



# Toronto SUN - CMA Readership

Toronto Sun readership grew by over 5% on weekdays, 13% on Saturdays and 6% on Sundays in the new 2010-11 NADbank Study, reaching over 1 million weekly readers in the Toronto CMA. 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.



This newspaper is available online and receives approx. 1.2 Million Unique Visitors and 22 Million Page Views (Source: ComScore October 2011)

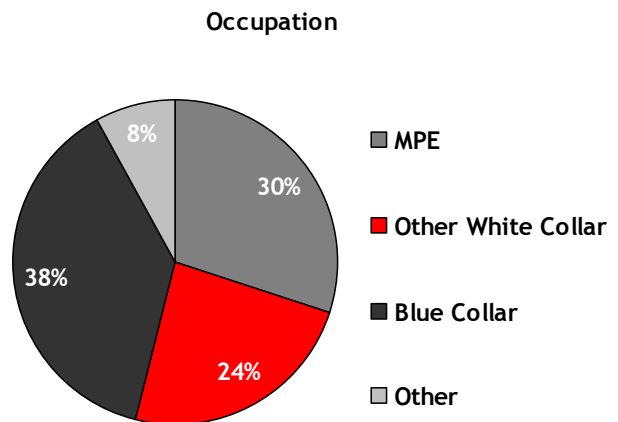
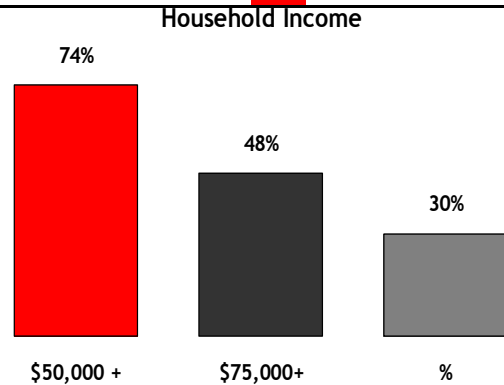
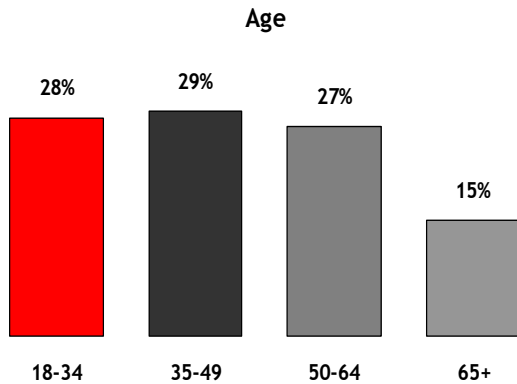
Total Circulation	
Weekday Average	186,904
Saturday	153,743
Sunday	268,798

TORONTO CMA Readership	
Monday to Friday	469,100
Saturday	407,400
Sunday	480,800
7 Day CUME	1,063,600
Weekly Print & Online	1,152,700

Editorial Features	M	T	W	TH	F	SA	SU
Autonet							█
Jobboom			█				
Money		█	█	█	█	█	
Break		█	█	█	█	█	
ENT							█
Life		█	█	█	█	█	█
Travel			█				
Homes					█		█
Sports		█	█	█	█	█	█
Digital					█		
Health		█					

## Demographic Highlights

- 57% are adults 18-49
- 59% are married/living together
- 76% are home owners
- 65% have at least some post secondary education



SOURCE: 2010-11 NADbank Study (CMA ONLY), CUME Readers unless otherwise stated. CCAB Audit Report ending Dec 2010.