

Belleville is a blue-collar city with a population of over 97,000. Despite an income 12% below the national average, retail sales are actually 22% above the national average, and total Retail Sales are estimated to exceed \$1.46 billion in 2009*



CIRCULATION

Monday to Thursday	12,034
Friday	12,180
Saturday	12,716

READERSHIP

Monday to Friday	29,400
Saturday	28,900
6 Day CUME	44,600

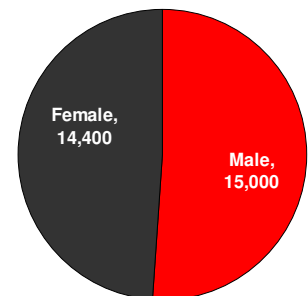
SPECIAL SECTIONS

Golf	May
Back To School	August
Gift Guide	Nov/Dec

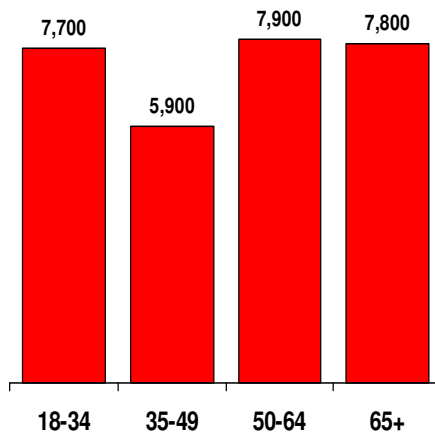
DEMOGRAPHIC HIGHLIGHTS

- 53% are adults 50+ (Pop: 44%)
- 66% are married/living together (Pop: 66%)
- 35% have an HHI over \$75,000 (Pop: 32%)
- Average HHI of \$63,779 (Pop: \$61,719)

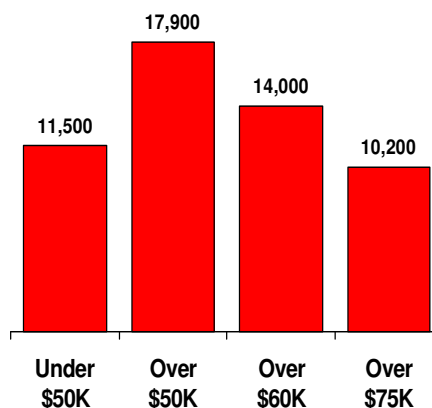
Gender



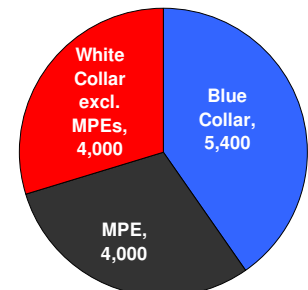
Age



Household Income



Occupation



Source: 2008 NADbank Readership Study Belleville CMA and CCAB Audit Report December 2008
 * (Source: FP Markets Canadian demographics 2009)