

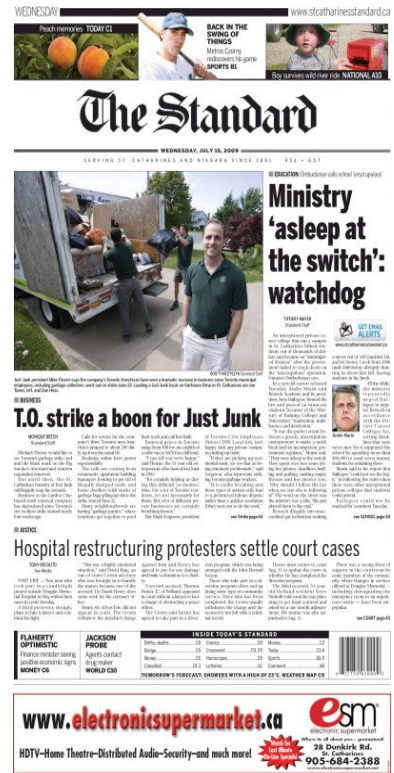
The 138,000 residents of St. Catharines are estimated to earn almost \$4 billion in 2009. \$1.9 billion is estimated to go to Retail Sales, 12% above the national average*

CIRCULATION

Monday to Thursday	25,483
Friday	68,025
Saturday	26,677

READERSHIP

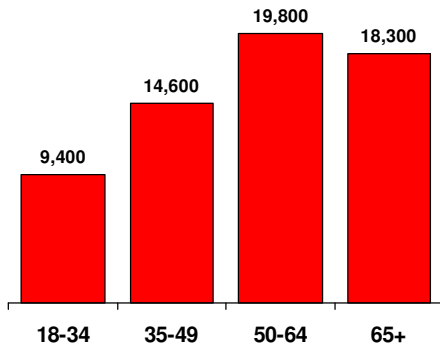
Monday to Friday	62,200
Saturday	73,200
6 Day CUME	125,500



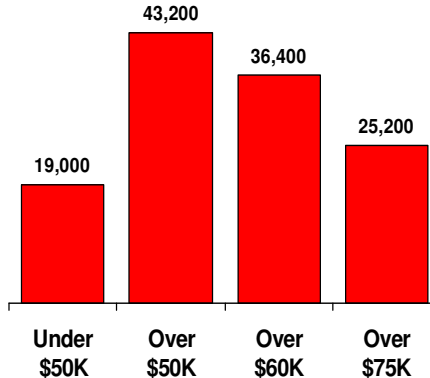
DEMOGRAPHIC HIGHLIGHTS

- 85% are adults 35+ (Pop: 74%)
- 65% have some post-secondary plus (Pop: 56%)
- 41% have an HHI over \$75,000 (Pop: 36%)
- Average HHI of \$74,711 (Pop: \$68,650)

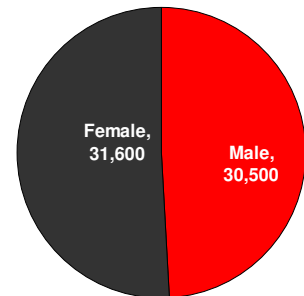
Age



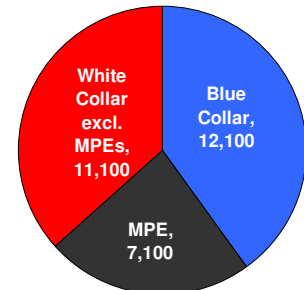
Household Income



Gender



Occupation



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