



Edmonton SUN



The Edmonton SUN is a leader in its market, reaching more weekly adult readers between the ages of 25 and 49 than the Journal. And, the Edmonton SUN continues to deliver more male readers between 18 and 49 than the Journal.

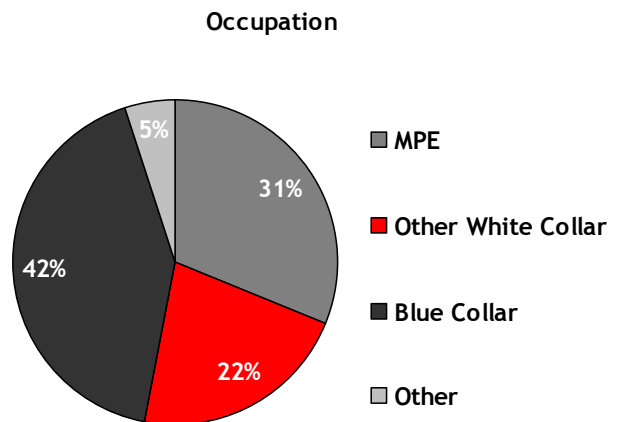
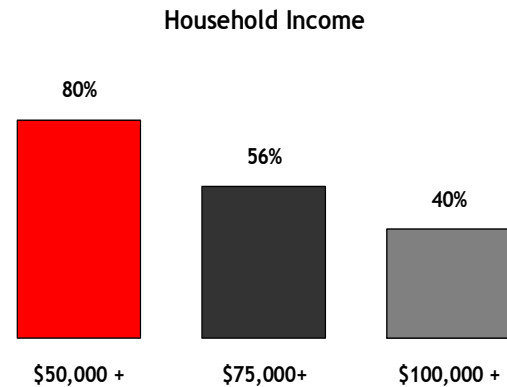
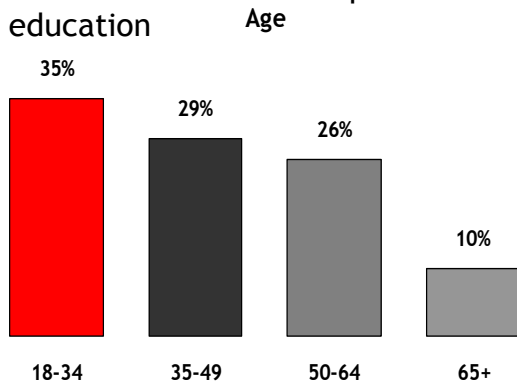
This newspaper is available online and receives approx. 302,512 Unique Visitors and 7 Million Page Views (Source: ComScore October 2011)

Circulation	
Weekday Average	51,547
Saturday	47,103
Sunday	59,566
Readership	
Monday to Friday	149,600
Saturday	135,800
Sunday	141,000
7 Day CUME	340,900
Weekly Print & Online	379,700

Editorial Features	M	T	W	TH	F	SA	SU
Autonet							
Careers							
Health							
ENT							
Weekend							
Life							
Homes							
Sports							
Digital							
Travel							

Demographic Highlights

- 64% are adults 18-49
- 59% are male; 41% are female
- 62% are married/living together
- 80% are home owners
- 61% have at least some post secondary education



SOURCE: 2010-11 NADbank Readership Numbers: Edmonton CMA, CUME Readers unless otherwise stated. CCAB Audit Report ending Dec 2010.