

Niagara Falls Review

Niagara Falls is a city of 83,184 residents on the Niagara River in the Golden Horseshoe region of Southern Ontario. Across the river is Niagara Falls, New York. The city is dominated by Niagara Falls, a world famous set of two large waterfalls on the Niagara River and benefits from the fact that both falls, the American and Horseshoe, can be best seen from the Canadian side of the river, thus presenting the city one of the major tourist attractions of the world.



Circulation	
Monday	12,703
Tuesday	12,657
Wednesday	12,872
Thursday	14,611
Friday	42,908
Saturday	14,908

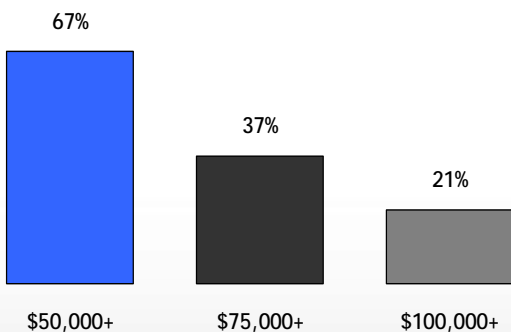
Readership	
Weekday	47,400
Saturday	44,800
6 Day CUME	88,500
Weekly Print/Online	93,200

Special Features	
Name	
Communities in Bloom	
Liesure Guide	
Brides	

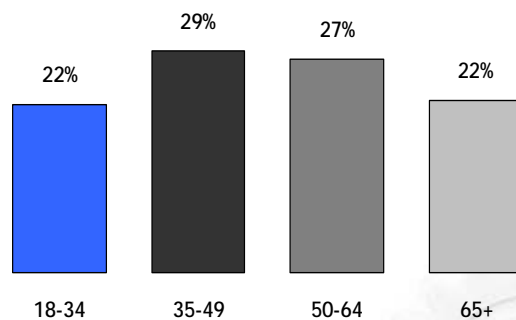
Demographic Highlights

- 51% are adults 25-54
- 50:50 male to female
- 65% are married/living together
- 58% have some post secondary ed. plus

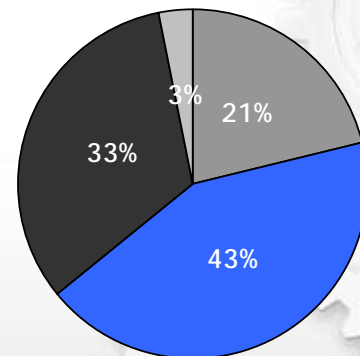
Household Income



Age



Occupation



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