

KINGSTON WHIG-STANDARD

COMMUNITY DAILIES

Kingston has a stable population of over 123,000. With an income 1% above the national average, retail sales are actually 24% above the national average, and total Retail Sales are estimated to reach almost \$1.9 billion in 2009*



CIRCULATION

Monday to Thursday	23,733
Friday	24,014
Saturday	27,972

READERSHIP

Monday to Friday	54,600
Saturday	60,700
6 Day CUME	88,300

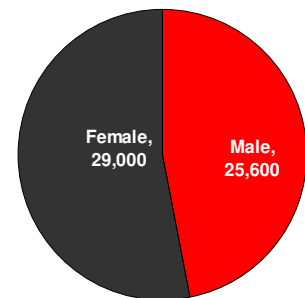
SPECIAL SECTIONS

Golf Guide	April
Dining Guide	June
Gift Guide	December

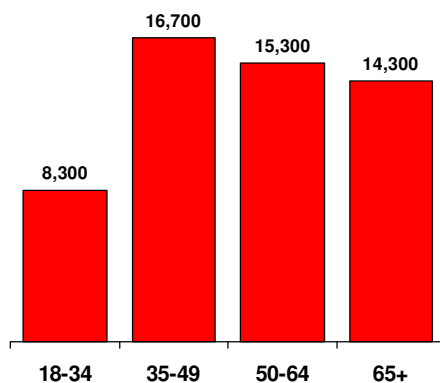
DEMOGRAPHIC HIGHLIGHTS

- 85% are adults 35+ (Pop: 72%)
- 73% are married/living together (Pop: 63%)
- 29% are white collar (Pop: 27%)
- Average HHI of \$70,027(Pop: \$67,756)

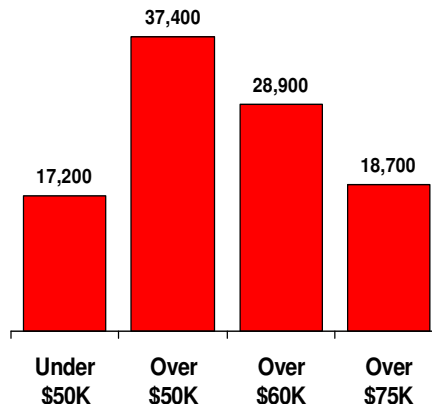
Gender



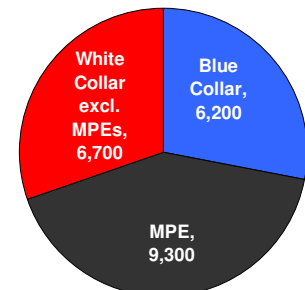
Age



Household Income



Occupation



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

SIZE IS NOTHING WITHOUT PRECISION