

BARRIE EXAMINER

COMMUNITY DAILIES

With a population of over 166,000 - 25% higher than in 2006 – Barrie is one of Canada's fastest-growing suburban communities. Retail Sales are 6% over the national average, and estimated to exceed \$2.18 billion in 2009*

CIRCULATION

Monday to Saturday (Excluding EMC)	6,917
Wednesday EMC	47,378
Friday EMC	50,290



READERSHIP

Monday to Friday	36,200
Saturday	36,600
6 Day CUME	78,000

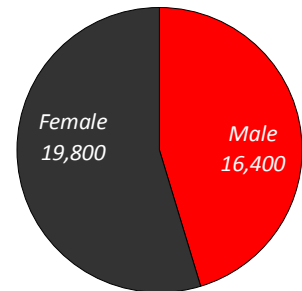
SPECIAL SECTIONS

Escape The City	May/Sept
Small Business Week	October
New Car Preview	November

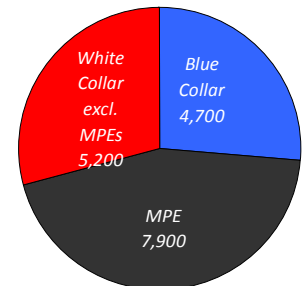
DEMOGRAPHIC HIGHLIGHTS

- 65% are adults 35-64 (Pop: 53%)
- 69% are married/living together (Pop: 63%)
- 22% are managers/professionals (Pop: 17%)
- Average HHI of \$79,127 (Pop: \$77,187)

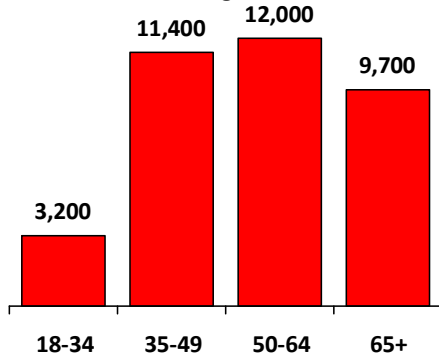
Gender



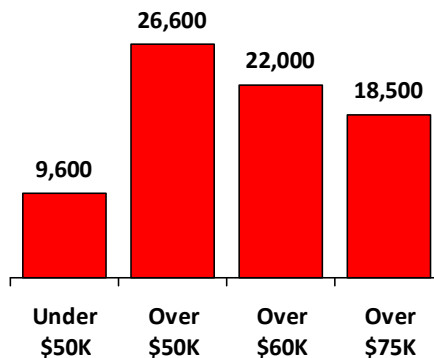
Occupation



Age



Household Income



Source: 2008 NADbank Readership Study Barrie CMA and CCAB Audit Report December 2008, Weekday Readers unless otherwise stated.
* (Source: FP Markets Canadian demographics 2009)

SIZE IS NOTHING WITHOUT PRECISION