

The Spectator Fact Sheet 2010



THE HAMILTON SPECTATOR

Serving Hamilton, Burlington, Dundas, Ancaster, Stoney Creek, Grimsby, Flamborough, Glanbrook and surrounding area

Hamilton CMA Adults 18+	The Hamilton Spectator Readership			
	Average Weekday	Average Saturday	Mon.-Sat. Cume*	Print/Online Weekly Reach**
579,100	225,500	240,500	343,600	358,900
100%	39%	42%	59%	62%

*Mon.-Sat. Cume – Read one or more issues in the past week ** Read one or more issue (print/online) past week

The Spectator provides exceptional reach of the market!

- ✓ **We drive daily newspaper readership.** The Hamilton Spectator's print and online editions reach 358,9000 adults 18+ or 62% of the Hamilton market every week!
- ✓ **We reach more adults than the Toronto papers combined!** 140,200 more adults daily; and 143,600 more adults on Saturday.
- ✓ **We reach more adults than all local radio stations combined!** In fact, we reach 170,500 more adults daily than the No. #1 radio station in this market – K-Lite FM.
- ✓ **Readers make time for The Spectator!** Average time spent reading The Spectator is 45 minutes on a weekday; and 60 minutes on Saturday. Every week, an average of 95 minutes is spent viewing/reading our online product – thespec.com.
- ✓ **The Hamilton Spectator delivers reliable circulation** – Our six day average circulation remains stable. This paid circulation means The Spectator not only gets to the door... but through the door and into the hands of your customers. Over 618,700 copies are distributed every week in the Hamilton area!

The Hamilton Spectator reaches the most educated, affluent adults in the market!

By Selected Demographics	Hamilton CMA Adults 18+	The Hamilton Spectator Readership							
		(Avg.) Weekday		(Avg.) Saturday		Mon.-Sat. Cume*		Total Print/Online**	
Men	281,800	113,000	41%	112,900	41%	166,500	60%	169,600	61%
Women	297,300	105,800	36%	121,500	42%	169,100	58%	178,000	61%
Adults 35+	413,700	187,700	45%	202,400	49%	261,200	63%	269,700	65%
Adults 50+	252,000	132,100	55%	137,900	57%	167,400	69%	170,000	70%
Homeowners	450,400	188,500	42%	194,600	43%	271,500	60%	283,000	63%
College/University Grads+	286,300	101,400	37%	111,800	41%	161,400	60%	166,300	61%
HHI \$75,000+	263,300	95,300	36%	106,900	41%	151,400	58%	161,200	61%

Source: NADbank® 2009

Base: Hamilton CMA Adults 18+ (579,100)

*Mon.-Sat. Cume – Read one or more (print) issues in the past week ** Read one or more issue (print/online) past week

The Spec Online Audience Keeps Growing...

thespec.com

has a monthly audience of over 5.5 million page views with over 600,000 unique visitors!



Canadian Circulations Audit Board

Mon.-Fri. Average Total Circulation: 101,979
Saturday Average Total Circulation: 108,838
6-Day Average Total Circulation: 103,122

FREE PRESS COMMUNITY

EMC - Extended Market Coverage

FREE PRESS COMMUNITY is a tabloid distributed every Wednesday to over 94,000 non-subscribing households

Hamilton CMA 2010 Market Overview

Population

740,325 = 9th in Canada

Households

289,523 = 9th in Canada

2010 Retail Sales

\$7.8 billion = 9th in Canada

Average Household Income

\$86,251 = 9th in Canada

Average Household Expenditures - \$80,513

Sources: thespec.com – Omniture – 3 month average Jan.-March 2010

The Spectator Circulation – CCAB Audit Report for 12 months ending Dec. 31, 2009; Hamilton CMA – FP Markets 2010