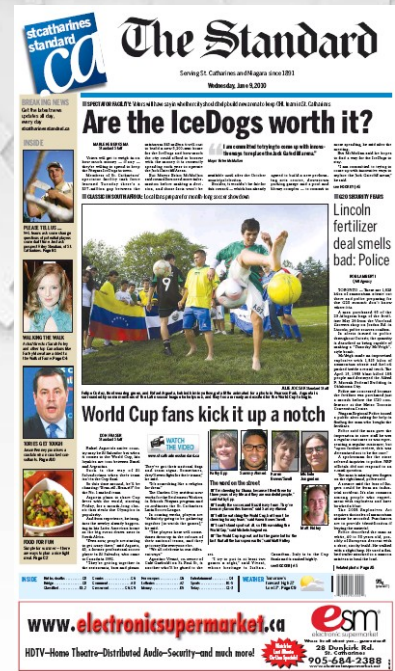


# St. Catharines Standard

St. Catharines is the largest city in Canada's Niagara Region and the sixth largest urban area in Ontario. St. Catharines carries the official nickname "The Garden City" due to its 1,000 acres of meticulously groomed parks, gardens and trails. St. Catharines is situated in an excellent area for commerce and trade since it is conveniently located between the Greater Toronto Area (GTA) and the Fort Erie-Buffalo metropolitan area.



| Circulation |        |
|-------------|--------|
| Monday      | 22,608 |
| Tuesday     | 22,583 |
| Wednesday   | 22,807 |
| Thursday    | 25,640 |
| Friday      | 68,280 |
| Saturday    | 24,143 |

| Readership          |         |
|---------------------|---------|
| Weekday             | 70,200  |
| Saturday            | 74,900  |
| 6 Day CUME          | 125,700 |
| Weekly Print/Online | 133,800 |

| Special Features |  |
|------------------|--|
| Name             |  |
| New Moms         |  |
| Garden City      |  |
| Living Well      |  |

## Demographic Highlights

- 46% are adults 25-54
- 50:50 male to female
- 65% are married/living together
- 67% have some post secondary ed. plus

