

# Welland Tribune

Welland is a city in the Regional Municipality of Niagara in Southern Ontario. The city has been traditionally known as the place where rails and water meet, referring to the railways from Buffalo to Toronto and Southwestern Ontario, and the waterways of Welland Canal and Welland River, which played a great role in the city's development. The city is notable for its large francophone population. Welland is one of few communities in southern Ontario where the percentage of Franco-Ontarians exceeds the overall provincial average. This, however, is proportionately speaking, as English still predominates.



| Circulation |        |
|-------------|--------|
| Monday      | 11,118 |
| Tuesday     | 11,131 |
| Wednesday   | 11,043 |
| Thursday    | 11,617 |
| Friday      | 22,378 |
| Saturday    | 11,173 |

| Readership          |        |
|---------------------|--------|
| Weekday             | 22,800 |
| Saturday            | 19,900 |
| 6 Day CUME          | 34,600 |
| Weekly Print/Online | 36,600 |

| Special Features    |  |
|---------------------|--|
| Name                |  |
| Along the Lakeshore |  |
| Food Festival       |  |
| Remebrance Day      |  |

## Demographic Highlights

- 50% are adults 25-54
- 51:49 male to female
- 63% are married/living together
- 56% have some post secondary ed. plus

