

Sault Star

Sault Ste. Marie is a city on the St. Marys River in Ontario, Canada. It is the third largest city in Northern Ontario, after Sudbury and Thunder Bay, with a population of 74,948. Residents of the city are called Saultites. With a mission established by French Jesuits in 1668, claiming of the area by Simon-François Daumont de Saint-Lusson, in the name of Louis XIV of France, and fur trading posts soon after, this was one of the oldest European settlements in Canada.



Circulation	
Monday	14,440
Tuesday	14,488
Wednesday	14,573
Thursday	16,265
Friday	31,999
Saturday	15,654

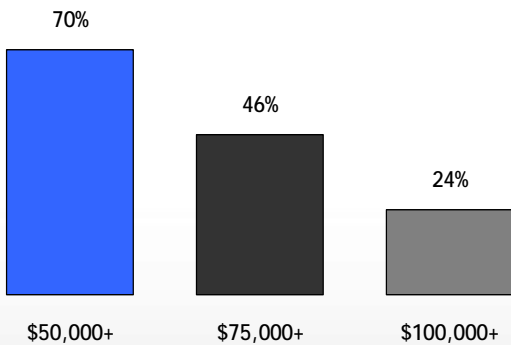
Readership	
Weekday	36,800
Saturday	34,500
6 Day CUME	53,500
Weekly Print/Online	55,900

Special Features	
Name	
Spring Golf	
Home & Garden	
Spring Car Care	

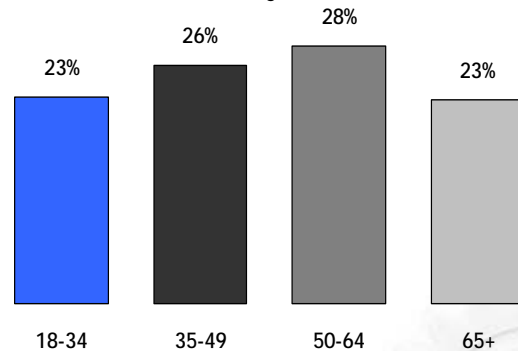
Demographic Highlights

- 45% are adults 25-54
- 49:51 male to female
- 69% are married/living together
- 61% have some post secondary ed. plus

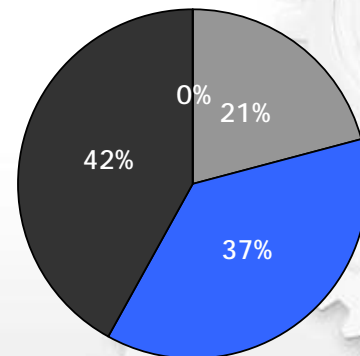
Household Income



Age



Occupation



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