

The Spectator Fact Sheet 2010



THE HAMILTON SPECTATOR

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

Hamilton CMA	The Hamilton Spectator Readership			
Adults 18+	Average Weekday	Average Saturday	Mon.-Sat. Cume*	Print/Online Weekly Reach**
569,300	218,700	234,400	335,600	347,600
100%	38%	41%	59%	61%

*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 347,600 adults 18+ or 61% of the Hamilton market every week!
- ✓ **We reach more adults than the Toronto papers combined!** 128,500 more adults daily; and 142,300 more adults on Saturday.
- ✓ **We reach more adults than all local radio stations combined!** In fact, we reach 157,500 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 43 minutes on a weekday; and 56 minutes on Saturday.
- ✓ **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 639,200 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	The Hamilton Spectator Readership							
	Adults 18+	Average Weekday		Average Saturday		Mon.-Sat. Cume*		Total Print/Online**	
Men	276,600	113,000	41%	112,900	41%	166,500	60%	169,600	61%
Women	292,700	105,800	36%	121,500	42%	169,100	58%	178,000	61%
Adults 35+	407,900	184,100	45%	197,900	49%	255,500	63%	260,200	64%
Adults 55+	184,100	103,700	56%	106,300	58%	128,700	70%	129,400	70%
Homeowners	442,100	177,900	40%	186,900	42%	265,200	60%	272,400	62%
College/University Grads+	271,300	101,400	37%	111,800	41%	161,400	60%	166,300	61%
HHI \$75,000+	254,700	94,700	38%	104,800	41%	154,600	61%	158,400	62%

Source: NADbank© 2008

Base: Hamilton CMA Adults 18+ (569,300)

*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

Averages over 5.1 million page views every month with over 500,000 unique visitors!



Canadian Circulations Audit Board

Mon.-Fri. Average Total Circulation: 105,020
Saturday Average Total Circulation: 114,148
6-Day Average Total Circulation: 106,542



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

Sources: thespec.com – Omniture – 3 month average ending 2009

The Spectator Circulation – CCAB Audit Report for 12 months ending Dec. 31, 2008; Hamilton CMA – FP Markets 2010