



# Ottawa SUN



137,400 adults 18+ in Ottawa choose to make the Ottawa SUN part of their day. Of those, almost 86,000 are exclusive Ottawa SUN readers. It is the newspaper's strong local coverage that attracts such a loyal following, with almost two-thirds exclusive daily readership. The Ottawa SUN is the paper with a personality. Readers often cite the tremendous sports reporting, biting political commentary and cutting edge entertainment and pop culture coverage as reasons to buy the Ottawa SUN.

This newspaper is available online and receives approx. 317,112 Unique Visitors and 8.4 Million Page Views (Source: ComScore October 2011)

Circulation	
Weekday Average	49,984
Saturday	40,499
Sunday	43,560

  

Readership	
Monday to Friday	137,400
Saturday	107,000
Sunday	100,200
7 Day CUME	280,000
Weekly Print & Online	314,100

Editorial Features	M	T	W	TH	F	SA	SU
Autonet							
Jobboom							
Food/Drink							
ENT							
Life							
Travel							
Homes							
Sports							
Break							

## Demographic Highlights

- 65% are adults 18-49
- 63% are male; 37% female
- 65% are married/living together
- 71% are home owners
- 60% have at least some post secondary education

