

NIAGARA FALLS REVIEW

COMMUNITY DAILIES

More than half of Niagara Falls' 87,000 residents read the Review. Total Retail Sales are estimated to reach almost \$1 billion in 2009* - that's an estimated \$28,400 per household!

CIRCULATION

Monday to Thursday	13,309
Friday	42,569
Saturday	15,107

READERSHIP

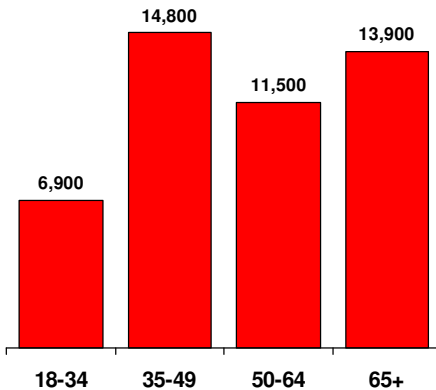
Monday to Friday	47,200
Saturday	48,800
6 Day CUME	88,000



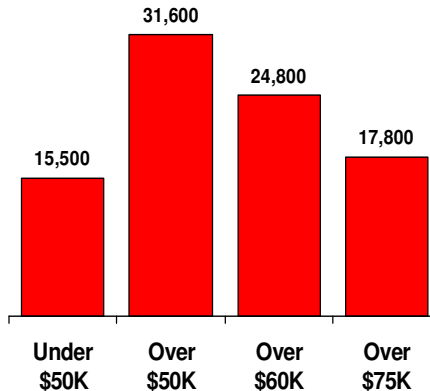
DEMOGRAPHIC HIGHLIGHTS

- 85% are adults 35+ (Pop: 74%)
- 67% are married/living together (Pop: 62%)
- 34% are adults with children (Pop: 33%)
- Average HHI of \$69,191 (Pop: \$68,650)

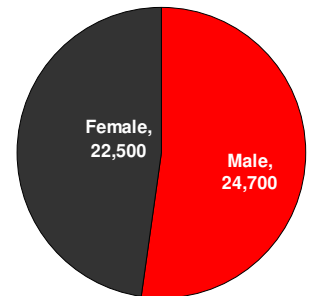
Age



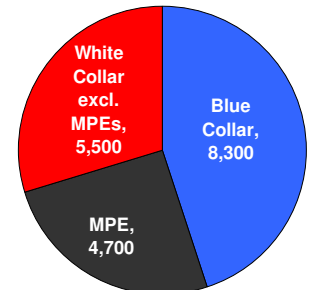
Household Income



Gender



Occupation



Source: 2008 NADbank Readership Study St. Catharines/Niagara CMA and CCAB Audit Report December 2008
 * (Source: FP Markets Canadian demographics 2009)

SIZE IS NOTHING WITHOUT PRECISION