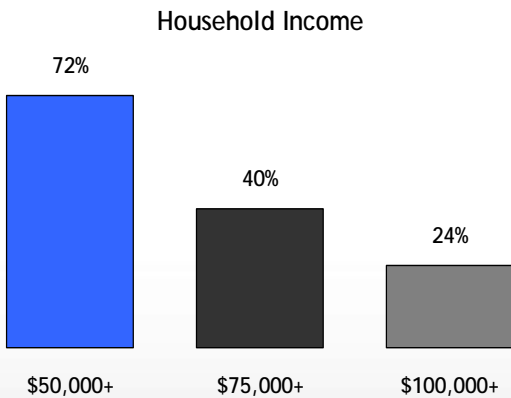
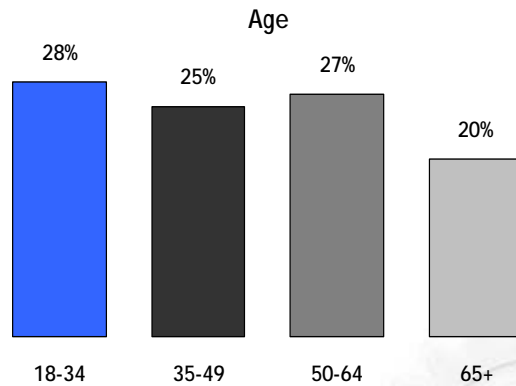
Circulation	
Monday	17,835
Tuesday	18,185
Wednesday	18,271
Thursday	18,329
Friday	18,822
Saturday	19,261

Readership	
Monday to Friday	49,600
Saturday	52,400
6 Day CUME	73,500
Weekly Print/Online	77,300

Special Features	
Name	Month
Golf	April
Spring/Fall Car Care	April/Oct.
Home Improvement	September

## Demographic Highlights

- 51% are adults 25-54
- 49:51 male to female
- 66% are married/living together
- 66% have some post secondary ed. plus



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