

Sarnia Observer

Sarnia is a city in Southern Ontario. It is the largest city on Lake Huron and is located where the upper Great Lakes empty into the St. Clair River. The city's natural harbour first attracted the French explorer La Salle, who named the site "The Rapids". The name "Sarnia" was the Latin name for Guernsey in the Channel Islands just off the coast of Normandy, France. The Sarnia port is still an important centre for lake freighters and "salties" carrying cargoes of grain and petroleum products. It is the largest community in Lambton County.



Circulation	
Monday	14,292
Tuesday	14,266
Wednesday	14,313
Thursday	14,322
Friday	14,547
Saturday	16,302

Readership	
Weekday	27,000
Saturday	32,800
6 Day CUME	47,700
Weekly Print/Online	53,000

Special Features	
Name	
Spring & Summer Fashion	
Living Green	
Health & Fitness	

Demographic Highlights

- 46% are adults 25-54
- 52:48 male to female
- 62% are married/living together
- 64% have some post secondary ed. plus

