

GREAT NEWS FROM SUN MEDIA

Sun Media newspapers experienced fantastic growth of **5.3% on weekday readership** (urban and free dailies) while readers of our competitive papers remained flat (0.8% growth). Weekly reach of Sun Media urban newspapers is **5.8 million!!**

Who said newspapers are dead? Weekday readership of the **Toronto Sun** increased by a whopping **17%** in the Toronto CMA and readership of the largest newspaper in the chain, **Le Journal de Montréal** continues to grow with a 1.4% increase. We are excited about our readership growth in Canada's largest markets where we publish a major daily newspaper: Vancouver, Edmonton, Calgary, Winnipeg, Ottawa and Montreal.

The **24 hours** chain of newspaper gained 66,300 readers representing an 8% increase. The investment in the 24 hours product has continued to be positive with readers supporting the changes in newspaper format (glossy) in Toronto, and layout and design changes and improvements in content nationally.

Source: NADbank 2010, Vancouver CMA, Edmonton CMA, Calgary CMA, Winnipeg CMA, Toronto SUN Readership Markets/ Toronto CMA for free dailies, Ottawa-Gatineau CMA, Montreal CMA, Quebec City CMA



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