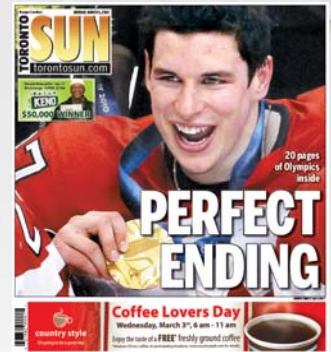


# Toronto SUN

Each weekday close to 100,000 people go to a newsstand, Toronto SUN box, or retailer to purchase their copy of the Toronto SUN. There are 5,500 boxes and 8,500 retailers in and around Toronto where the Toronto SUN can be purchased. The Toronto SUN is an active media sponsor of professional sports, including the Toronto FC, the Toronto Rock lacrosse team, the NFL, and the Toronto Argonauts.



Circulation	
Weekday Average	178,461
Saturday	147,559
Sunday	282,389

Readership	
Monday to Friday	569,000
Saturday	506,800
Sunday	668,400
6 Day CUME	1,500,100
Weekly Print & Online	1,637,800

Editorial Features	M	T	W	TH	F	SA	SU
Autonet							■
Jobboom			■				
Money		■	■	■	■	■	
Showbiz		■	■	■	■	■	
ENT							■
Life		■	■	■	■	■	■
Travel			■				
Homes					■	■	■
Sports		■	■	■	■	■	■
Daily Dish		■	■	■	■	■	■

## Demographic Highlights

- 64% are adults 18-49
- 61% are married/living together
- 77% are home owners
- 64% have at least some post secondary education

