



# Calgary SUN

The Calgary SUN is a competitive player in the Calgary Market. It currently reaches 371,900 adults in Calgary each week. The Calgary SUN has a young readership with 67% of its weekly readers between the ages of 18 and 49. Not only are the readers of the Calgary SUN young, but they are also educated: two-thirds of weekly readers have at least some post secondary education.



This newspaper is available online and receives approx. 243,793 Unique Visitors and 6 Million Page Views (Source: ComScore October 2011)

Circulation	
Weekday Average	49,258
Saturday	50,708
Sunday	61,983

  

Readership	
Monday to Friday	145,800
Saturday	131,600
Sunday	146,500
7 Day CUME	371,900
Weekly Print & Online	399,400

Editorial Features	M	T	W	TH	F	SA	SU
Autonet							
Careers							
Sports							
ENT							
Life							
Food							
Fashion Style							
Travel							
Health & Fitness							
Homes							
Digital							
Break							

## Demographic Highlights

- 67% are adults 18-49
- 58% are male; 42% female
- 63% are married/living together
- 80% are home owners
- 65% have at least some post secondary education

