



thestar.com

Reaching Your Target

Summary of the NADbank 2009 Results

Good News for our advertisers!

Agenda

- The Star Advantage
- The Newspaper Landscape (Canada and Toronto)
- The Toronto Newspaper Website Landscape
- Reaching Key Demographic Targets
- Summary
- Appendix 1: NADbank 2009 Background

The Star Advantage

The Toronto Star and thestar.com offer mass audience as well as unrivalled reach of desirable targets in the Toronto market.

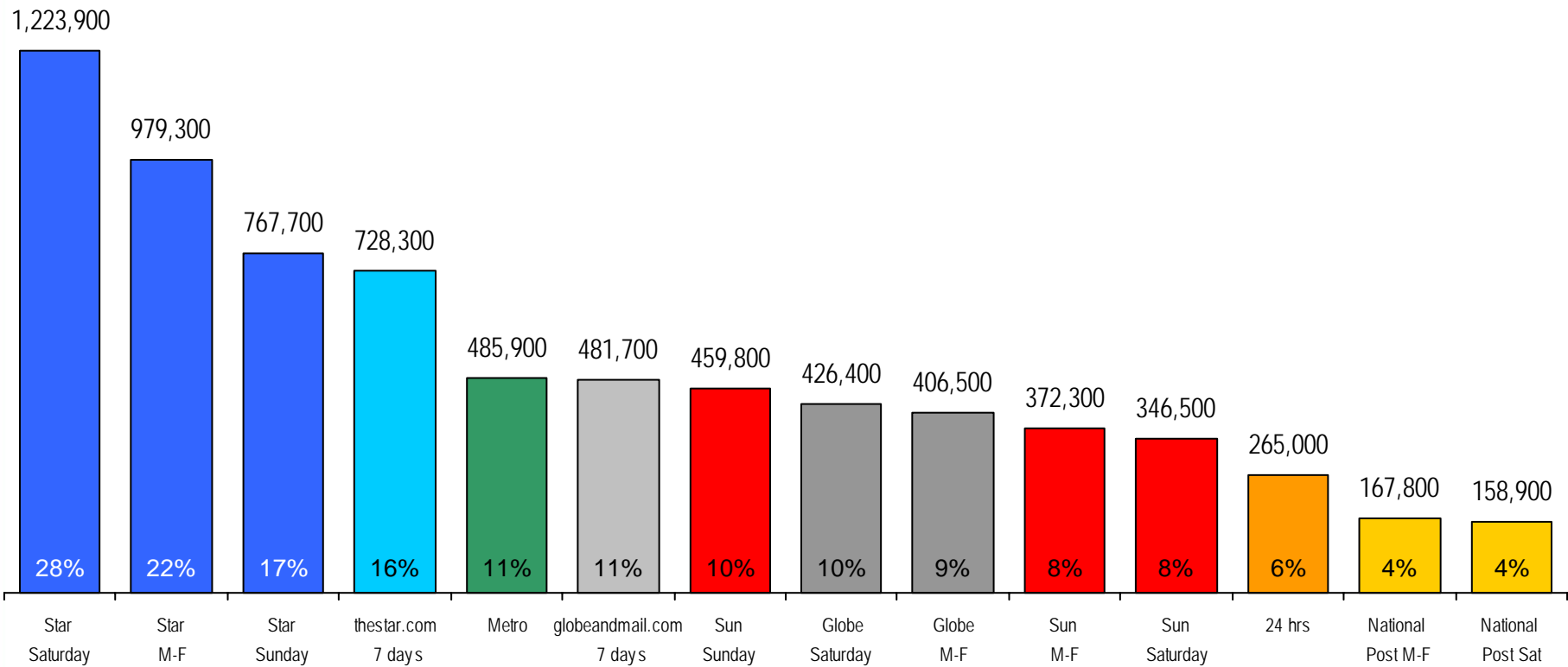
The results of the NADbank 2009 Study confirm that:

- Toronto Star remains the most read daily newspaper in Toronto and Canada
- thestar.com remains as the best read newspaper website in Toronto
- Both the printed Star and thestar.com are the best vehicles to reach key desirable demographic targets in Toronto

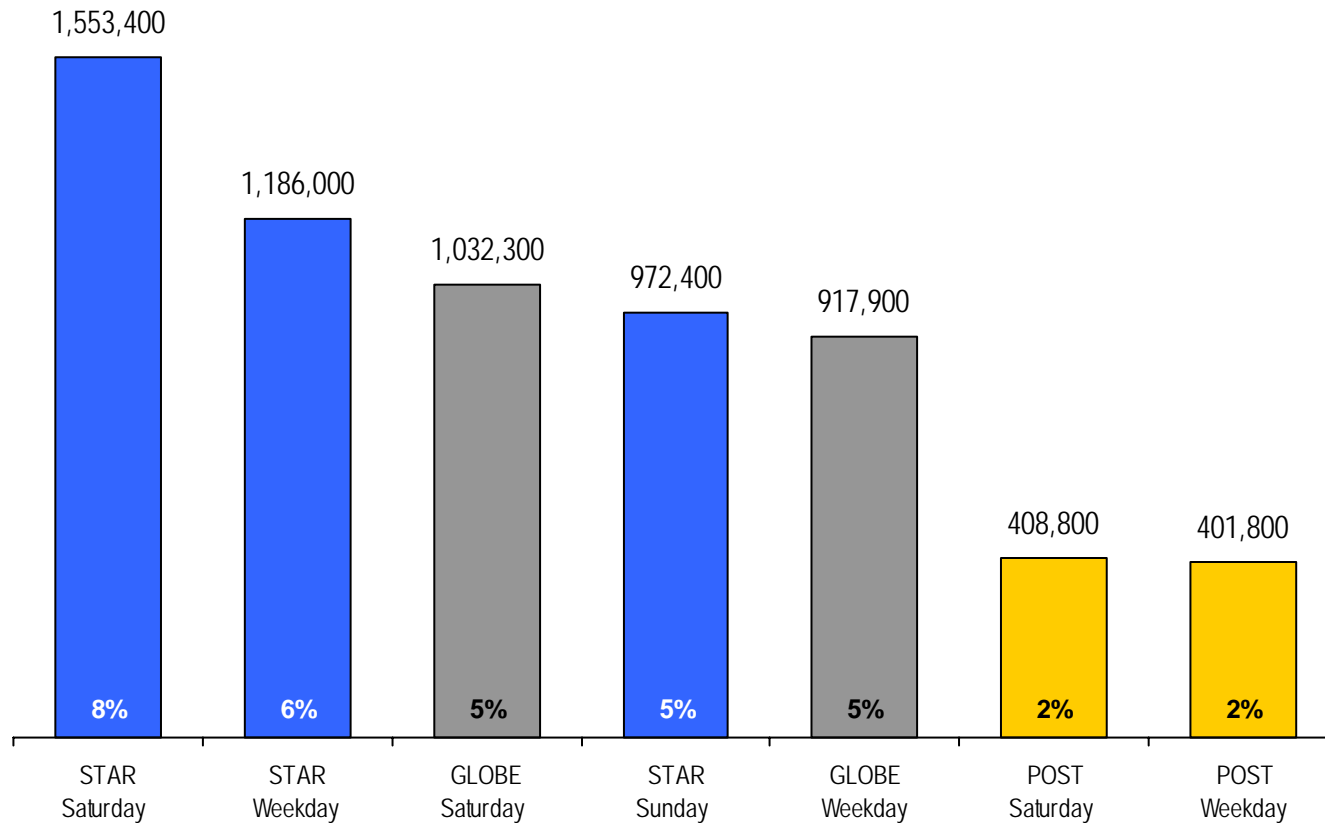


Toronto Newspaper Landscape

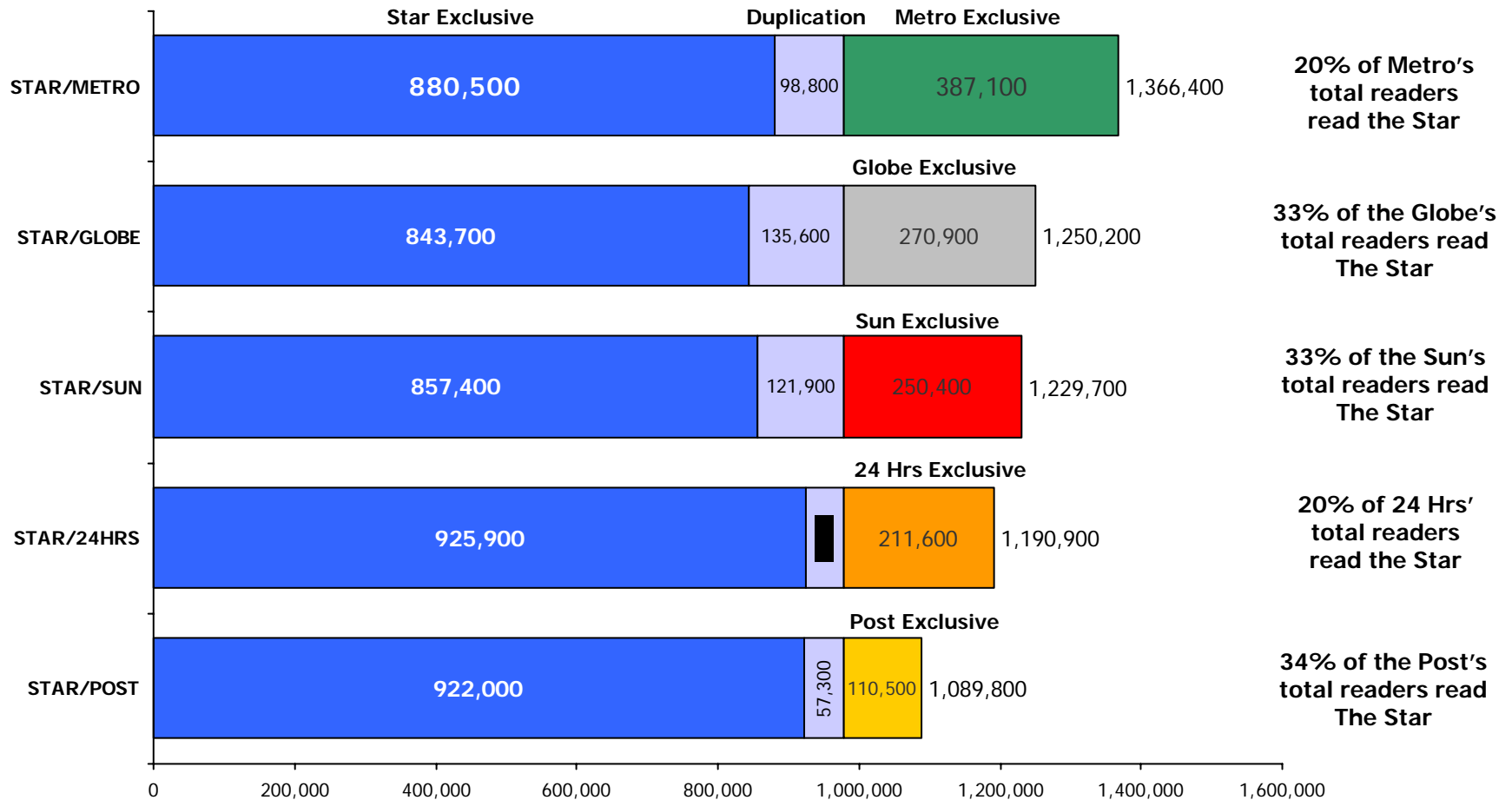
The Star remains the dominant daily newspaper in Toronto



Toronto Star has an audience that surpasses the national papers

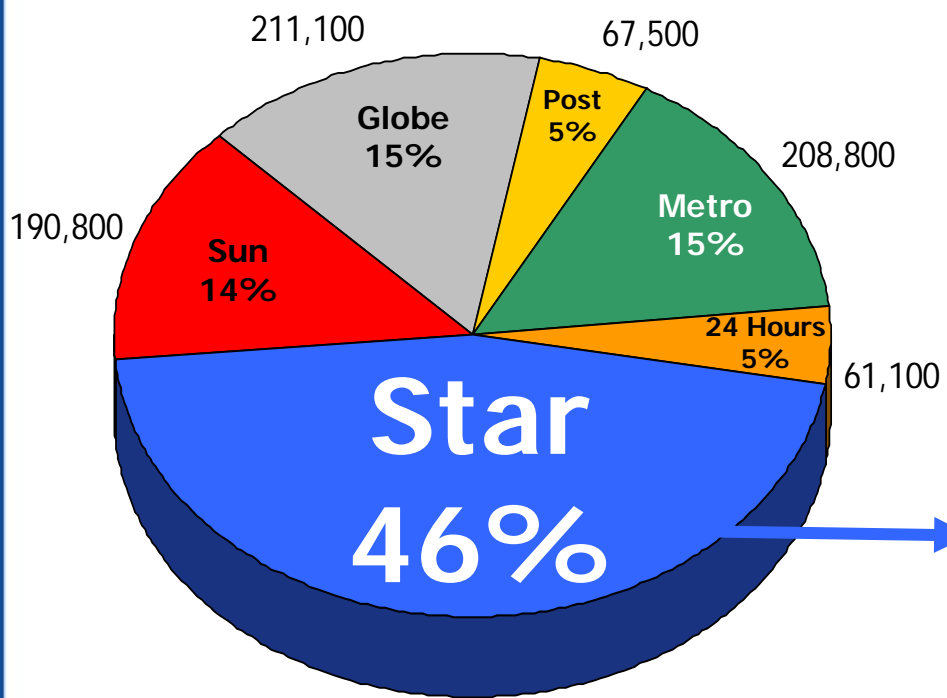


The weekday Toronto Star has a large exclusive audience



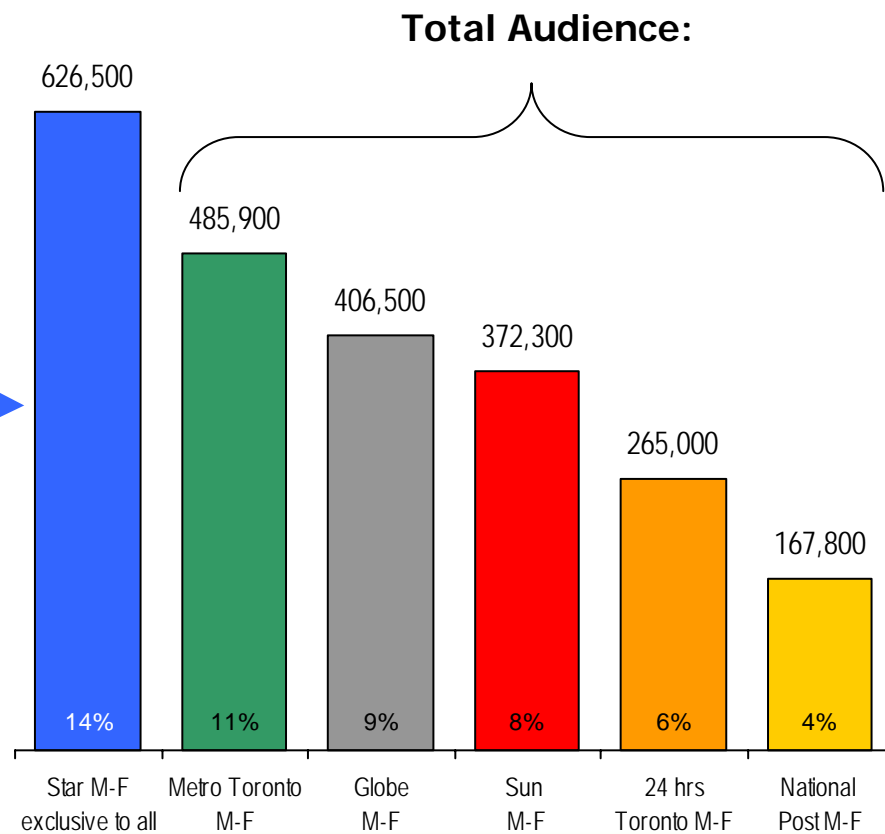
Toronto Newspaper Landscape

Nearly half of all Toronto adults who read only one weekday paper, read Toronto Star!

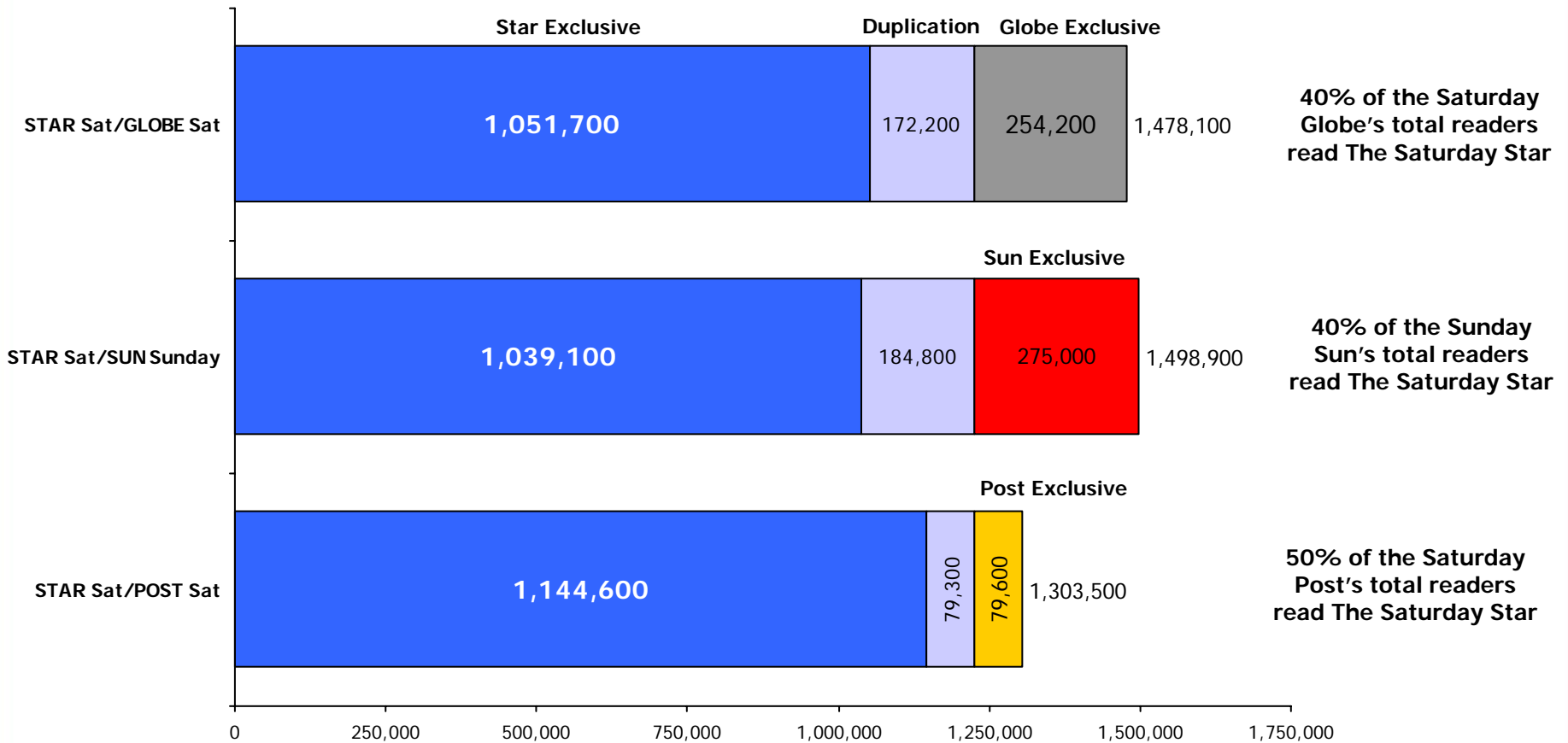


626,500
 Exclusive Audience:
 Read only one
 weekday paper

Toronto Star's exclusive weekday readership is larger than the total reach of its competitors!

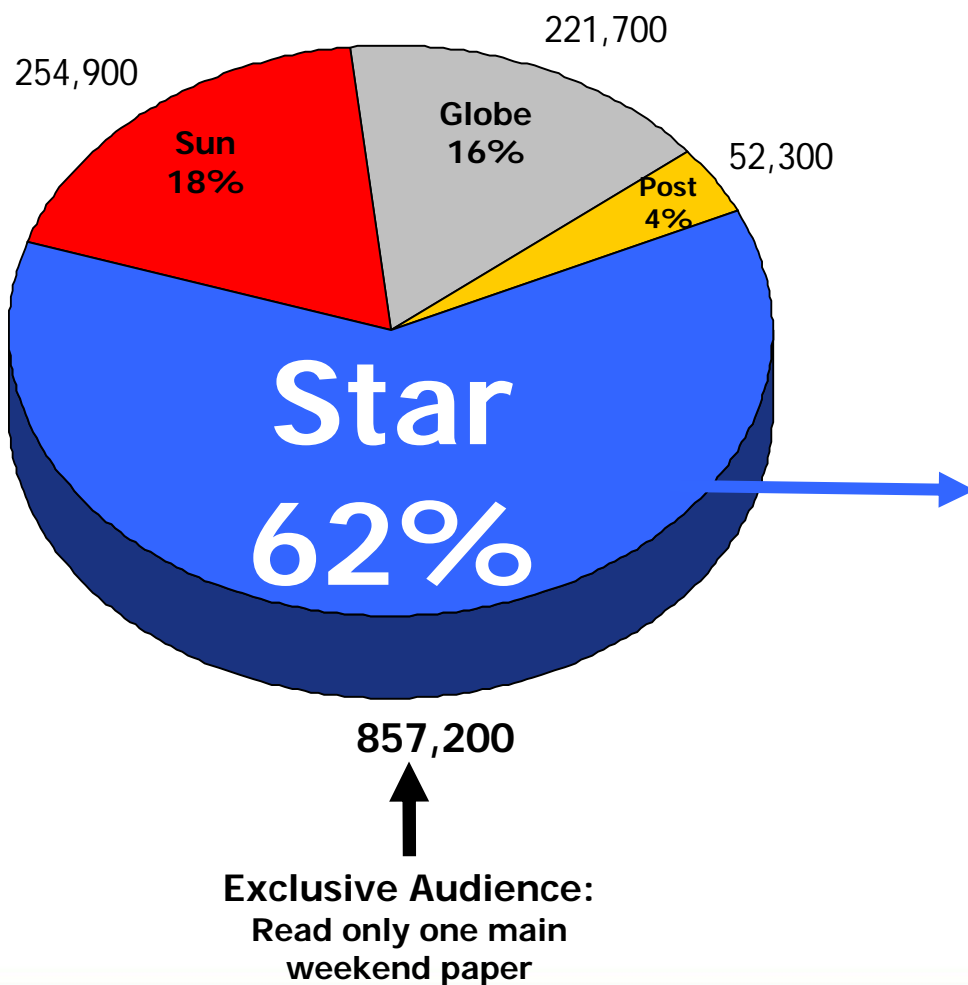


The Saturday Star has a large exclusive audience over the weekend competition

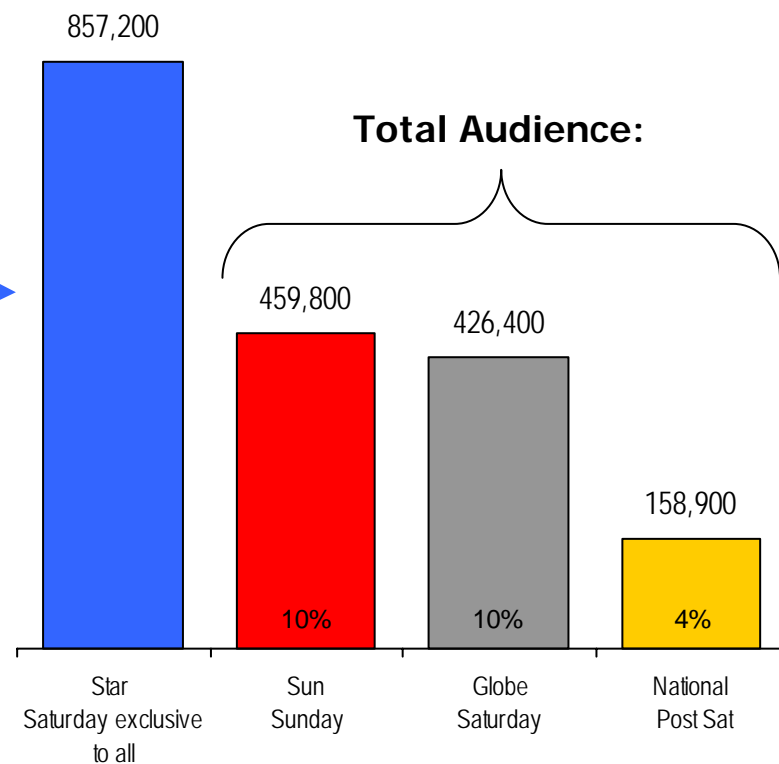


Toronto Newspaper Landscape

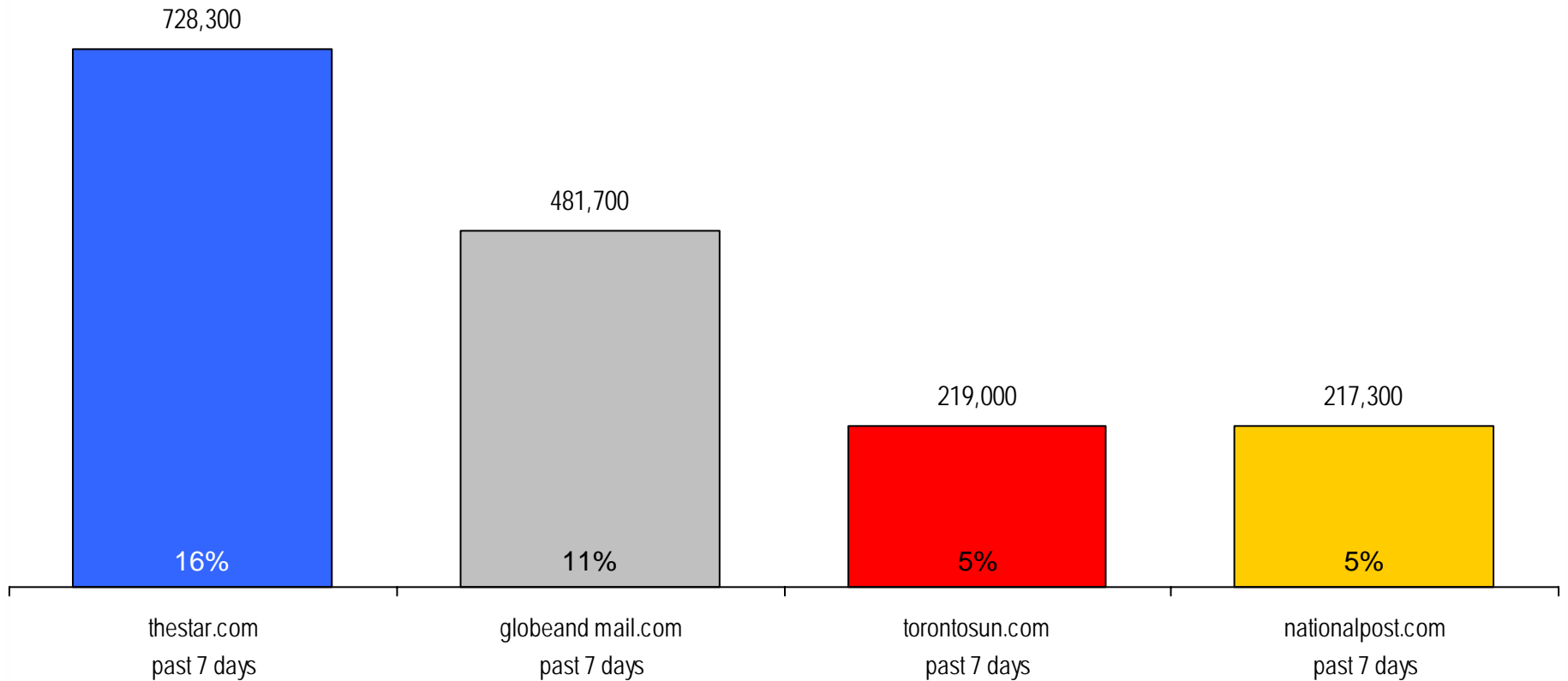
62% of Torontonians who read only one main weekend paper, read Toronto Star!



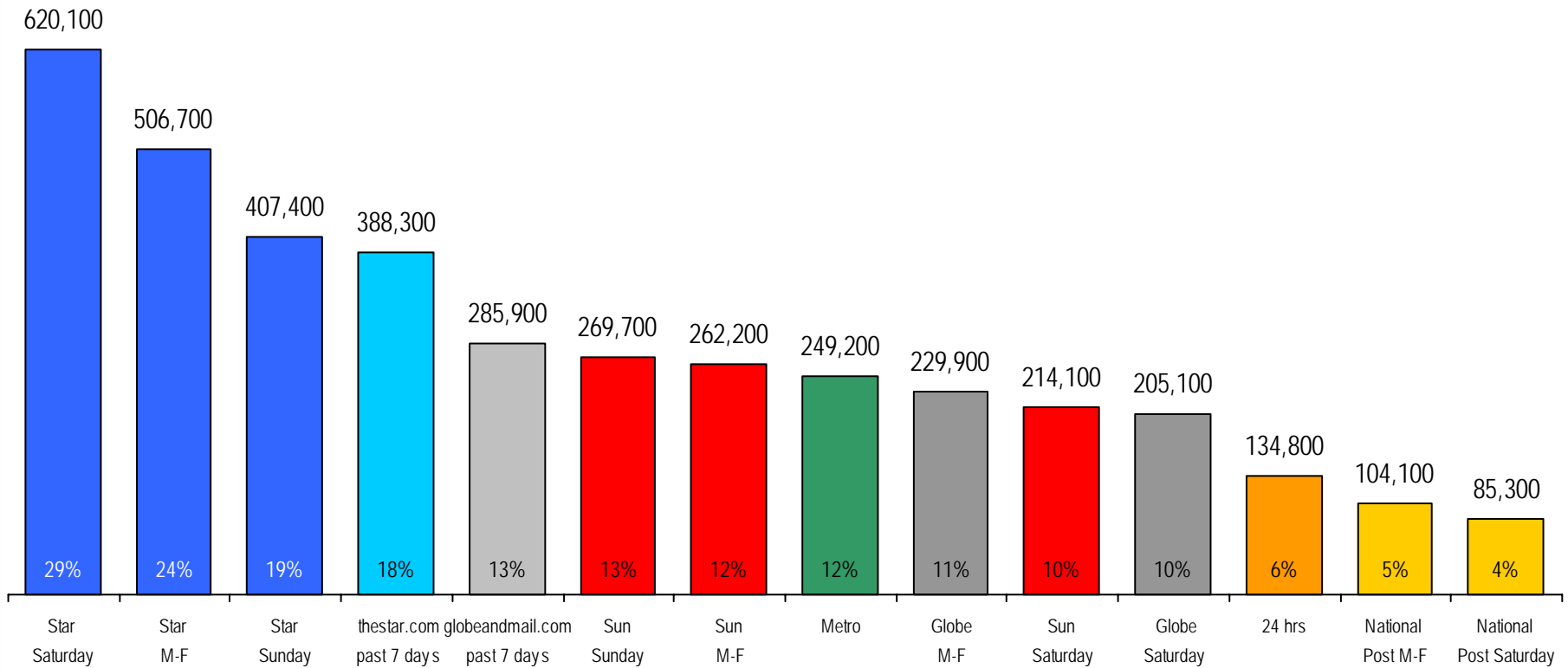
Toronto Star's exclusive Saturday readership is larger than the total reach of its (main weekend) competitors!



thestar.com reaches the most online readers over the course of a week

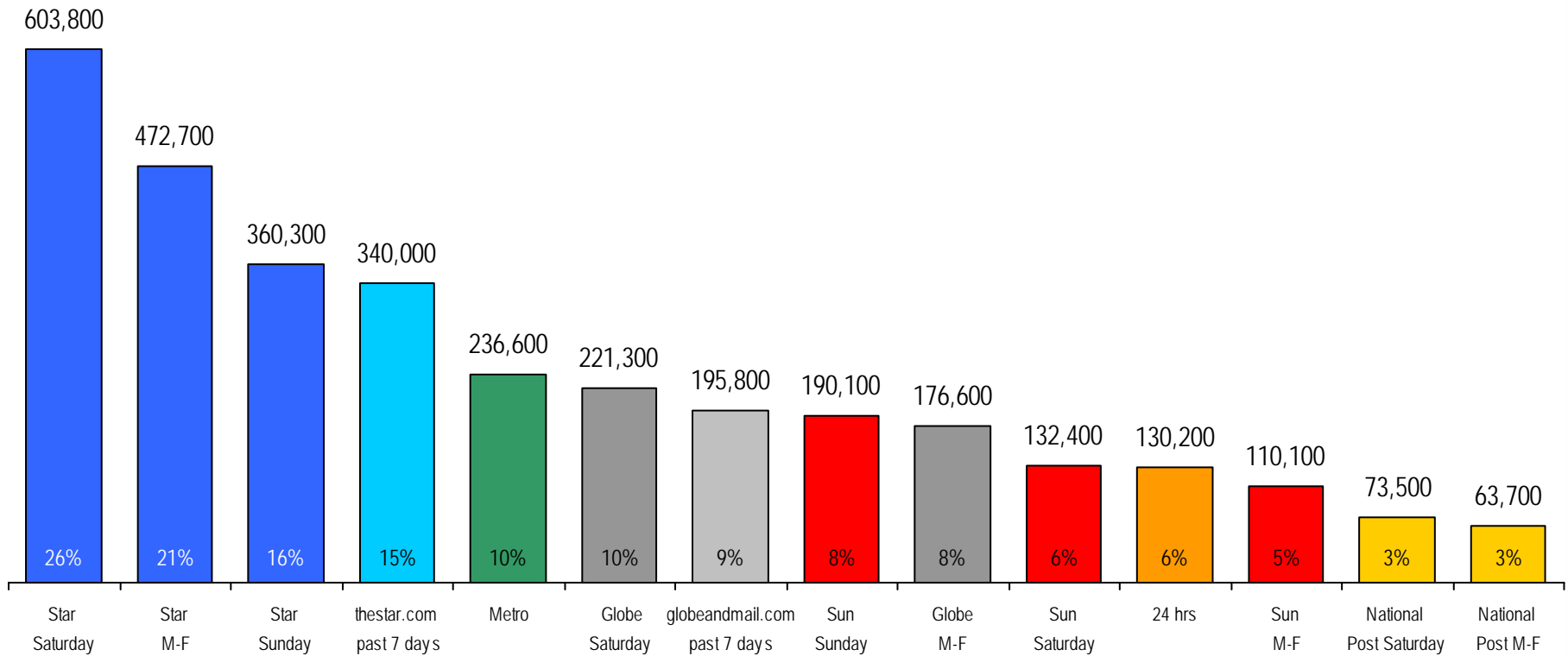


The Star remains the dominant newspaper for reaching Men

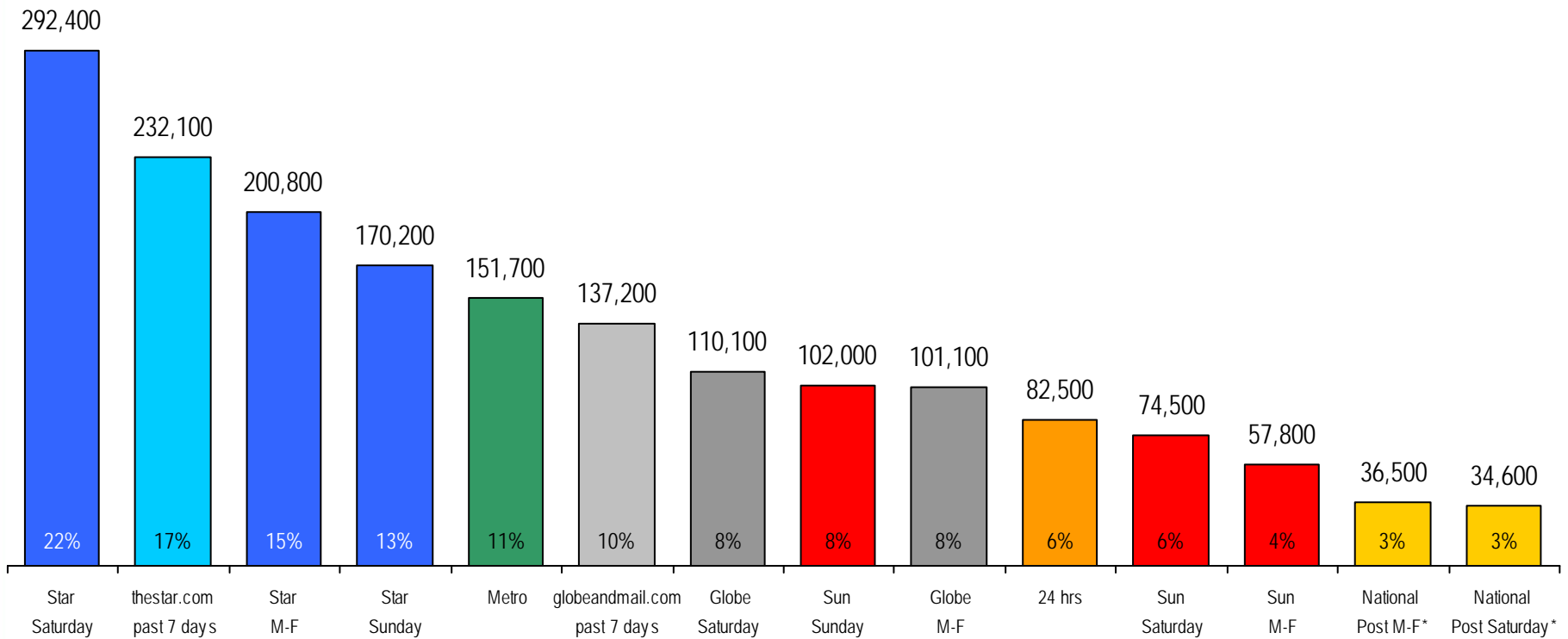


Target: Toronto CMA, Women 18+

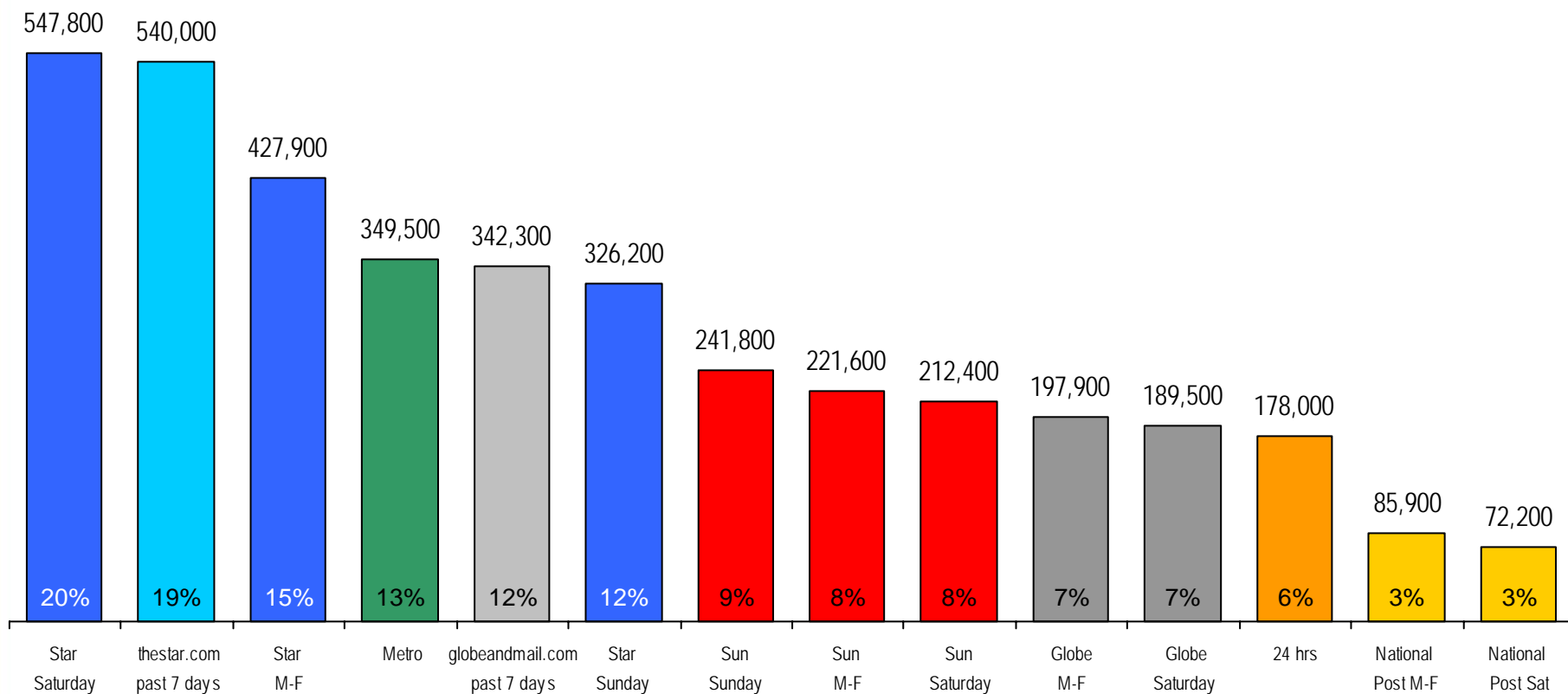
Reach more Women with the Star every day of the week,
in print or online!



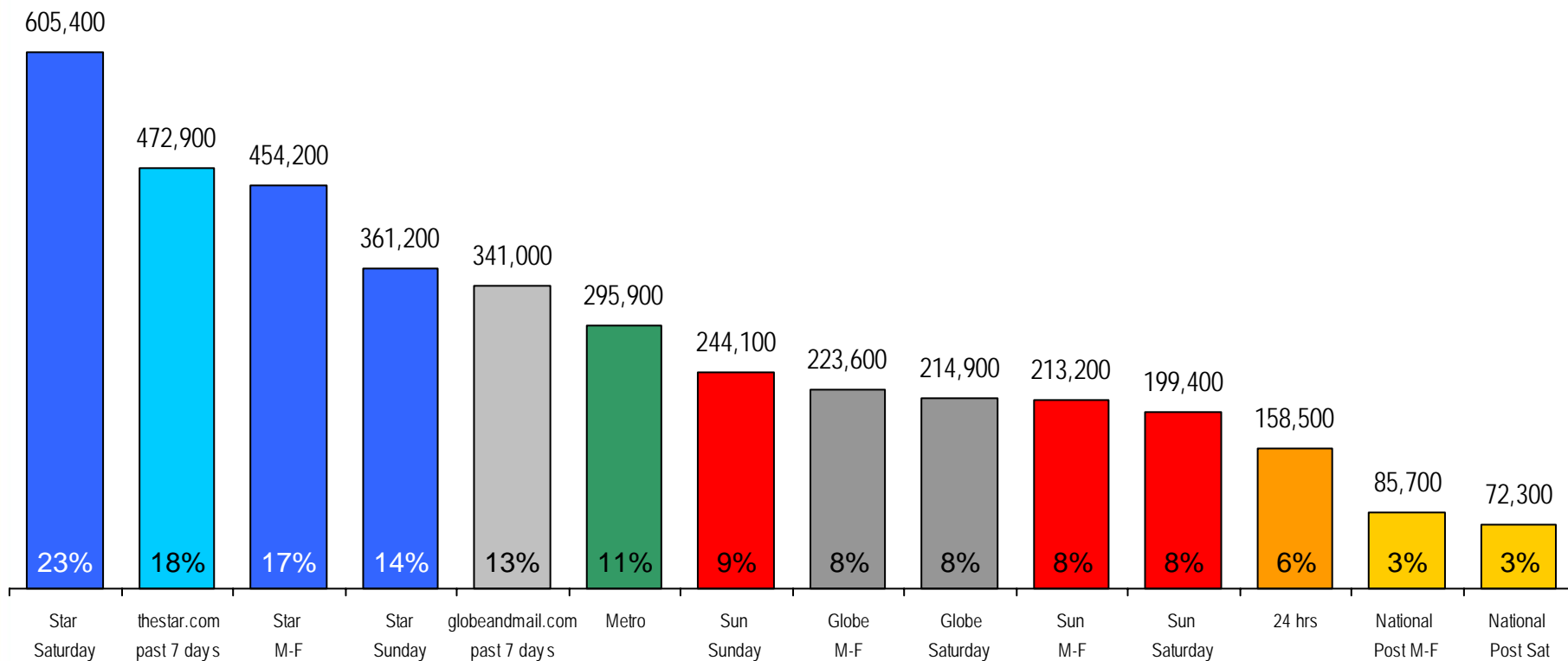
Toronto Star reaches the most Women 25-54



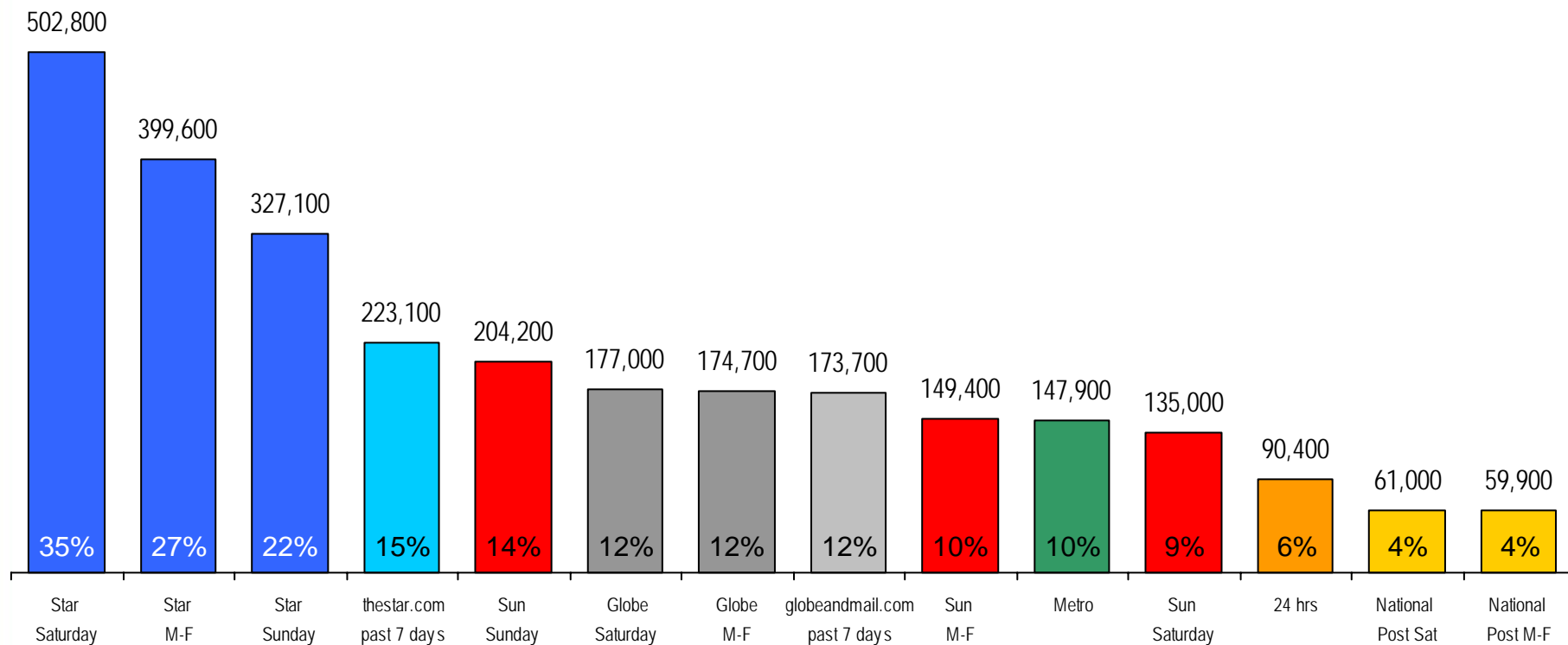
In print and online the Star provides superb reach of Adults 18-49



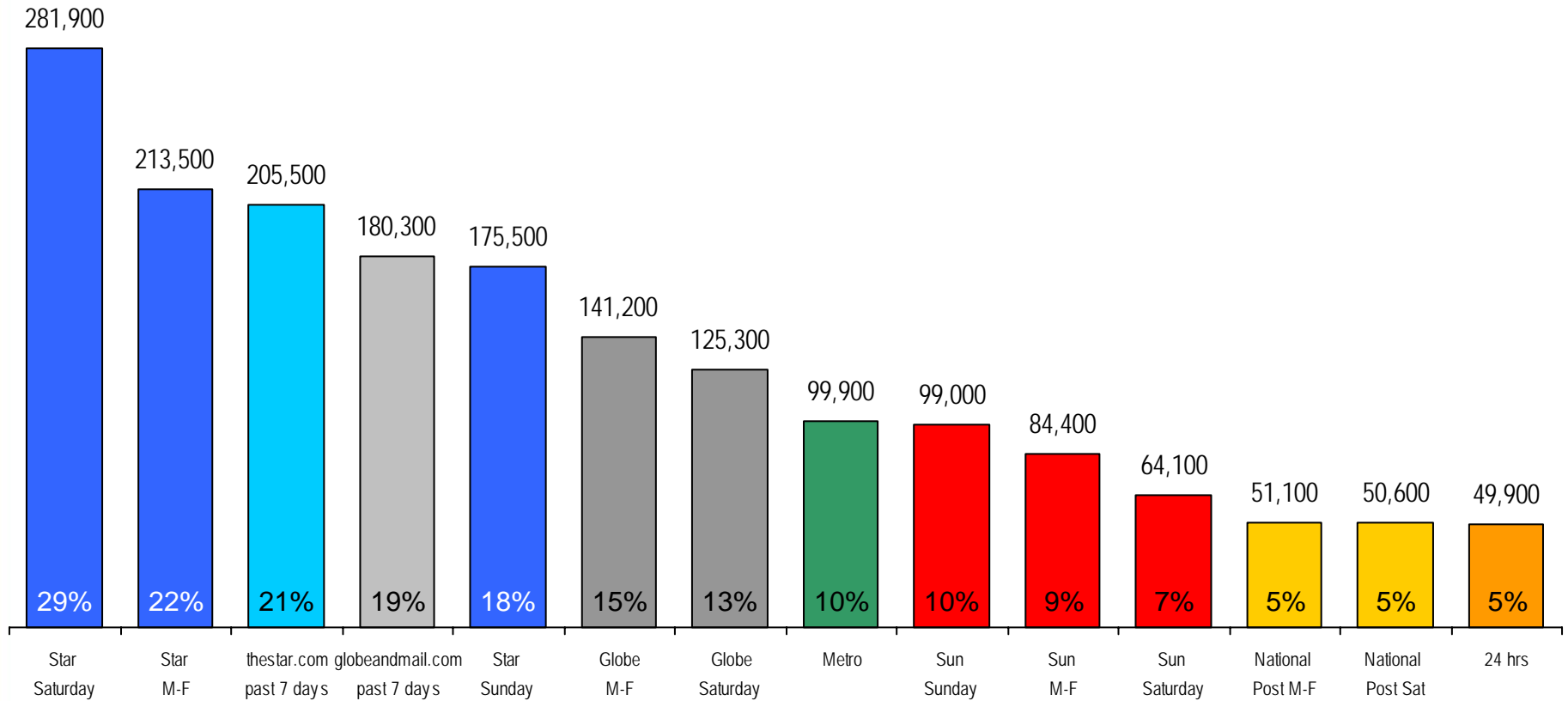
The Star is the principle newspaper for Adults 25-54



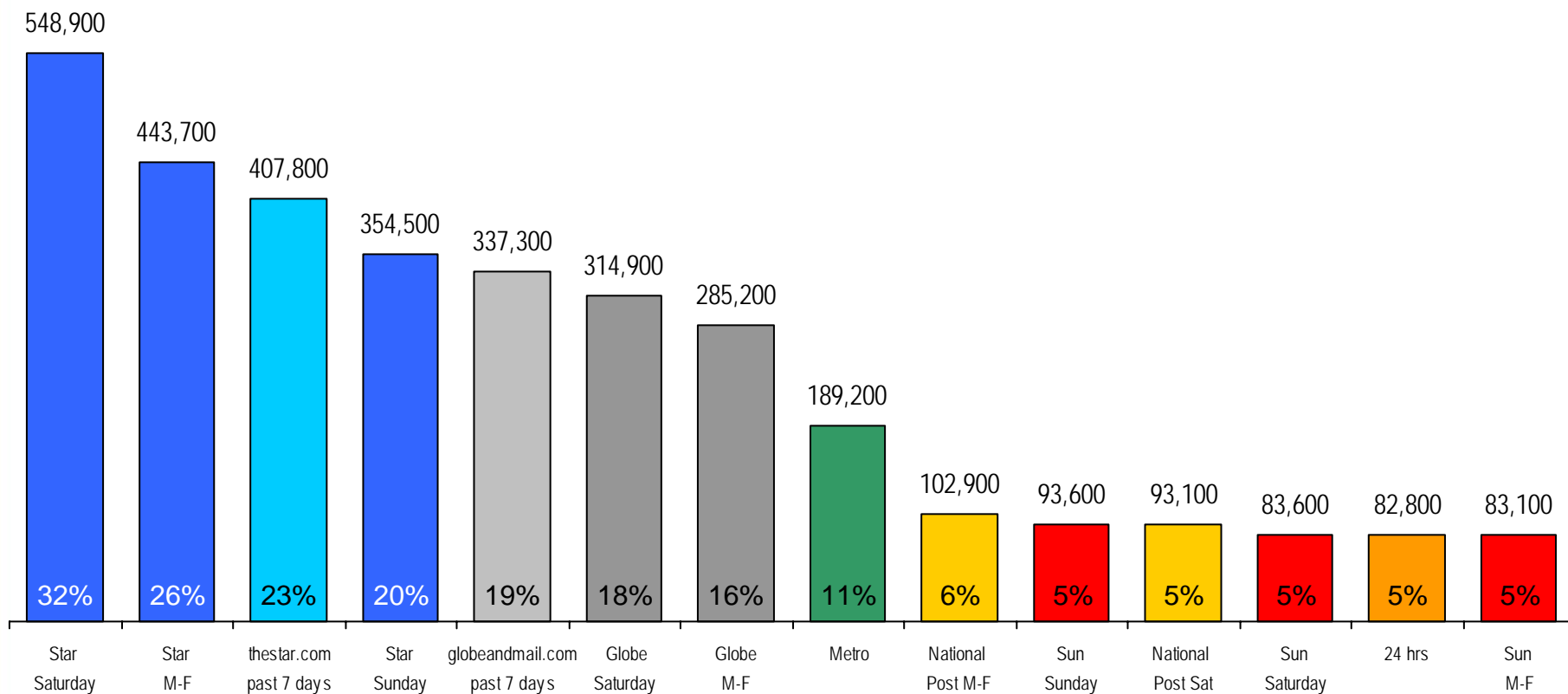
The Star is #1 in reaching Toronto Boomers



More Managers and Professionals read the Star than the Globe or the Post

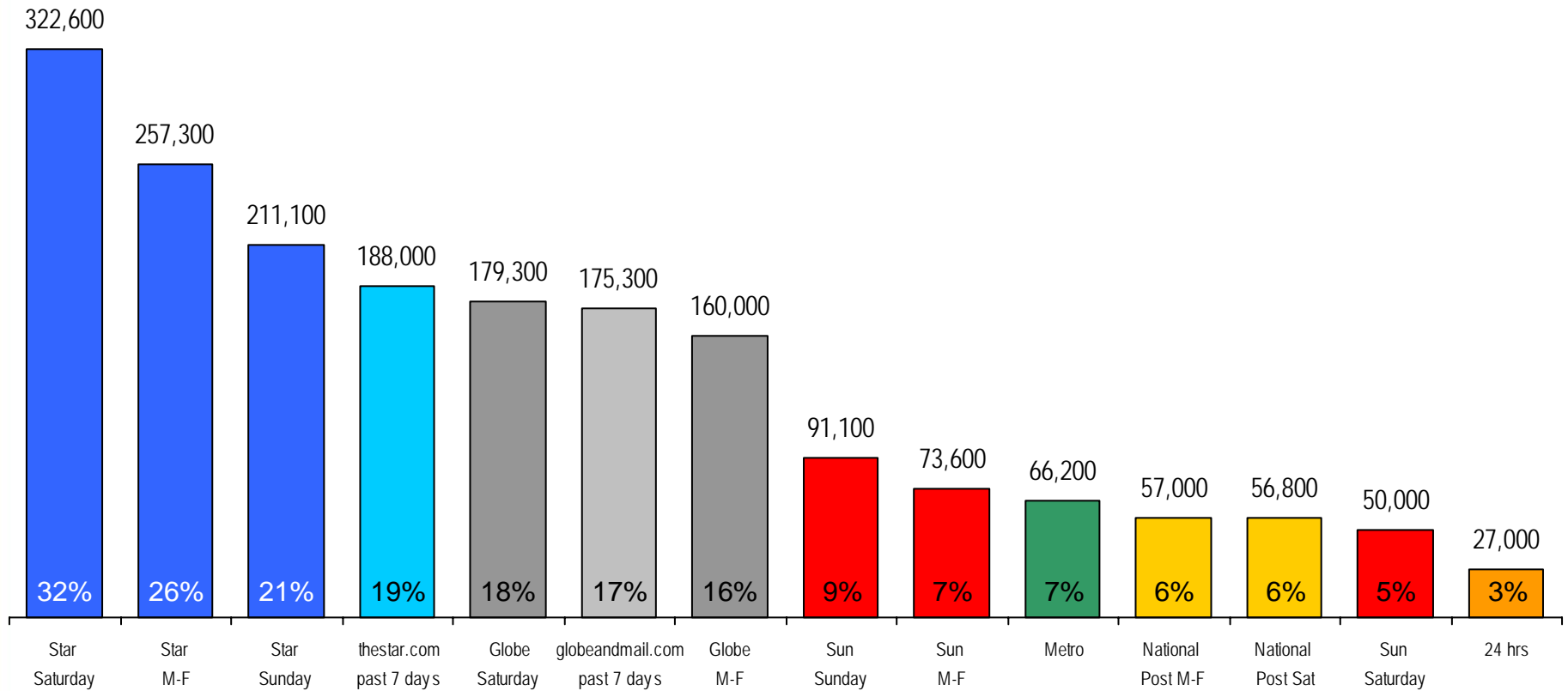


The Star surpasses the Globe and the Post in reaching well-educated readers



Target: Toronto CMA, HHI \$125,000+

More affluent Torontonians read the Star than the Globe or the Post



Use the Star Advantage to Your Advantage



Whether you need to reach a mass audience or a specific demographic in the Toronto market, the Star outshines the competition.

Take advantage of the Star to reach:

- The **most print newspaper readers** in Toronto
- **More exclusive readers** than the competition's total readers in Toronto
- The **most newspaper website readers** in Toronto
- More of your key target demographics, including **well-educated and affluent adults**

We're growing – let us bring our readers to you!

NADbank 2009 Background

- NADbank (Newspaper Audience Databank) is a tri-partite organization comprised of newspapers, advertising agencies, media buying companies and advertiser members
- NADbank is the principal research arm of the Canadian daily newspaper industry
- The NADbank 2009 Full Report is based on data collected by telephone interview between January-May and September-November 2009 in major urban markets in Canada
- Toronto CMA data is based on a sample size of 4,028