

CHATHAM DAILY NEWS

COMMUNITY DAILIES

Chatham has a stable population of over 112,000. Despite an income 12% below the national average, retail sales are actually 30% above the national average, and total Retail Sales are estimated to exceed \$1.8 billion in 2009*

CIRCULATION

Monday to Thursday	11,361
Friday	11,866
Saturday	11,705

READERSHIP

Monday to Friday	26,300
Saturday	31,600
6 Day CUME	48,300

SPECIAL SECTIONS

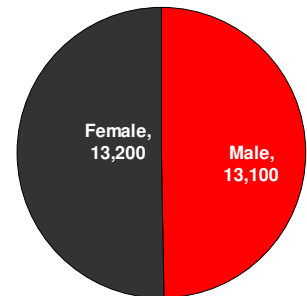
Communities in Bloom April



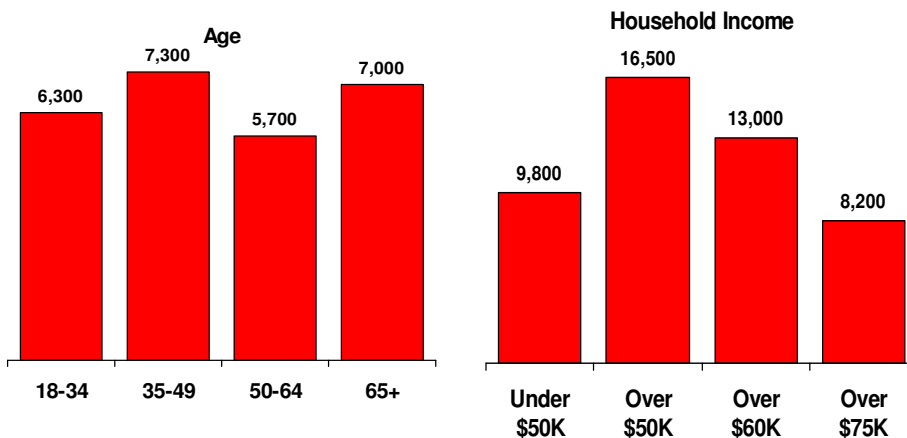
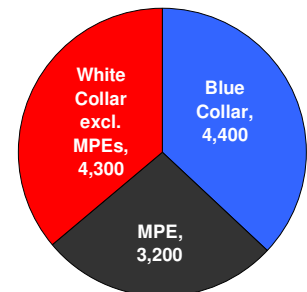
DEMOGRAPHIC HIGHLIGHTS

- 76% are adults 35+ (Pop: 73%)
- 56% have some post-secondary+ education (Pop: 50%)
- 37% are adults with children (Pop: 31%)
- Average HHI of \$62,797 (Pop: \$59,669)

Gender



Occupation



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

SIZE IS NOTHING WITHOUT PRECISION