



# Winnipeg SUN

The Winnipeg SUN has forged a reputation built on solid local news, feisty opinions and the best sports coverage in the market for over three decades. 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.



This newspaper is available online and receives approx. 253,615 Unique Visitors and 6.9 Million Page Views (Source: ComScore October 2011)

Circulation	
Weekday Average	43,442
Saturday	41,859
Sunday	41,945

  

Readership	
Monday to Friday	110,100
Saturday	78,600
Sunday	72,400
7 Day CUME	243,700
Weekly Print & Online	264,000

Editorial Features	M	T	W	TH	F	SA	SU
Autonet							
Jobboom							
Money							
ENT							
Life							
Travel							
Sports							
Digital							
Health							
Fashion							
Break							
Food/Drink							

## Demographic Highlights

- 66% are adults 18-49
- 63% are married/living together
- 81% are home owners
- 60% have at least some post secondary education

