

Edmonton SUN

Recent improvements to the Edmonton SUN's editorial and visual appeal have proved beneficial to the paper which has had a weekday readership increase of 7.1% as of 2009 NADbank. The Edmonton SUN is a leader in its market delivering more adult readers between the ages of 25 and 34 than the Journal. The Edmonton SUN continues to be the best paper in the market to deliver young male readers and has more male readers between the ages of 18 and 49 than the Journal.

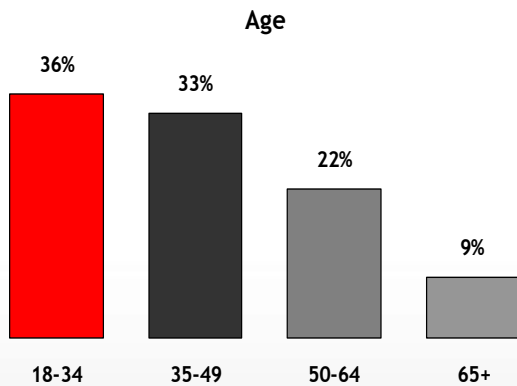


Circulation	
Weekday Average	55,950
Saturday	50,317
Sunday	67,371
Readership	
Monday to Friday	160,200
Saturday	131,700
Sunday	151,500
6 Day CUME	359,500
Weekly Print & Online	380,300

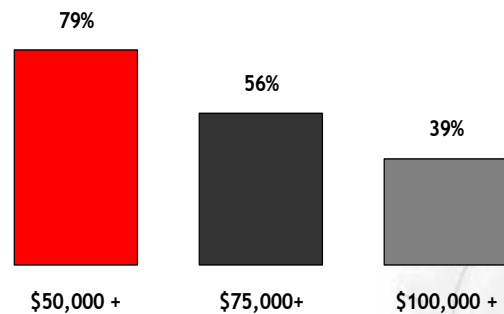
Editorial Features	M	T	W	TH	F	SA	SU
Autonet					█		
Careers						█	
Showbiz					█		
ENT							█
Weekend							█
Life		█	█	█	█	█	█
Homes							█
Sports		█	█	█	█	█	█

Demographic Highlights

- 67% are adults 18-49
- 58% are married/living together
- 79% are home owners
- 58% have at least some post secondary education



Household Income



Occupation

