

North Bay Nugget

North Bay is a city in Northeastern Ontario. It is the seat of Nipissing District, and takes its name from its position on the shore of Lake Nipissing. North Bay has a population of over 63,000 people, the median family income is \$53,668 per year and the average value of dwelling is \$160,000.



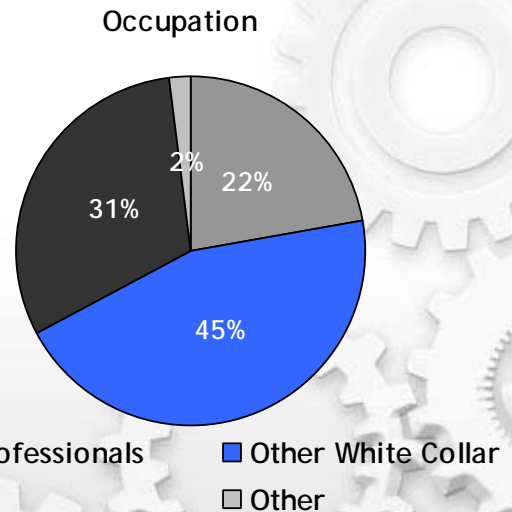
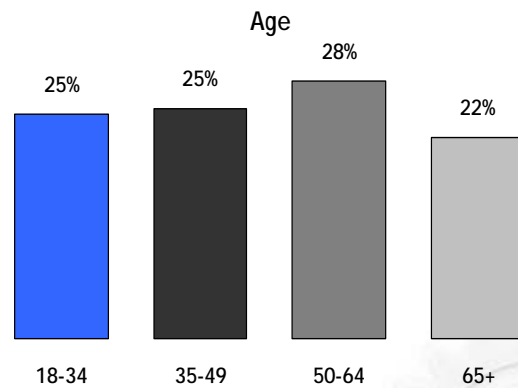
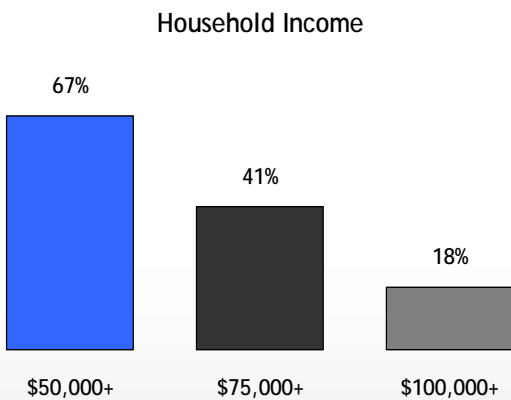
Circulation	
Monday	12,374
Tuesday	12,512
Wednesday	12,482
Thursday	14,168
Friday	46,985
Saturday	13,770

Readership	
Weekday	23,600
Saturday	27,500
6 Day CUME	39,000
Weekly Print/Online	41,800

Special Features	
Name	
Wheels and Keels	
Brides	
Spotlight on Business	

Demographic Highlights

- 50% are adults 25-54
- 49:51 male to female
- 74% are married/living together
- 67% have some post secondary ed. plus



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