

BRANTFORD EXPOSITOR

COMMUNITY DAILIES



Brantford has a stable population of 96,000, with a total 2009 income estimated at \$2.75 billion. Retail sales are estimated to exceed \$1 billion in 2009*

CIRCULATION

Monday to Thursday	20,456
Friday	21,048
Saturday	21,593

READERSHIP

Monday to Friday	35,400
Saturday	38,400
6 Day CUME	56,200

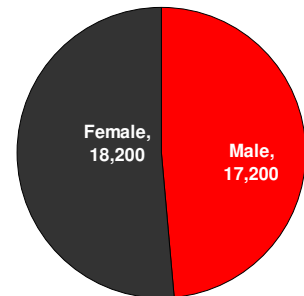
SPECIAL SECTIONS

Golf	April
Spring/Fall Car Care	April/Oct
Home Improvement	September

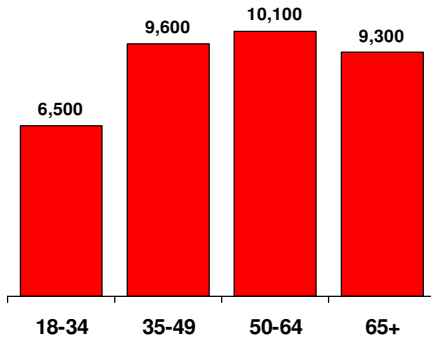
DEMOGRAPHIC HIGHLIGHTS

- 56% are adults 35-64 (Pop: 52%)
- 69% are married (Pop: 66%)
- 38% have an HHI over \$75,000 (Pop: 33%)
- Average HHI of \$67,837 (Pop: \$64,630)

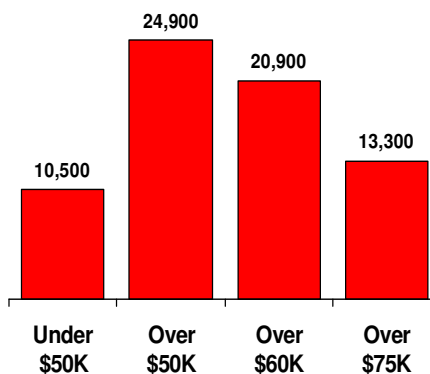
Gender



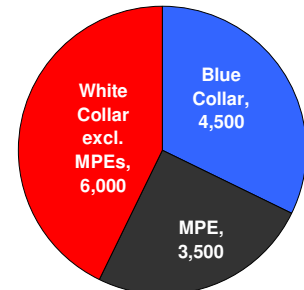
Age



Household Income



Occupation



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

SIZE IS NOTHING WITHOUT PRECISION