

Over half of Timmins' 44,000 residents read the Daily Press at least once a week. And with retail sales 21% above the national average, retail sales are predicted to surpass \$660 million in 2009\*

## CIRCULATION

Monday to Thursday	8,043
Friday	17,057
Saturday	8,312

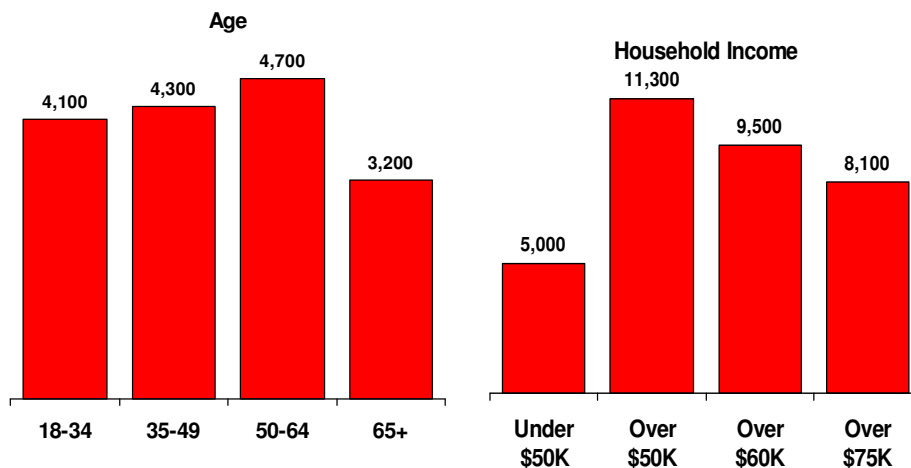
## READERSHIP

Monday to Friday	16,300
Saturday	14,600
6 Day CUME	24,500

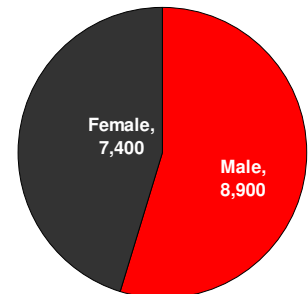


## DEMOGRAPHIC HIGHLIGHTS

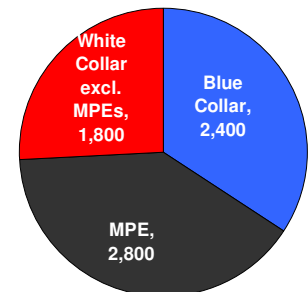
- 75% are adults 35+ (Pop: 71%)
- 59% have some post secondary plus (Pop: 49%)
- 50% have an HHI of \$75,000 or more (Pop: 41%)
- Average HHI of \$77,951 (Pop: \$71,400)



### Gender



### Occupation



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