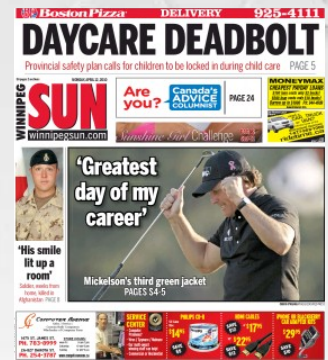


# Winnipeg SUN

The Winnipeg SUN is celebrating its 30<sup>th</sup> Anniversary in November of 2010, for three decades the Winnipeg SUN has forged a reputation built on solid local news, feisty opinions and the best sports coverage in the market. With an audience that skews significantly younger than its competition, the SUN continues to appeal to readers as the fun, brash alternative to the stale broadsheet across the street.



Circulation	
Weekday Average	50,180
Saturday	48,672
Sunday	45,466
Readership	
Monday to Friday	100,300
Saturday	75,900
Sunday	75,100
6 Day CUME	222,700
Weekly Print & Online	238,000

Editorial Features	M	T	W	TH	F	SA	SU
Autonet							
Jobboom							
Arts & Entertainment							
ENT							
Life							
Travel							
Sports							

## Demographic Highlights

- 65% are adults 18-49
- 63% are married/living together
- 82% are home owners
- 57% have at least some post secondary education

