

NORTH BAY NUGGET

COMMUNITY DAILIES

North Bay has a population of over 66,000. Despite an income 10% below the national average, retail sales are an incredible 52% above the national average, and total Retail Sales are estimated to surpass \$1.8 billion in 2009*



CIRCULATION	
Monday to Thursday	13,649
Friday	45,571
Saturday	14,679

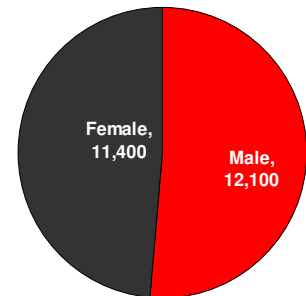
READERSHIP	
Monday to Friday	23,600
Saturday	27,500
6 Day CUME	39,000

SPECIAL SECTIONS	
Outdoor Lifestyles	April/May
Spring Home Improvement	May
New Car Preview	November

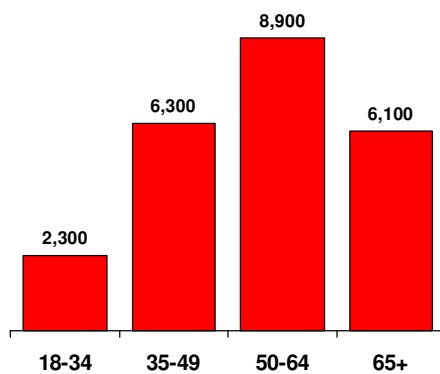
DEMOGRAPHIC HIGHLIGHTS

- 90% are adults 35+ (Pop: 73%)
- 69% have some post secondary plus (Pop: 65%)
- 42% have an HHI over \$75,000 (Pop: 37%)
- Average HHI of \$74,421(Pop: \$69,162)

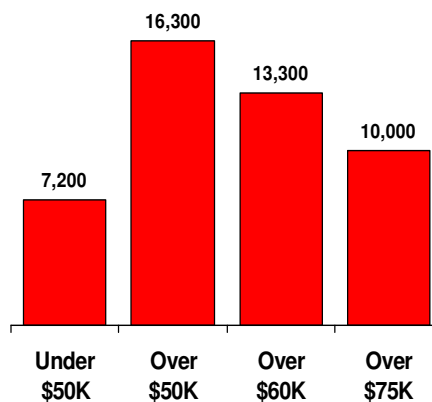
Gender



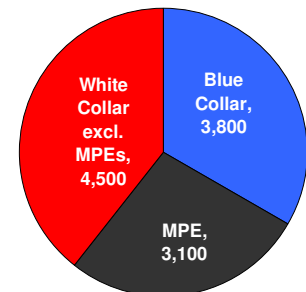
Age



Household Income



Occupation



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

SIZE IS NOTHING WITHOUT PRECISION