

Guelph Mercury Fact Sheet 2010



Guelph Mercury

Serving Guelph and Wellington County

Guelph CMA	Guelph Mercury Readership			
Adults 18+	Average Weekday	Average Saturday	Mon.-Sat. Cume*	Print/Online Weekly Reach**
106,500	26,100	28,600	49,400	52,700
100%	25%	27%	46%	50%

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

The Guelph Mercury reaches the Guelph market:

- ✓ **We drive daily newspaper readership.** The Guelph Mercury print and online editions reach 52,700 adults 18+ or 50% of the Guelph CMA every week!
- ✓ **The Guelph Mercury's weekday audience is more than 3 times the size of the Toronto Sun and 10 times the National Post!**
- ✓ **Even against radio, the Guelph Mercury is the local media leader with an audience 2 times larger than the leading local radio station – every day!**
- ✓ **Readers make time for the Guelph Mercury!** On weekdays, readers spend an average of 32 minutes reading the paper and 37 minutes on Saturday.
- ✓ **The Guelph Record delivers reliable circulation –** Our six day average circulation remains stable. This paid circulation means the Guelph Mercury not only gets to the door... but through the door and into the hands of your customers.

The Guelph Mercury reaches the most educated, affluent adults in the market!

By Selected Demographics	Guelph CMA Adults 18+	Guelph Mercury Readership							
		Average Weekday		Average Saturday		Mon.-Sat. Cume*		Total Print/Online**	
Men	52,200	10,800	21%	12,400	24%	21,900	42%	23,300	45%
Women	54,300	15,300	28%	16,200	30%	27,500	51%	29,400	54%
Adults 35+	71,200	22,100	31%	23,800	33%	35,100	49%	37,500	53%
Adults 55+	31,000	12,600	41%	13,800	45%	17,300	56%	17,900	58%
Homeowners	81,600	23,900	29%	24,300	30%	39,200	48%	41,800	51%
College/University Grads+	53,300	14,000	26%	15,000	28%	25,300	47%	27,500	52%
HHI \$75,000+	47,900	13,000	27%	14,200	30%	22,500	47%	23,700	50%

Source: NADbank® 2008

Base: Guelph CMA Adults 18+ (106,500)

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

The Guelph Mercury Online Audience

GuelphMercury.com

Averages 948,000 page views every month with over 113,000 unique visitors!



Canadian Circulations Audit Board

Mon.-Fri. Average Total Circulation: 13,016
Saturday Average Total Circulation: 13,539
6-Day Average Total Circulation: 13,103

EMC - Extended Market Coverage Guelph ETC

A tabloid distributed Friday to over 34,000 non-subscribing households

Guelph CMA 2010 Market Overview

Population
137,356 = 30th in Canada
Households
54,501 = 29th in Canada
2009 Retail Sales
\$1.5 billion = 33rd in Canada
Average Household Income
\$87,154 = 7th in Canada

Sources: GuelphMercury.com – Omniture (12 month average 2009)

Guelph Mercury Circulation – CCAB Audit Report for Dec. 31, 2008; Guelph CMA – FP Markets 2010