

TORONTO STAR

thestar.com

Strength in Numbers

Summary of the PMB Spring 2010 Results

Agenda

- The Star Advantage
- Average Issue Audience
- Reach by age and gender
- Reach of desirable target demographics
- Summary
- Appendix: PMB Study Overview

The Star Advantage

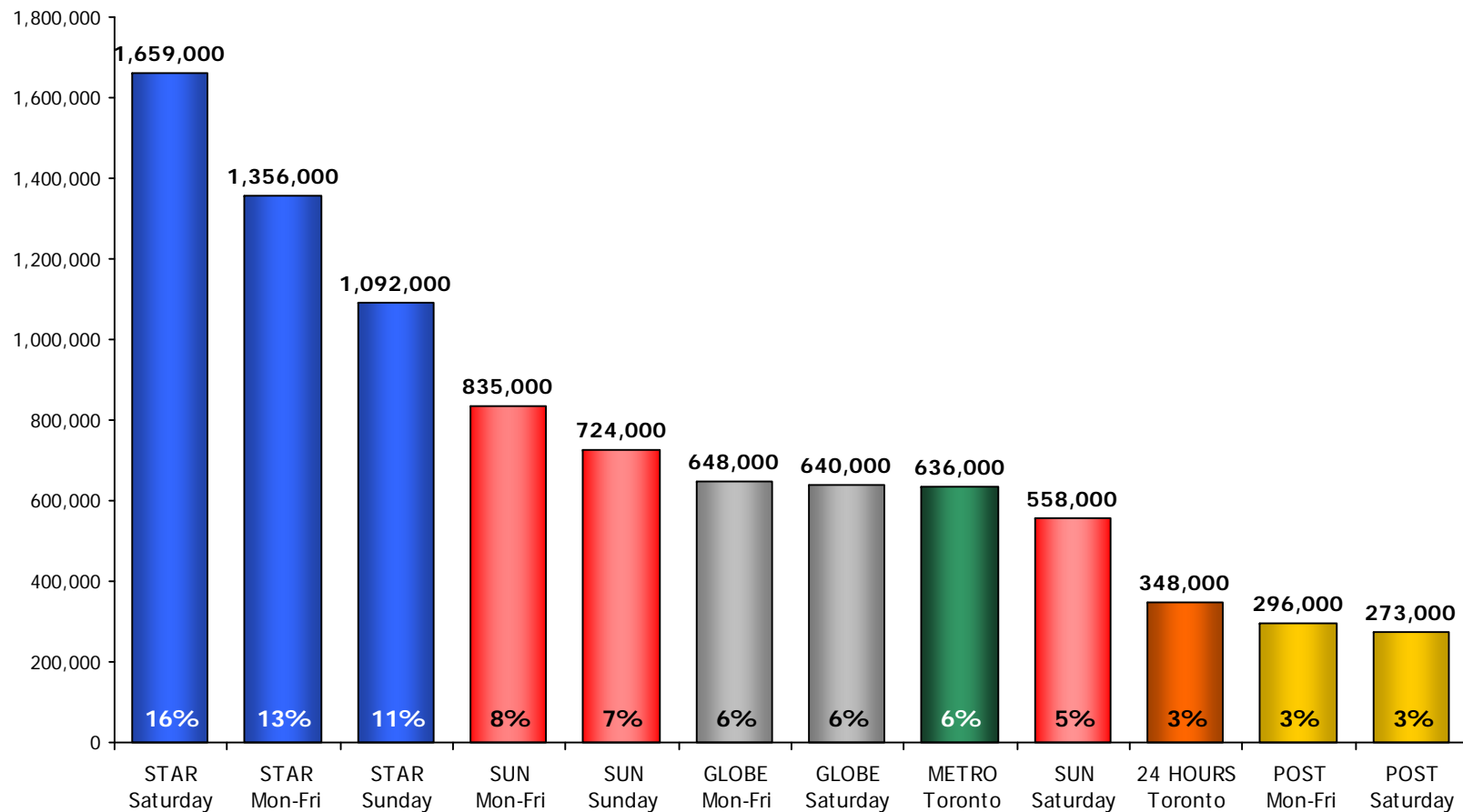
The results of the **PMB Spring 2010 Study** confirm:

- Toronto Star is the most read daily newspaper in Ontario
- Toronto Star is the best vehicle to reach key desirable demographic targets in Ontario

Our strength is in delivering the numbers...

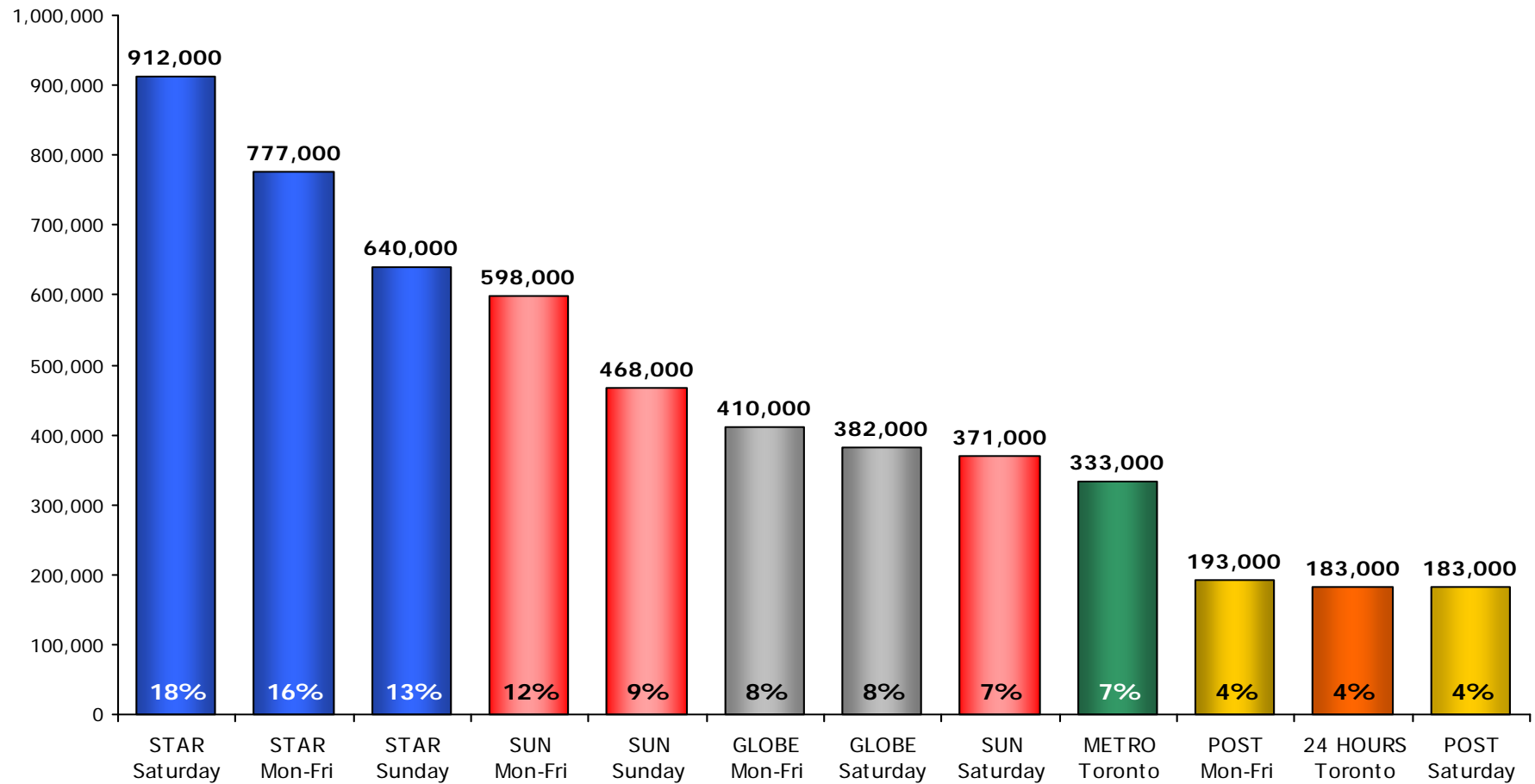
Ontario Adults 18+: Average Issue Audience

Toronto Star is the dominant daily newspaper in Ontario



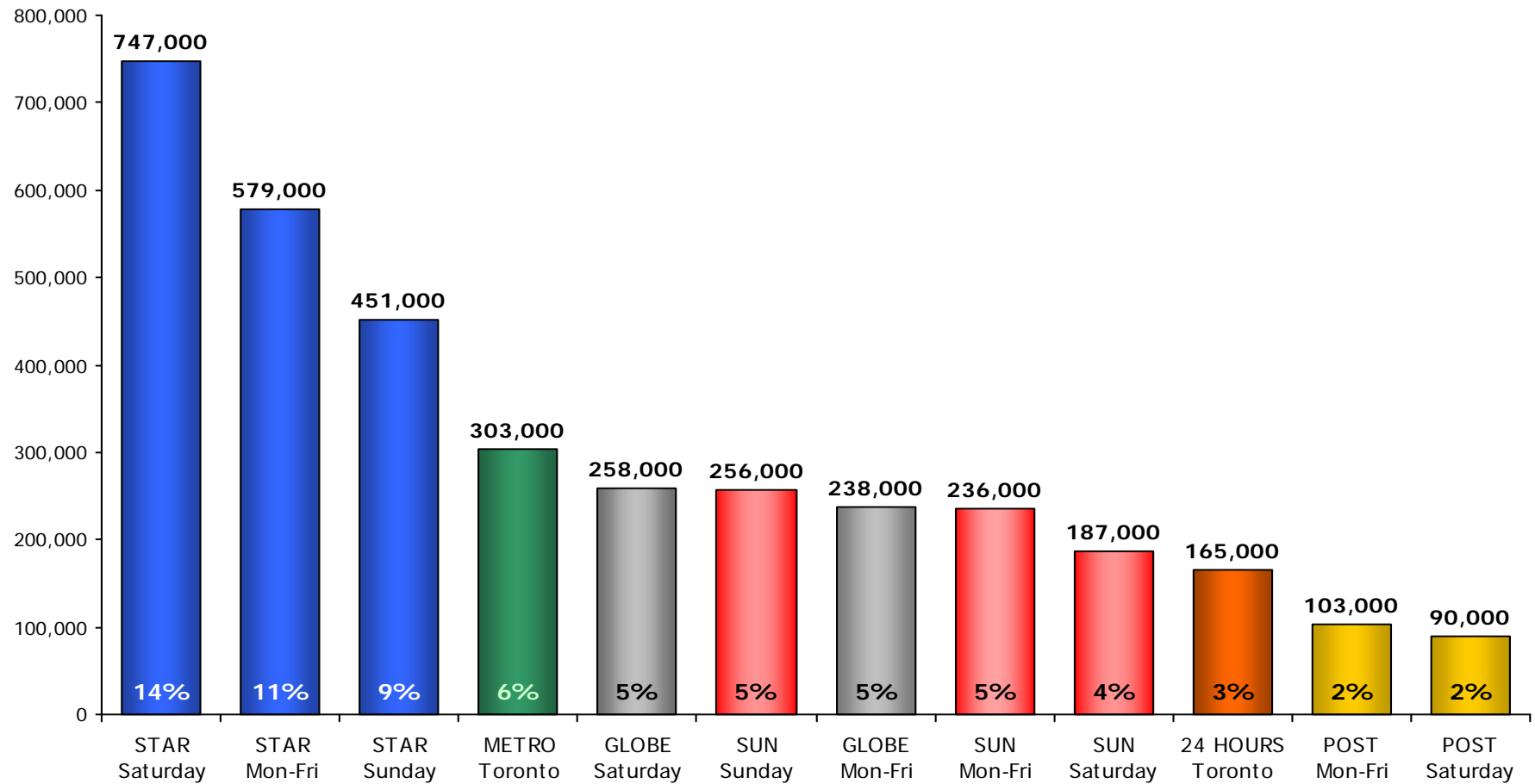
**Ontario:
Men 18+**

The Star reaches more Men than The Toronto Sun



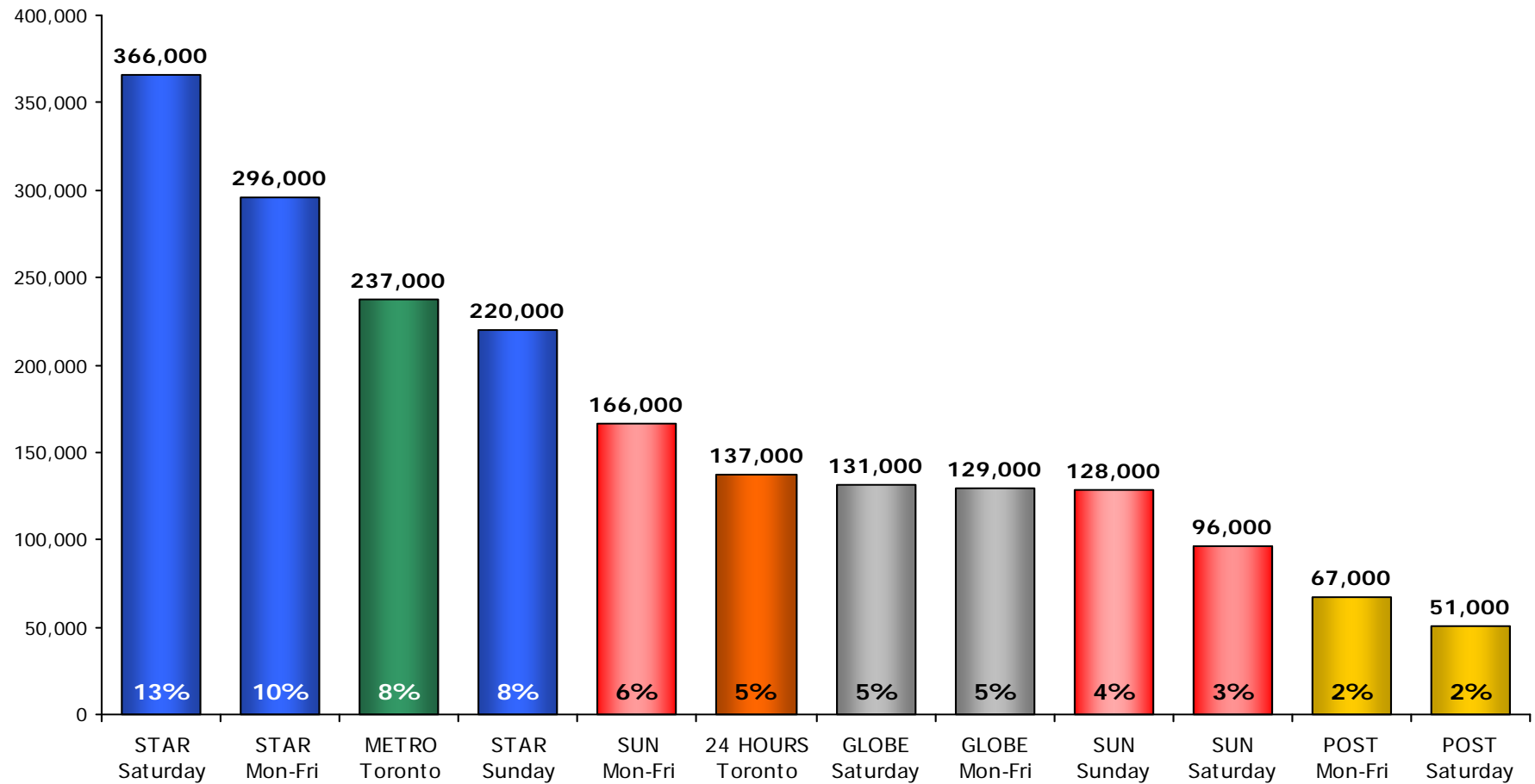
**Ontario:
Women 18+**

Toronto Star's reach of Women is unrivaled



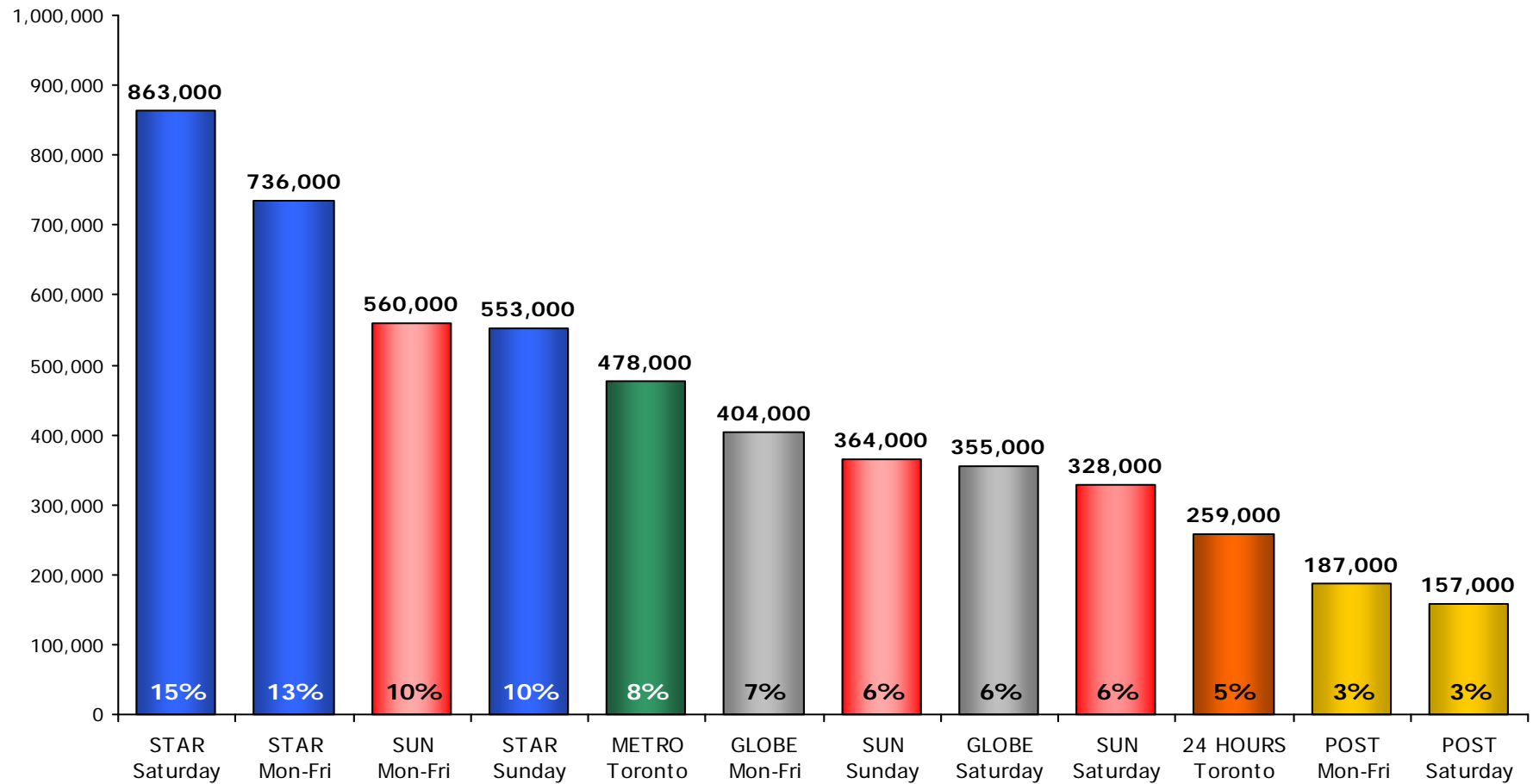
**Ontario:
Women 25-54**

The Star provides superb reach of Females 25-54



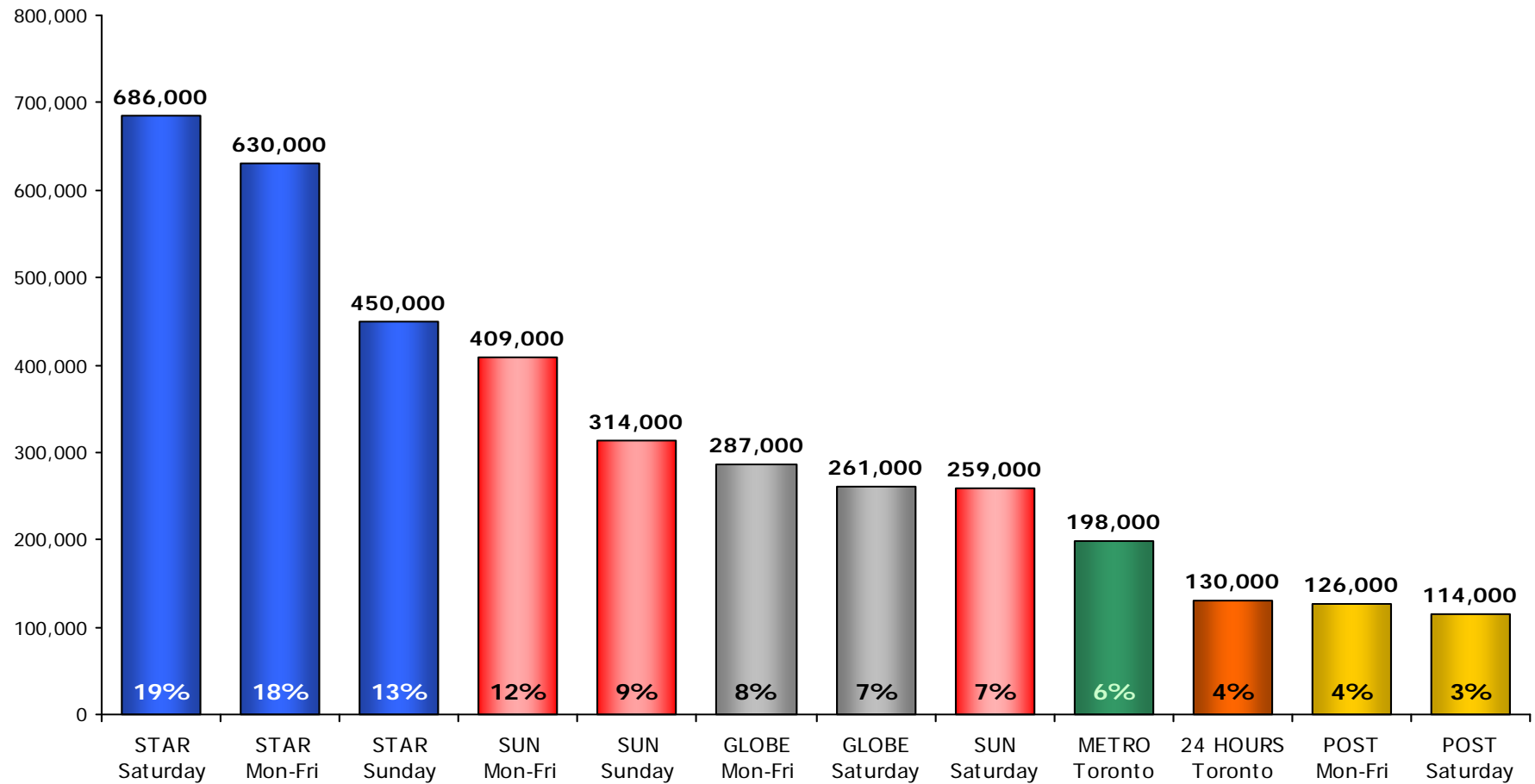
**Ontario:
Adults 25-54**

Reach more Adults 25-54 with Toronto Star!

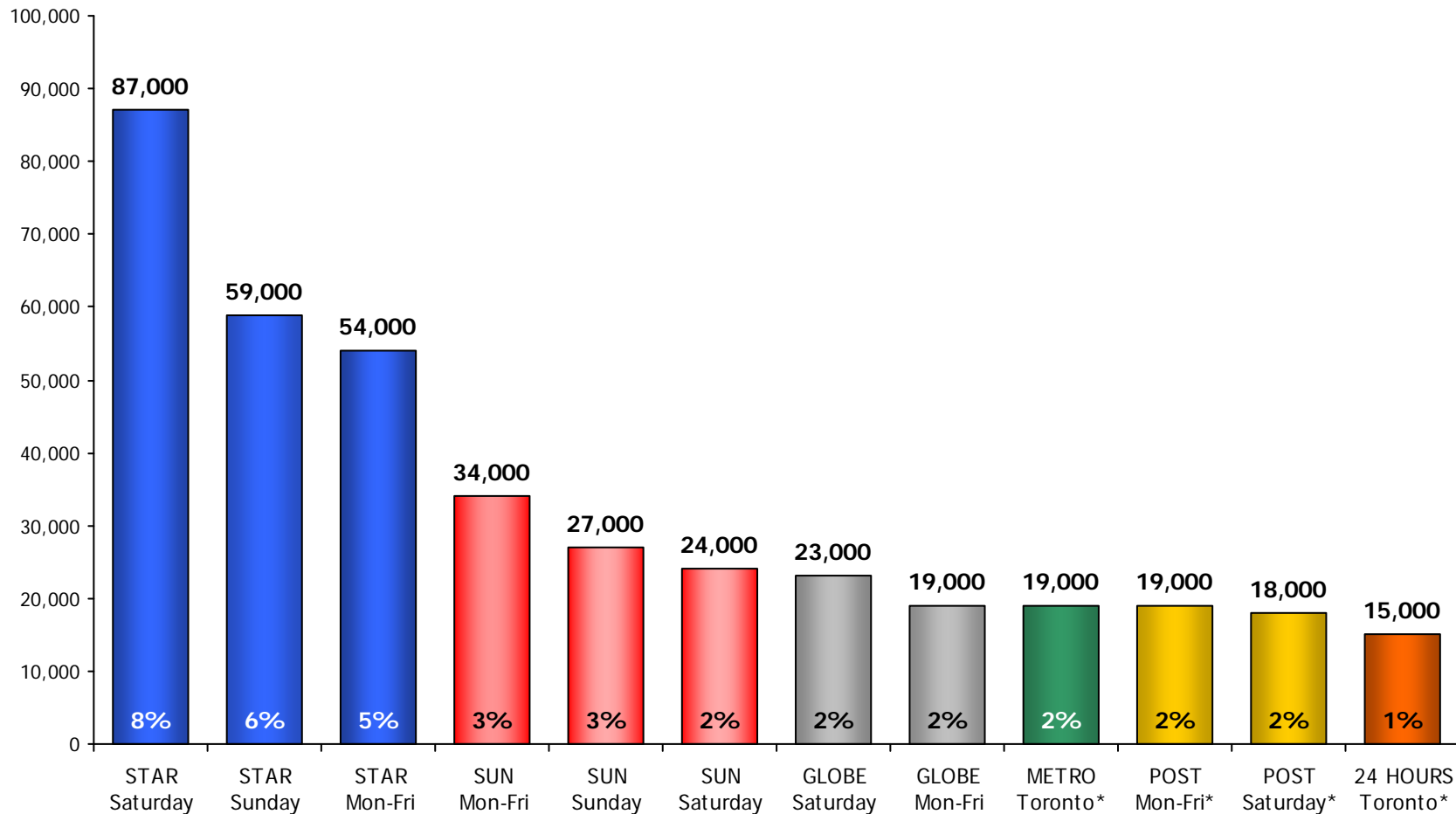


**Ontario:
Adults 45-64**

The Star has the largest reach of Boomers

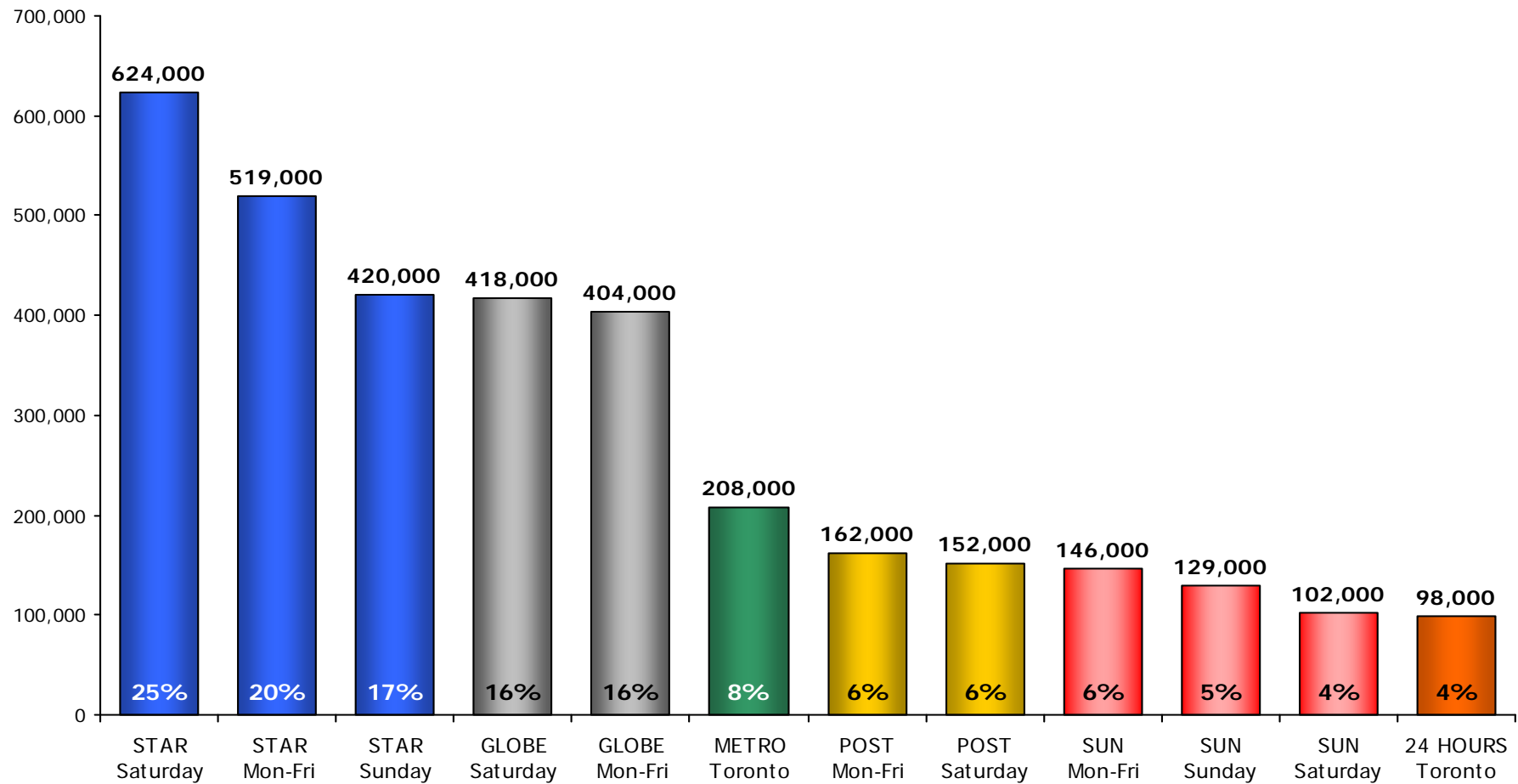


The Star reaches the most Teen readers 12-17 years of age



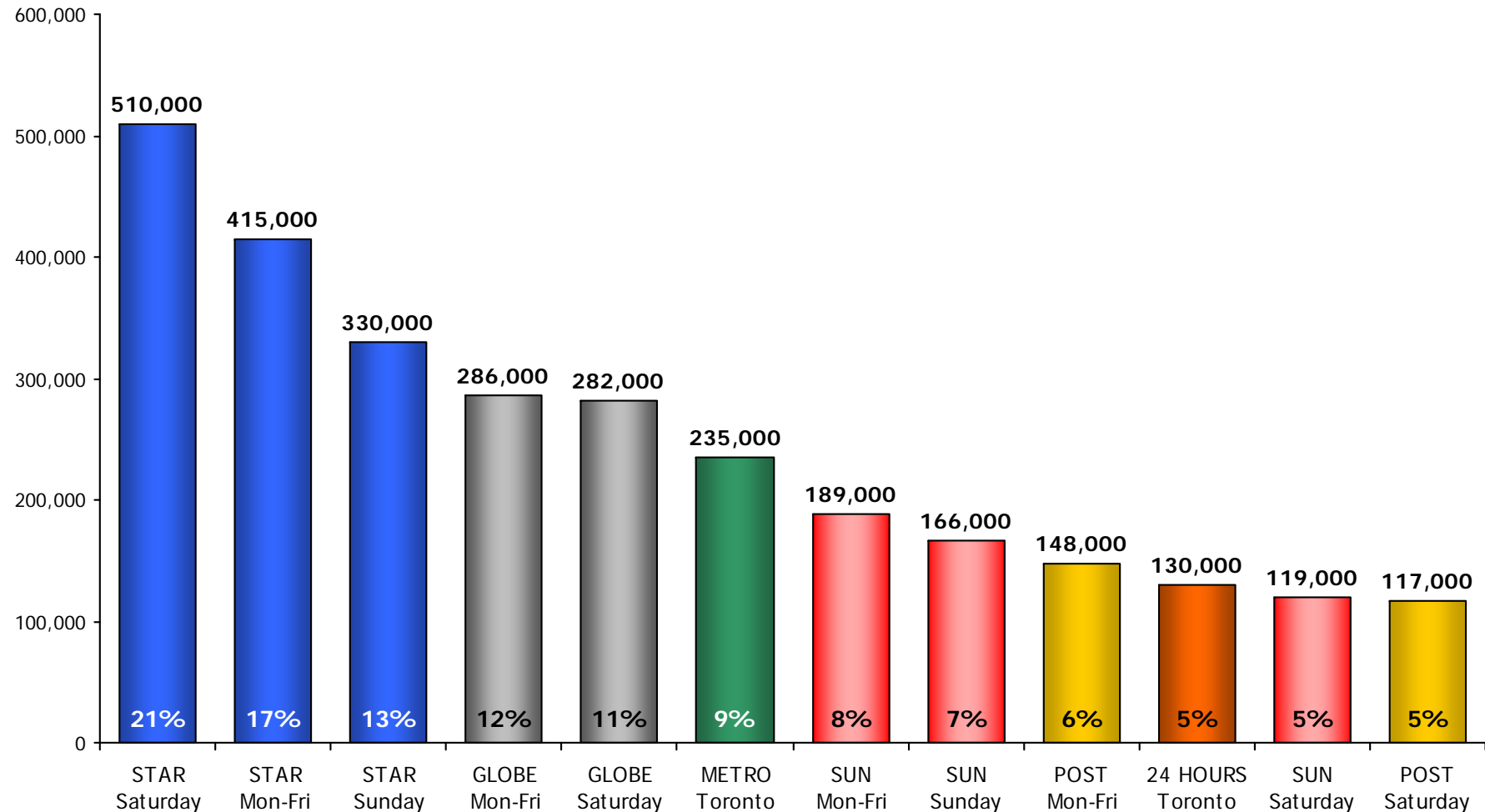
**Ontario:
University +**

The Star has the best reach of University Graduates+



**Ontario:
Managers, Professionals & Owners**

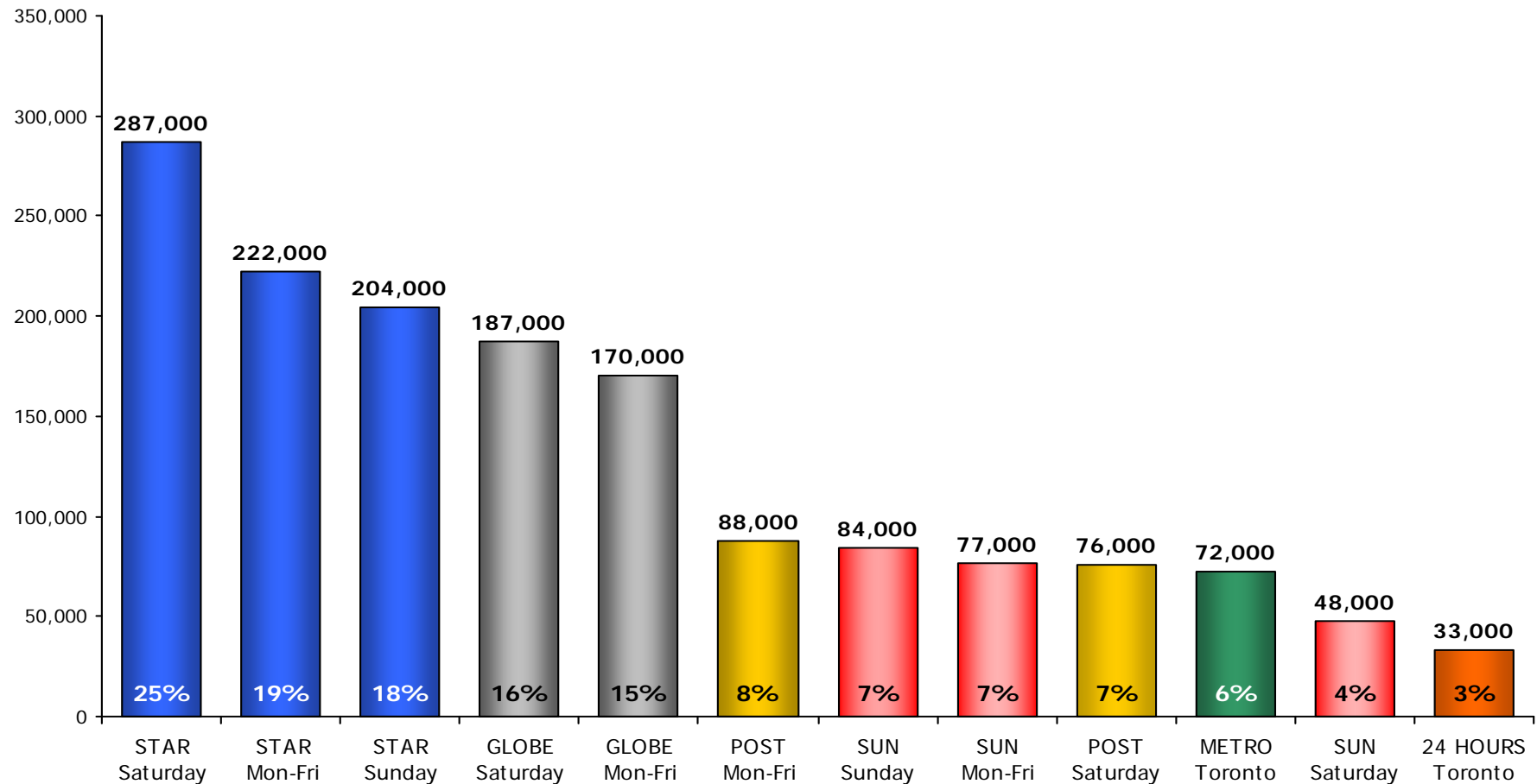
The Star has a higher reach of MOPES in Ontario than the Globe and Mail



Ontario:
HHI \$150,000 or more

PMB Exclusive Demographic

More high income earners read the Toronto Star than the Globe and Mail



Toronto Star: Strength in Numbers

We deliver:

- **A mass audience**
- **An unparalleled reach of newspaper readers in Ontario**
- **The best reach of key target demographics** – from youth to Boomers, well educated, affluent

Keep Toronto Star top of mind for your next advertising buy

PMB Study Overview

| | |
|------------------------------|---|
| Current Release | PMB Spring 2010 <i>(Release date)</i> |
| Survey Periods | Oct '07 – Sep '08 & Oct '08 – Sep '09 Two-Year Rolling Average |
| Methodology | Personal Interview + Leave-Behind Questionnaire |
| Newspapers Measured | All Toronto Dailies |
| Product Questionnaire | National Focused Packaged Goods/Products |
| Sample: Toronto CMA | 4,055 – Age 12+ (Over 2 Years) |
| Sample: Ontario | 8,488 – Age 12+ (Over 2 Years) |

