

LONDON FREE PRESS

COMMUNITY DAILIES

London has a population of over 376,000. With an income 3% above the national average, retail sales are 10% above the national average, and total Retail Sales are estimated to reach over \$5.1 billion in 2009*



CIRCULATION

| | |
|--------------------|--------|
| Monday to Thursday | 78,224 |
| Friday | 80,850 |
| Saturday | 94,068 |

READERSHIP

| | |
|------------------|---------|
| Monday to Friday | 151,300 |
| Saturday | 153,400 |
| 6 Day CUME | 245,100 |

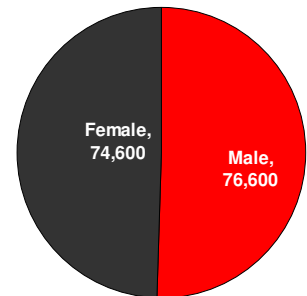
SPECIAL SECTIONS

| | |
|---------------------|-----------|
| Home Guide Outdoors | May |
| Fashion Statement | September |
| Small Business Week | October |

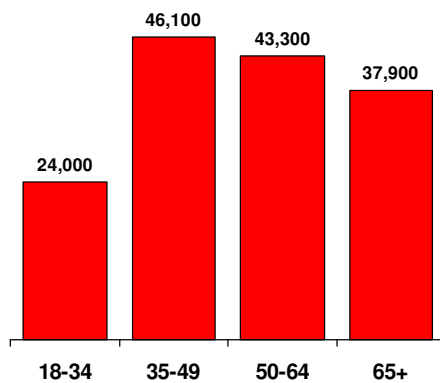
DEMOGRAPHIC HIGHLIGHTS

- 84% are adults 35+ (Pop: 69%)
- 66% are married/living together (Pop: 60%)
- 47% have an HHI over \$75,000 (Pop: 43%)
- Average HHI of \$77,654(Pop: \$72,491)

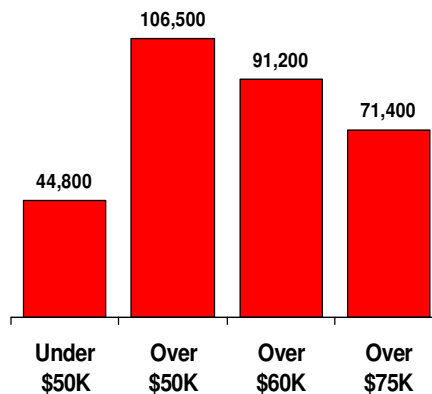
Gender



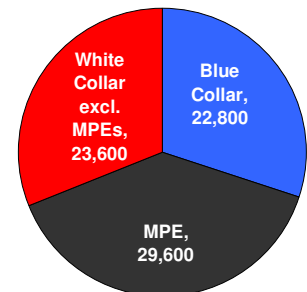
Age



Household Income



Occupation



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

SIZE IS NOTHING WITHOUT PRECISION