

GO WEEKEND

FREE PRESS

WEEKEND READER

TRAVELLER

A&E

THE HAMILTON SPECTATOR

Liberals set to choose Ignatieff



Dream skis
FOUR HIDDEN GEMS REVEALED

CLASSIFIED AND CAREERS

To place an ad call 905-527-5555 or go online at www.spectator.com

Buffaloed in Toronto

HOW MICHAËLE JEAN CHANGED PARLIAMENT HILL

SPORTS

We've seen this all before
Deepen all the changes, the NHL is in line to keep hockey members

WITS & PIECES

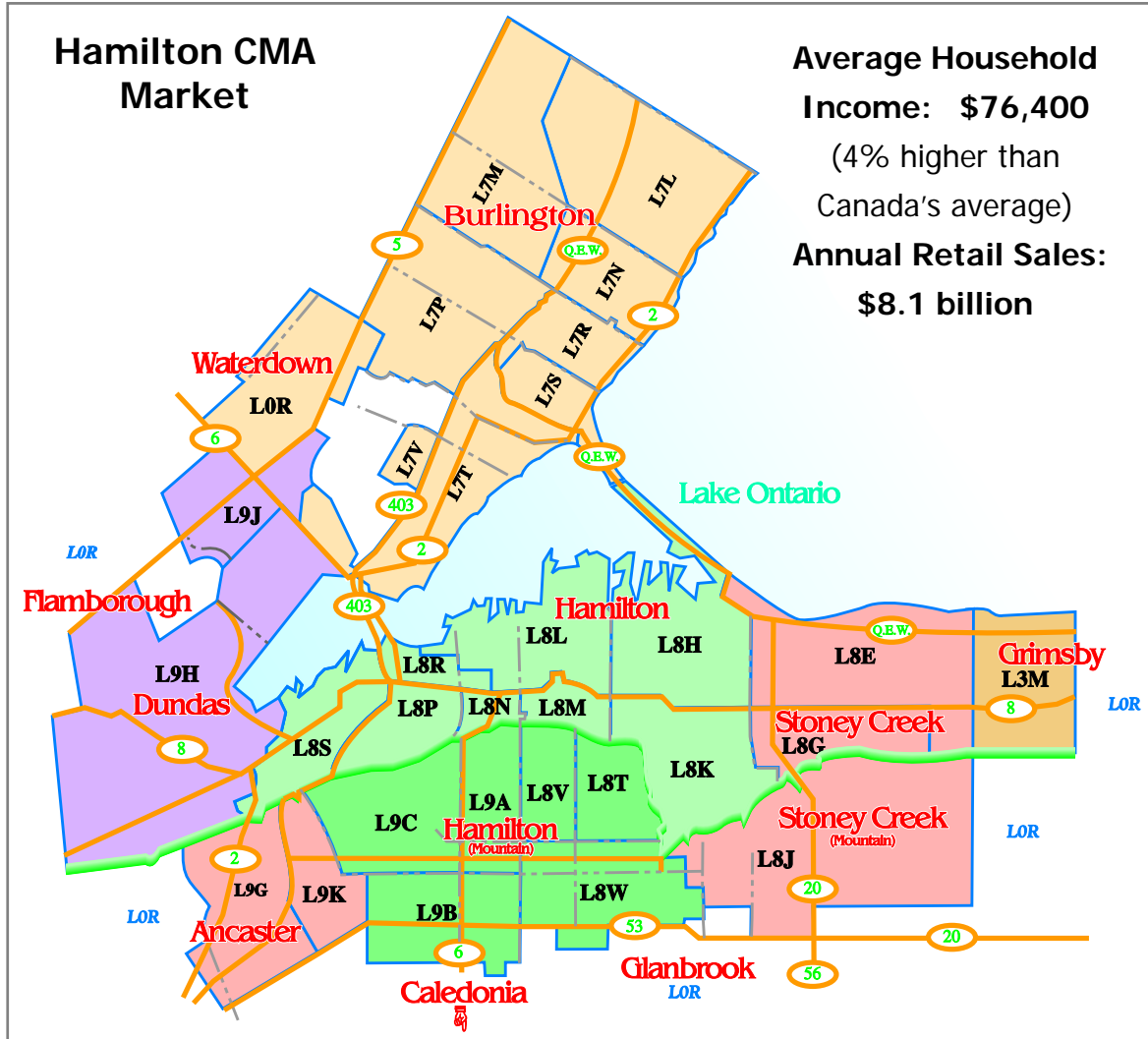
Case closed
Boston Legal wraps up with a final farewell
WP 22

THE HAMILTON SPECTATOR

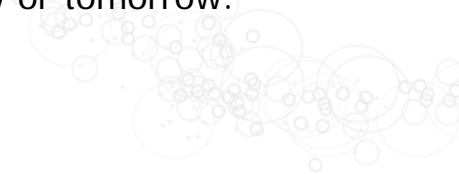
Print Media Kit 2009



The Hamilton CMA is diverse, strong and growing!



- ◆ **742,109 people** help make the Hamilton CMA the nation's 8th largest CMA (Census Metropolitan Area). This marketplace is comprised of 569,600 adults 18+ and 288,404 households. Better yet, it's not done growing. Over the next 5 years, the Hamilton CMA population is expected to increase by over 48,000 people (7%). This makes it a vital market that you can't ignore. Today or tomorrow.





The Hamilton Spectator Ranks 8th in Canada for Daily Newspaper Readership!

Top 20 Daily Newspapers

READ YESTERDAY		
	Daily Newspapers	%
1	Regina Leader Post	55.6
2	Windsor Star	54.7
3	Saskatchewan Star-Phoenix	50.5
4	Vict. Times Colonist	47.3
5	Kingston Whig-Standard	46.8
6	London Free Press	45.1
7	Winnipeg Free Press	42.7
8	The Hamilton Spectator	40.1
9	Halifax Chronicle-Herald	40.0
10	The Record	35.9
11	Edmonton Journal	33.5
12	Calgary Herald	29.4
13	The Mercury	28.2
14	Ottawa Citizen	27.7
15	Vancouver Sun	24.5
16	Vancouver Province	22.6
17	Toronto Star	22.1
18	St. Catharines Standard	21.1
19	Winnipeg Sun	20.7
20	Edmonton Sun	20.4



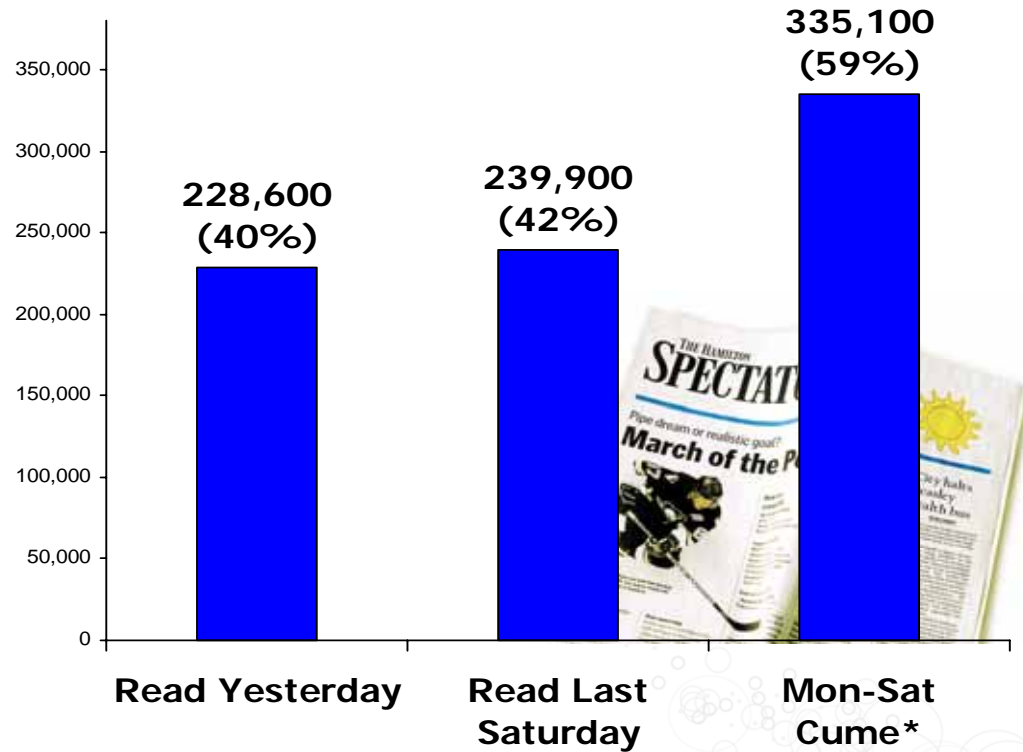
Percentage of Adults who read Daily Newspaper (In Home Market)

READ SATURDAY		
	Daily Newspapers	%
1	Windsor Star	59.1
2	Regina Leader Post	56.7
3	Winnipeg Free Press	54.4
4	Kingston Whig-Standard	49.4
5	Saskatchewan Star-Phoenix	47.2
6	London Free Press	46.1
7	Victoria Times Colonist	44.1
8	The Hamilton Spectator	42.1
9	The Record	39.0
10	Halifax Chronicle-Herald	38.2
11	Edmonton Journal	31.9
12	Ottawa Citizen	30.6
13	The Mercury	30.6
14	Calgary Herald	29.6
15	Toronto Star	28.5
16	Vancouver Sun	26.6
17	St. Catharines Standard	23.7
18	Winnipeg Sun	17.4
19	Edmonton Sun	15.9
20	Calgary Sun	13.9



The Hamilton Spectator provides exceptional reach of the market!

- ◆ On an average weekday, in the Hamilton CMA, 228,600 adults 18+ are reading The Hamilton Spectator.
- ◆ On Saturday, the number reading increases to 239,900.
- ◆ Over the course of a week, 335,100 local adults will have read one or more issues of The Hamilton Spectator!



Source: NADbank© 2007
 Base: Hamilton CMA Adults 18+ (569,600)
 * read one or more issues in past week



The Hamilton Spectator Readership by Selected Demographics

By Selected Demographics		Hamilton CMA		Spectator Readership					
				Avg. Weekday		Avg. Saturday		Mon.-Sat. Cume*	
	Adults 18+	#	%	#	Reach %	#	Reach %	#	Reach %
		569,600	100	228,600	40	239,900	42	335,100	59
GENDER	Men	276,800	49	101,100	37	105,000	38	162,300	59
	Women	292,800	51	127,500	44	134,900	46	172,800	59
AGE	18-24	69,300	12	16,700	24	15,700	23	32,600	47
	25-34	91,400	16	19,400	21	17,200	19	40,900	45
	35-49	171,100	30	62,400	37	67,100	39	94,600	55
	50-64	132,300	23	67,100	51	73,900	56	90,200	68
	65+	105,500	19	63,000	60	66,100	63	76,900	73
OCCUPATION	Management/Professional	97,700	17	30,100	31	36,400	37	50,200	51
	Sales/Service/Clerical	129,700	23	53,500	41	54,800	42	81,200	63
	Blue Collar	88,000	16	28,500	32	32,100	37	45,800	52
HOUSEHOLD INCOME	Less than \$30,000	75,600	13	35,600	47	39,100	52	53,200	70
	\$30,000-\$49,000	98,600	17	39,300	40	41,700	42	59,100	60
	\$50,000-\$74,000	148,200	26	56,400	38	54,300	37	82,000	55
	\$75,000-\$99,000	108,400	19	48,900	45	51,100	47	68,300	63
	\$100,000+	138,900	24	48,400	35	53,800	39	72,400	52
EDUCATION	Some high school or less	73,200	13	35,700	49	37,500	51	45,900	63
	High school graduate	128,100	23	46,500	36	49,100	38	71,700	56
	Some post secondary	73,700	13	23,400	32	27,300	37	42,700	58
	College/University Graduates	282,500	50	119,100	42	122,700	43	168,700	60
FAMILY STATUS	Married/living together	351,300	62	149,800	43	157,900	45	211,000	60
	Single	129,700	23	38,000	29	35,900	28	68,000	52
	Sep/Wid/Div	78,900	14	37,300	47	42,800	54	52,100	66
	Adult only home	368,700	65	158,400	43	168,100	46	225,300	61
	Adults with kids in home	200,200	35	69,500	35	71,200	36	109,100	55
HOME TENURE	Own	442,800	78	184,700	42	193,500	44	256,800	58
	Rent	116,500	21	39,800	34	42,700	37	72,400	62



Source: NADbank © 2007

Base: Adults 18+ in the Hamilton CMA (569,600)

* Read one or more issues in past week.

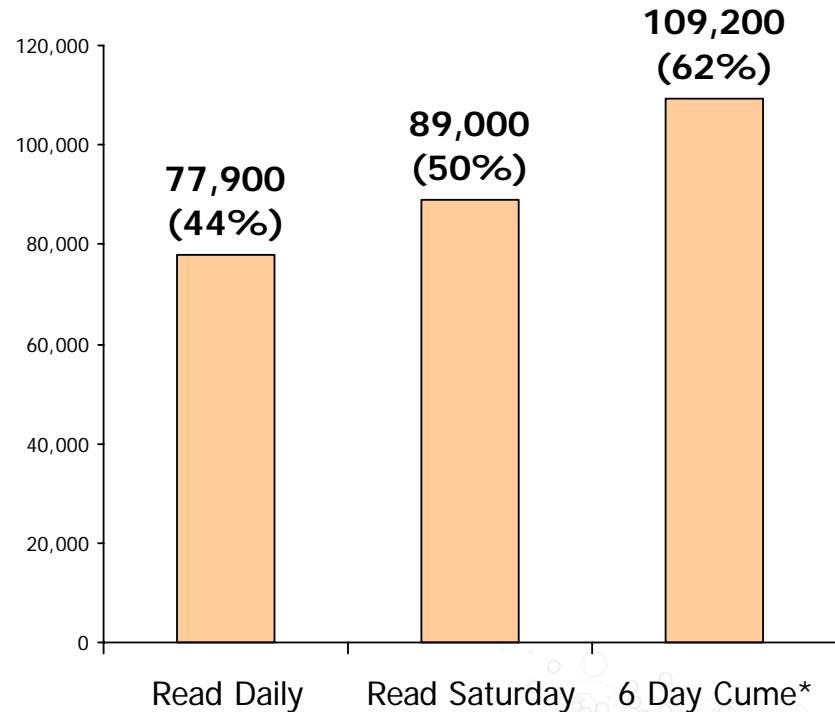


The Spectator Delivers Great Coverage of Adults 35+ with Household Incomes of \$75,000 Plus!

- ◆ On an average weekday, in the Hamilton CMA, 77,900 adults 35+ with a HHI \$75K+ are reading The Hamilton Spectator.
- ◆ On Saturday, the number reading increases to 89,000.
- ◆ Over the course of a week, 109,200 local adults 35+ with a HHI \$75K+ will have read one or more issues of The Spectator!



You can't afford to miss this vital market!



Source: NADbank® 2007

Base: Hamilton CMA, Adults 35+ with Household Incomes \$75,000 Plus (176,900)

*read one or more issues in the past week



The Hamilton Spectator 'Weekday' Sections

A Section

Compelling local news, Canada and World news, Business News and Points of View which display editorials and showcase our very best commentary and analysis.

Go Section

Everyday Go features food, fashion, celebrities, home & garden, health, TV, movies, horoscopes, comics and stock listings.

Classified And Careers

Buy and sell your treasures, check the employment ads and mark those special occasions.

Sports

The best of local and amateur, along with complete coverage of the pros.

Cars & Trucks – Wednesday

Our popular guide to resale vehicles.

Wheels – Thursday

Automotive news and vehicle information, along with the most extensive package of local automotive advertising.





The Hamilton Spectator 'Saturday' Weekend Edition

A Section - News

Our award-winning writers, editors and photographers give you the best package anywhere of local events, business coverage and news from across Canada or around the world.

Go Weekend

With its emphasis on home décor, health & fitness, DIY projects, faith & values, food and drink, GoWeekend is all about life and lifestyle.

Weekend Reader

For readers who appreciate insight and provocative commentary on issues in Southern Ontario or around the world.

A&E

Arts & Entertainment coverage, local movie listings, book reviews, Graham Rockingham's coverage of the Hamilton music scene and more.

Travel

Plan a trip or simply imagine a getaway with stories from around the world, tips and travel advice from our resident travel expert Mary Nolan.

Classified And Careers

Find out who's having a birthday, investigate a new career, hire an electrician or find a great deal on an appliance. Browse through for all your needs.

Sports Section

Weekend Sports goes beyond game results to explain the background and context, from local amateurs to the pros. Readers will like our easy-to-use listings of local sports events and weekend TV picks.



Wits & Pieces

TV listings, brain-testing games, crossword puzzles, and colour comics.

New Homes

Find your dream home with the premier resource for New Home buying information in the area.

Spec Homes

Search hundreds of resale homes every week in this definitive publication. Whether selling or buying, Spec Homes is the area's best resource!



The Hamilton Spectator is the best media choice for reaching your customers!

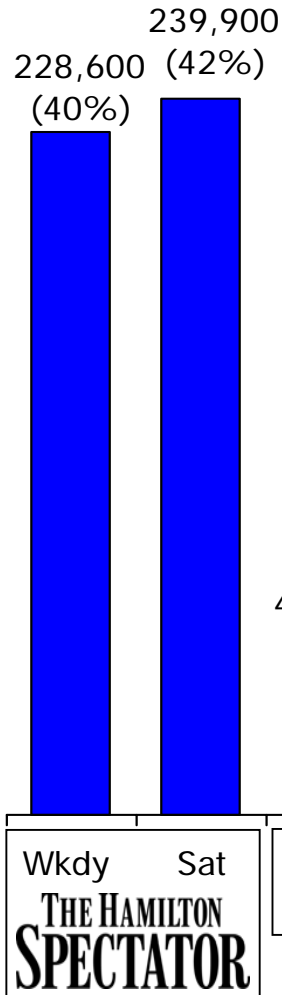


Weekday Spectator

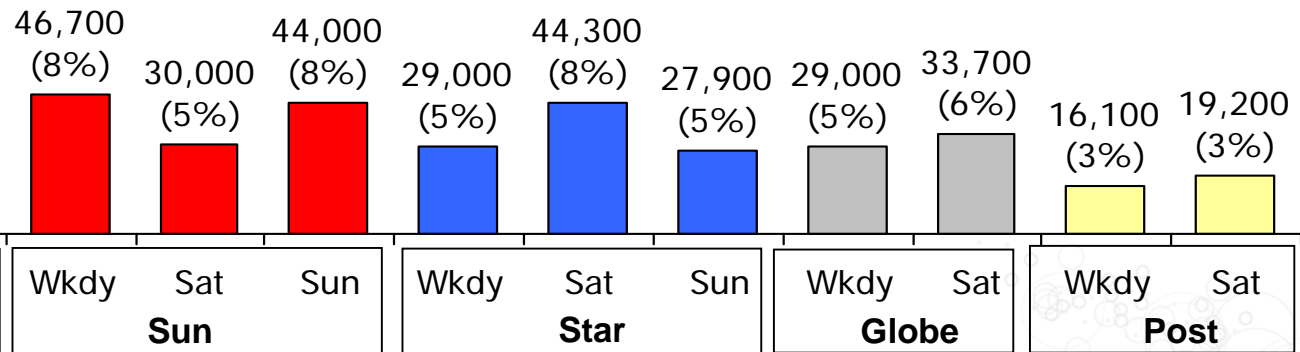
Weekend Spectator



The Hamilton Spectator outperforms the Toronto Dailies!



- ◆ The Hamilton Spectator reaches 122,600 more adults daily; and 132,400 adults on Saturday, than the Toronto Star, Toronto Sun, Globe & Mail and National Post combined*!



Source: NADbank® 2007
 Base: Hamilton CMA Adults 18+ (569,600)
 *Net Reach for Toronto Dailies combined.

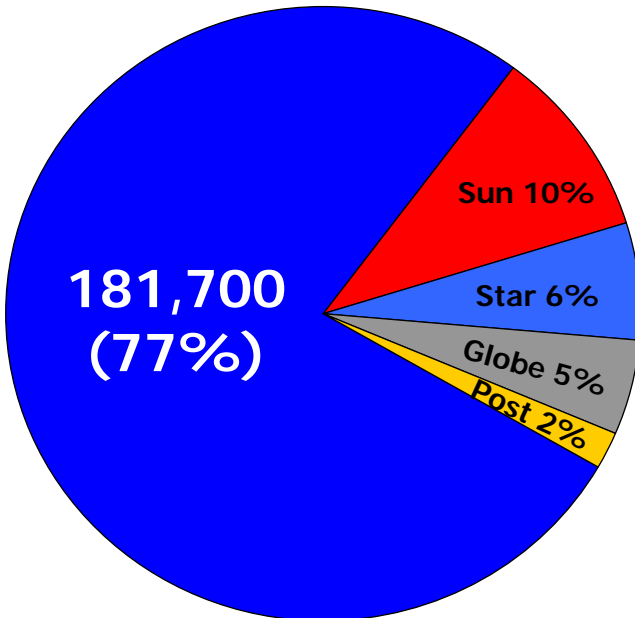


The Hamilton Spectator Exclusive Readership

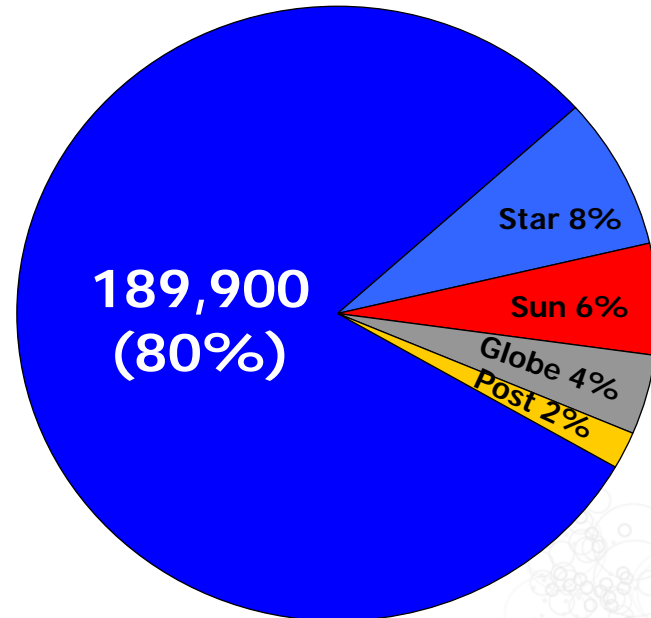
Hamilton CMA, Adults 18+

On an average weekday and/or average Saturday, newspaper readers in the Hamilton CMA are only reading one paper - The Hamilton Spectator!

**181,700 Exclusive
Daily Readers**



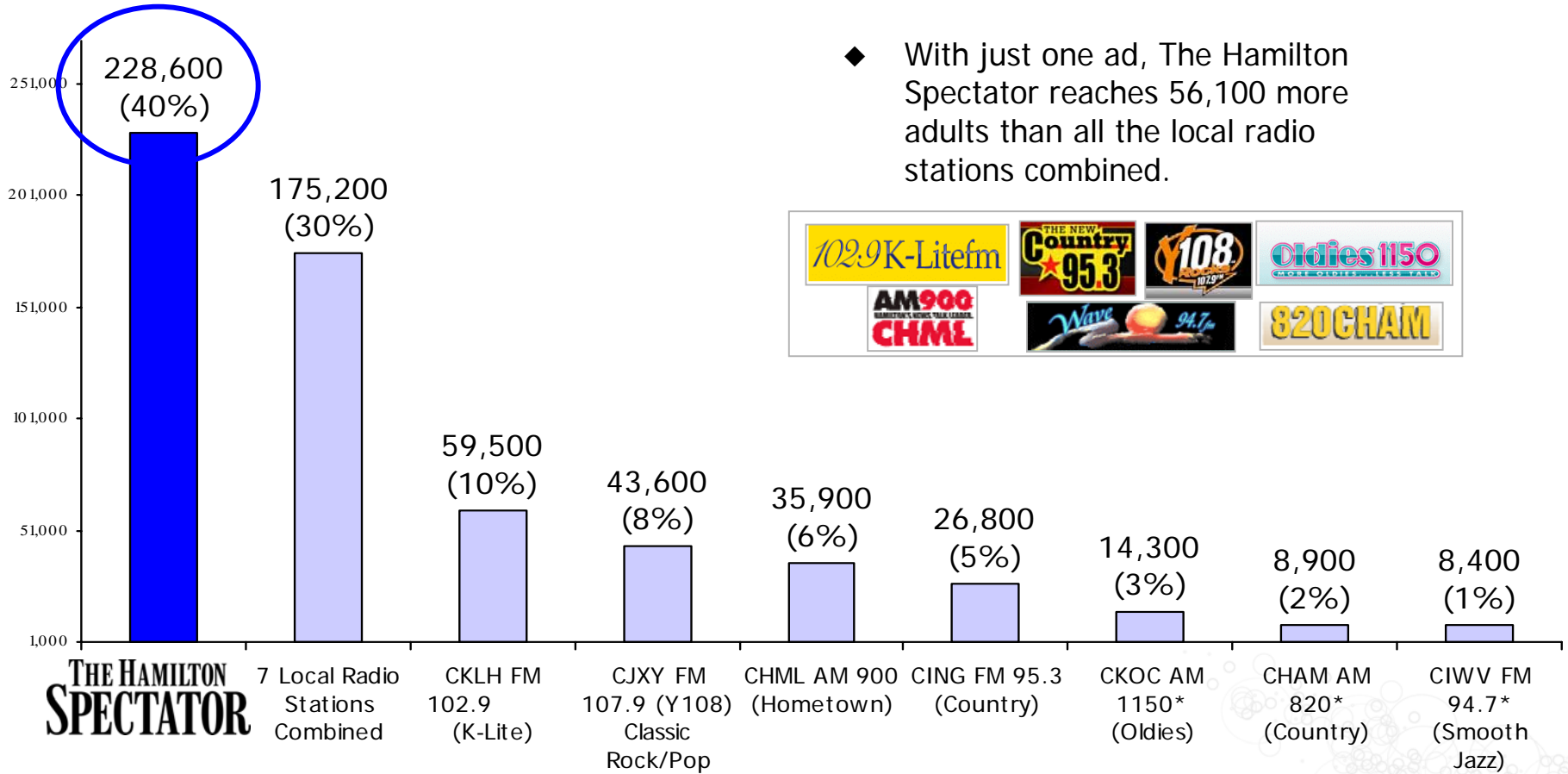
**189,900 Exclusive
Saturday Readers**



Source: NADbank® 2007
 Base: Hamilton CMA Adults 18+ (569,600)
 Read Only One Weekday Paper (237,200)
 Read Only One Saturday Paper (238,000)



The Hamilton Spectator reaches more adults than all 7 local radio stations combined!



- ◆ With just one ad, The Hamilton Spectator reaches 56,100 more adults than all the local radio stations combined.



Source: NADbank® 2007

Base: Hamilton CMA, Adults 18+ (569,600)

*small sample sizes – shown for consistency



The radio listening audience is fragmented among more than 30 stations!

Adults by media used:	Total Adults	Percentage
Hamilton CMA Adults 18+	569,800	100%
Hamilton Spectator (Read Yesterday)	228,600	40%
Hamilton Spectator (Read Saturday)	239,900	42%
Radio Stations (Listened to Yesterday)		
CKLH FM (K-Lite)	59,500	10%
CILQ FM 107.1 (Q107)	59,300	10%
CFNY FM 102.1 (The Edge)	53,900	9%
CJXY-FM 107.9 (Y108) Classic Rock	43,600	8%
CHML AM 900 (Hometown)	35,900	6%
CHUM FM 104.5	34,200	6%
CBC Radio 1	31,300	5%
CFTR AM 680 (680 News)	30,000	5%
CKFM 99.9 (The Mix)	27,000	5%
CING-FM 95.3 (Country)	26,800	5%
CFRB AM 1010	23,400	4%
CJAO FM 92.5 (Jack FM)	14,400	3%
CKOC AM 1150 (Oldies)	14,300	3%
CHFI FM 98.1 (FM98)	13,500	2%
CJCL AM 590 (The Fan)	10,100	2%
CHAM AM 820 (Country)	8,900	2%
CIWV-FM 94.7 (Smooth Jazz)	8,400	1%
CHUM AM 1050	0	0%
Other Stations	151,900	27%
Did Not Listen Yesterday	143,800	25%

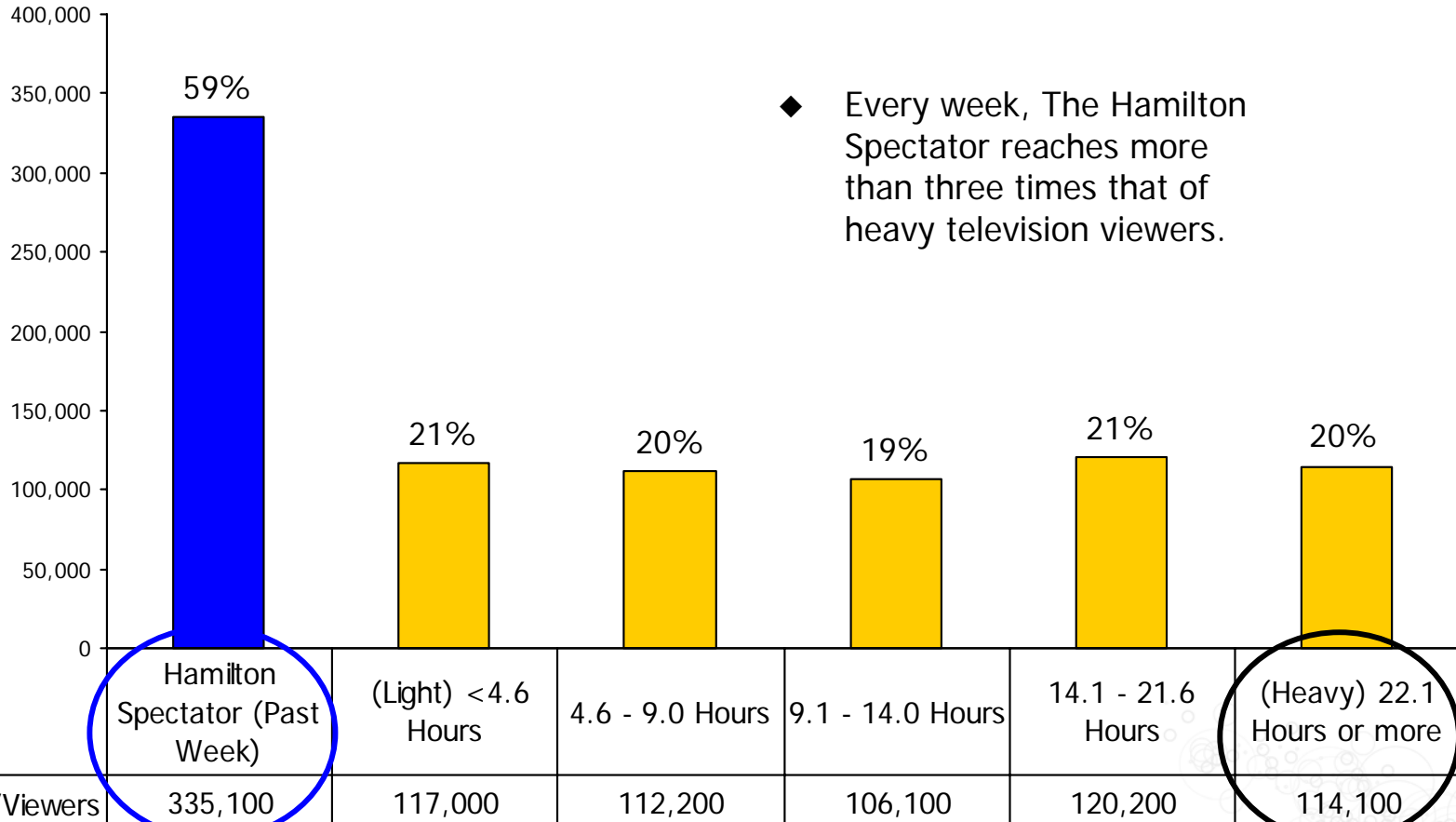




The Hamilton Spectator vs. Television

Read Past Week vs. Television Watched in Past Week

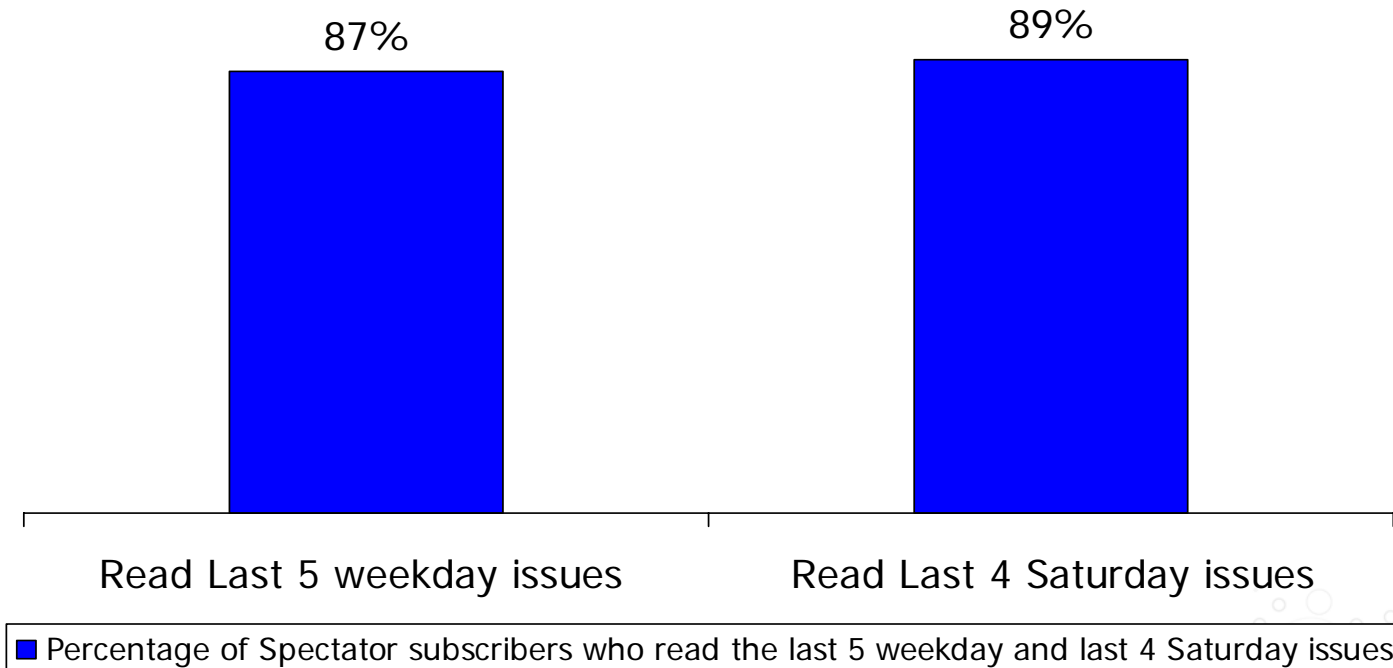
Hamilton CMA Adults 18+





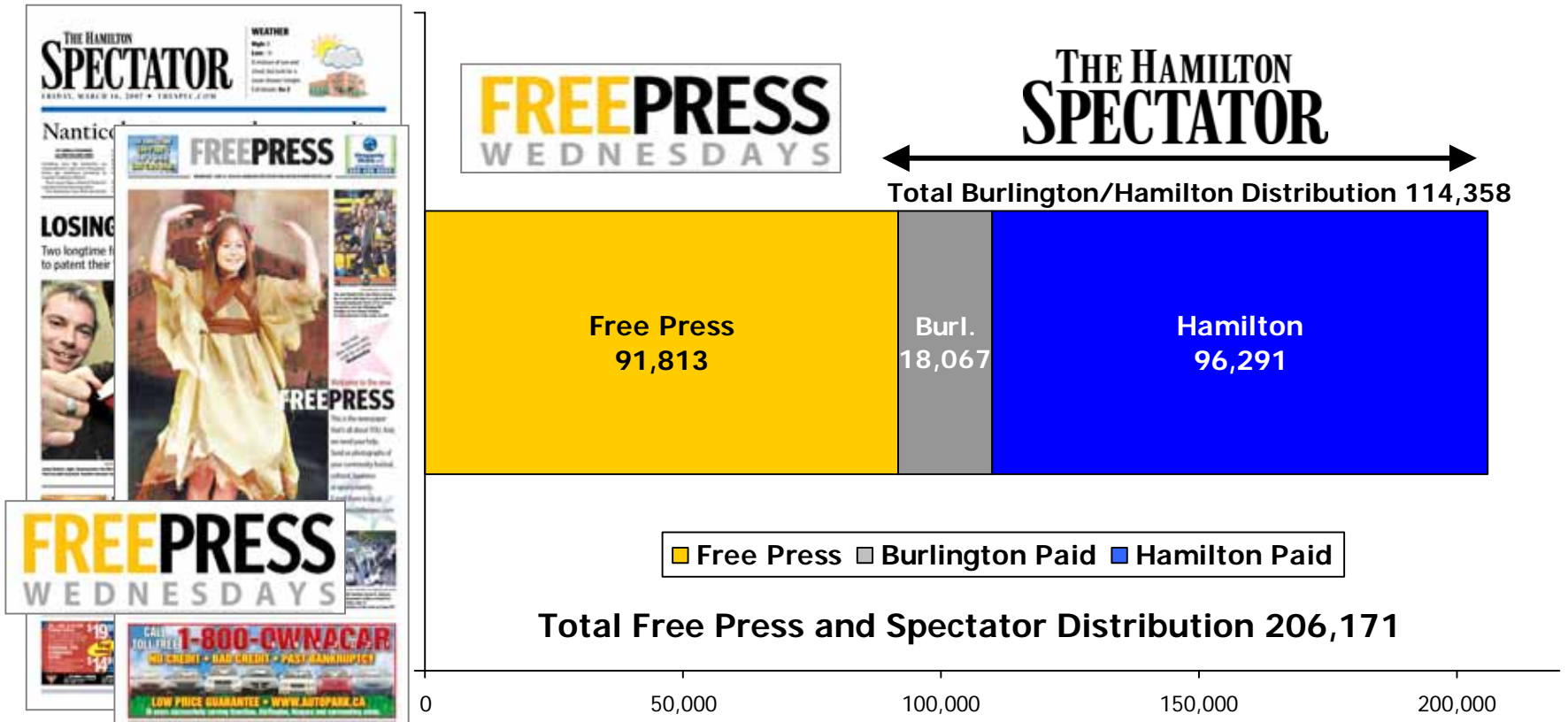
The Value of Paid Circulation

Paid circulation guarantees readership. NADbank research shows the vast majority of subscribers in the Hamilton CMA **read every weekday and Saturday issue!** Unpaid distribution does not guarantee readership!



Reach over 206,000 households with the Free Press and Hamilton Spectator!

Free Press/Spectator Net Reach



The Hamilton Spectator connects your business with prospects like no other Hamilton area medium can!



When You Add Us All Up - We Make Sense

The Hamilton Spectator provides exceptional reach of this market – 228,600 adults daily, 239,900 on Saturday and over a one-week period 335,100 adults 18+ turn to the pages of The Hamilton Spectator for news and information.

The Hamilton Spectator outperforms the Toronto Dailies!

The Hamilton Spectator reaches 122,600 more adults daily; and 132,400 adults on Saturday, than the Toronto Star, Toronto Sun, Globe & Mail and National Post combined*!

The Hamilton Spectator reaches more adults than all 7 local radio stations combined and reaches more than 3 times that of heavy television viewers.

Paid circulation guarantees readership. NADbank research shows the vast majority of subscribers in the Hamilton CMA read every weekday and Saturday issue! Unpaid distribution does not guarantee readership!



**THE HAMILTON
SPECTATOR**

*Simply, the strongest
buy around!*