

# Northumberland Today

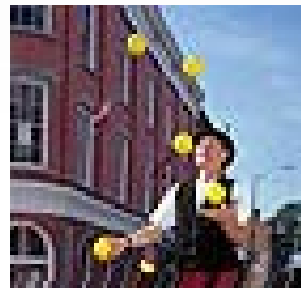
Northumberland County is situated on the north shore of Lake Ontario, in central Ontario. It consists of: Municipality (town) of Brighton, Town of Cobourg, Municipality of Port Hope, Municipality (town) of Trent Hills, Township of Alnwick/Haldimand, Township of Cramahe, and the Township of Hamilton.

## Circulation

Monday	5,800
Tuesday	5,800
Wednesday	5,800
Thursday	24,000
Friday	5,800

## Special Features

Home, Lawn & Garden	May
Golf Guide	March
Health & Wellness	April
Bridal Spectacular	January



# Market Demographic Highlights

- 38% are adults 25-54
- 49:51, male to female
- 46% are married/living together
- 37% have a certificate, diploma, or degree
- The average household income is \$64,230

