

WELLAND TRIBUNE

COMMUNITY DAILIES

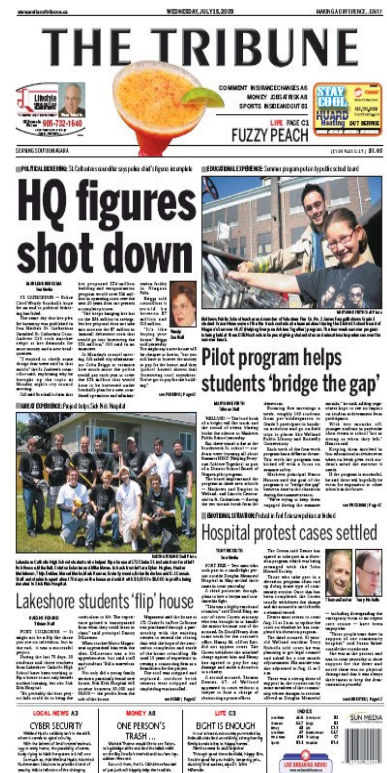
The 53,000 residents of Welland are estimated to spend \$725 million in retail sales in 2009, 10% above the national average. That's \$32,600 per household!*

CIRCULATION

Monday to Thursday	12,076
Friday	36,245
Saturday	12,204

READERSHIP

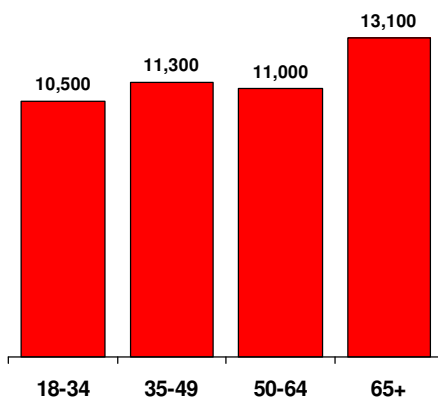
Monday to Friday	46,000
Saturday	41,600
6 Day CUME	74,400



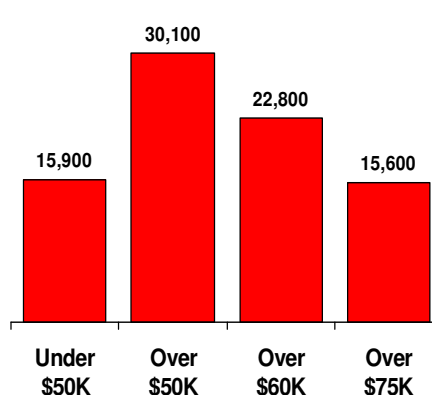
DEMOGRAPHIC HIGHLIGHTS

- 77% are adults 35+ (Pop: 74%)
- 65% are married/living together (Pop: 62%)
- 29% are white collar (Pop: 26%)
- Average HHI of \$70,197 (Pop: \$68,650)

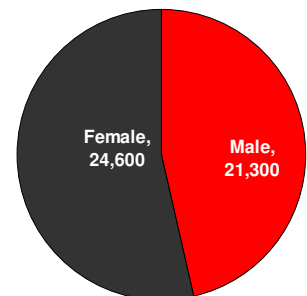
Age



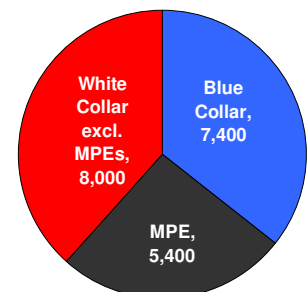
Household Income



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