

CORNWALL STANDARD-FREEHOLDER

COMMUNITY DAILIES

Cornwall has a stable population of over 60,000. Despite an income 22% below the national average, retail sales are actually 23% above the national average, and total Retail Sales are estimated to reach almost \$1.5 billion in 2009*

CIRCULATION

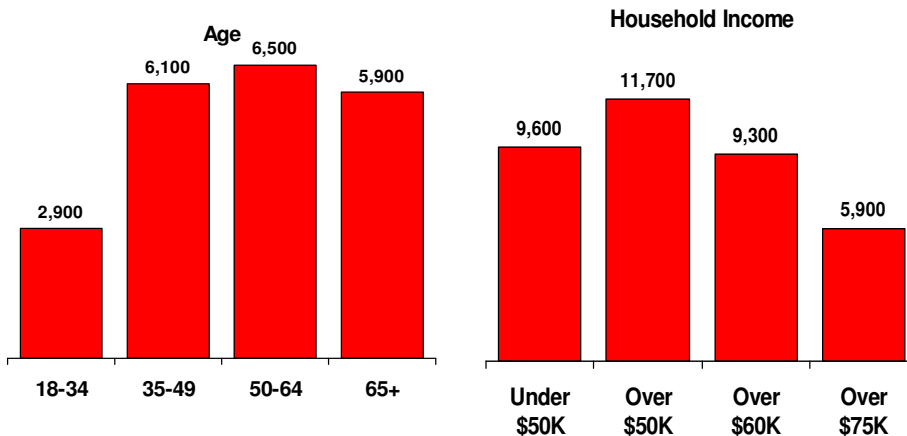
Monday to Thursday	13,350
Friday	28,201
Saturday	14,776

READERSHIP

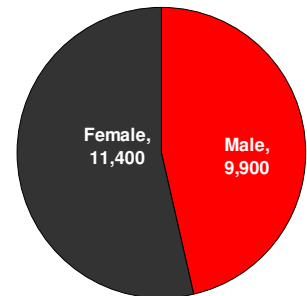
Monday to Friday	21,300
Saturday	19,800
6 Day CUME	29,500

DEMOGRAPHIC HIGHLIGHTS

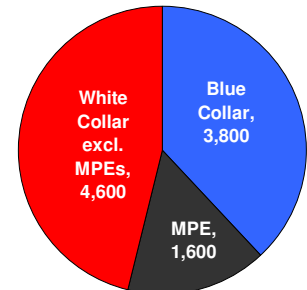
- 87% are adults 35+ (Pop: 76%)
- 64% are married/living together (Pop: 61%)
- 29% are white collar (Pop: 21%)
- Average HHI of \$61,103 (Pop: \$54,758)



Gender



Occupation



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

SIZE IS NOTHING WITHOUT PRECISION