

SAULT STAR

COMMUNITY DAILIES

The 83,000 residents of Sault Ste. Marie earn an income 8% below the national average. Despite that, retail sales are 9% above the national average, and total Retail Sales are estimated to exceed \$1.1 billion in 2009*



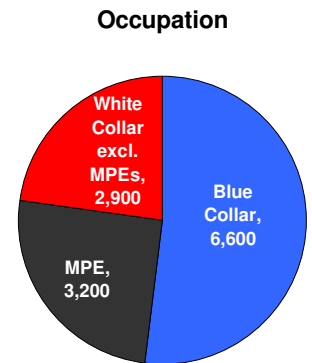
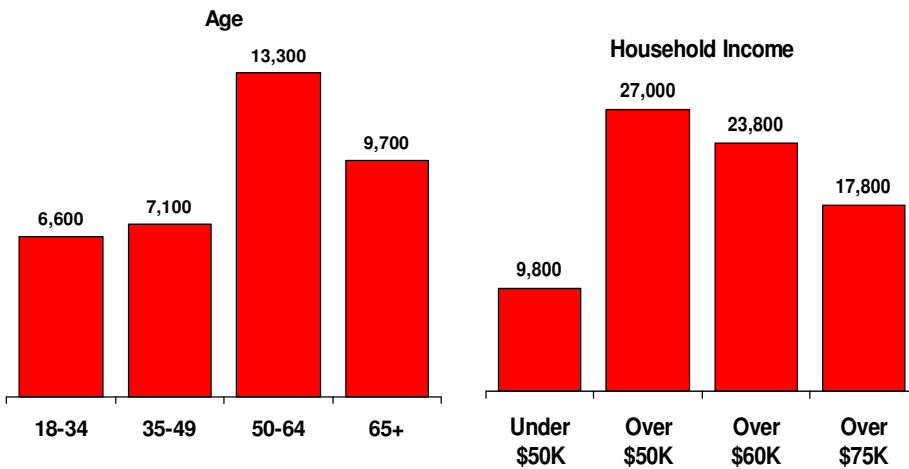
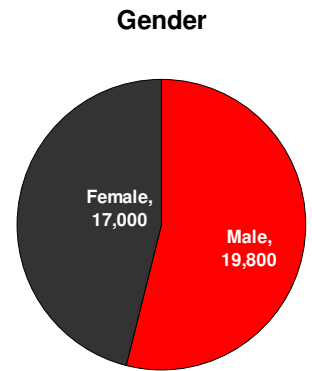
CIRCULATION	
Monday to Thursday	15,896
Friday	23,259
Saturday	17,321

READERSHIP	
Monday to Friday	36,800
Saturday	34,500
6 Day CUME	53,000

SPECIAL SECTIONS	
Spring Home Improvement	May
Fall Outdoors	September
Auto Preview	November

DEMOGRAPHIC HIGHLIGHTS

- 82% are adults 35+ (Pop: 76%)
- 74% are married/living together (Pop: 65%)
- 48% have an HHI over \$75,000 plus (Pop: 41%)
- Average HHI of \$77,713 (Pop: \$70,633)



Source: 2008 NADbank Readership Study Sault Ste. Marie CMA and CCAB Audit Report December 2008
 * (Source: FP Markets Canadian demographics 2009)

SIZE IS NOTHING WITHOUT PRECISION