

Audit Bureau of Circulations- Audit Reports

For 12 Months Ended

September 30, 2010

The Globe and Mail

- The Globe and Mail has maintained stable circulation compared to last year.
- The Globe continues to focus on providing quality, fully paid circulation
- The Globe remains undisputed as **Canada's National Newspaper** ... **85%** lead weekday and **154%** Saturday, over National Post
- The September 30, 2010 ABC Audit Report was completed BEFORE The Globe launched its redesigned newspaper on October 1, 2010. Internal Globe figures indicate that weekly circulation was up 4.4% year over year in the Oct-Dec 2010 period.

Total Globe Circulation-National

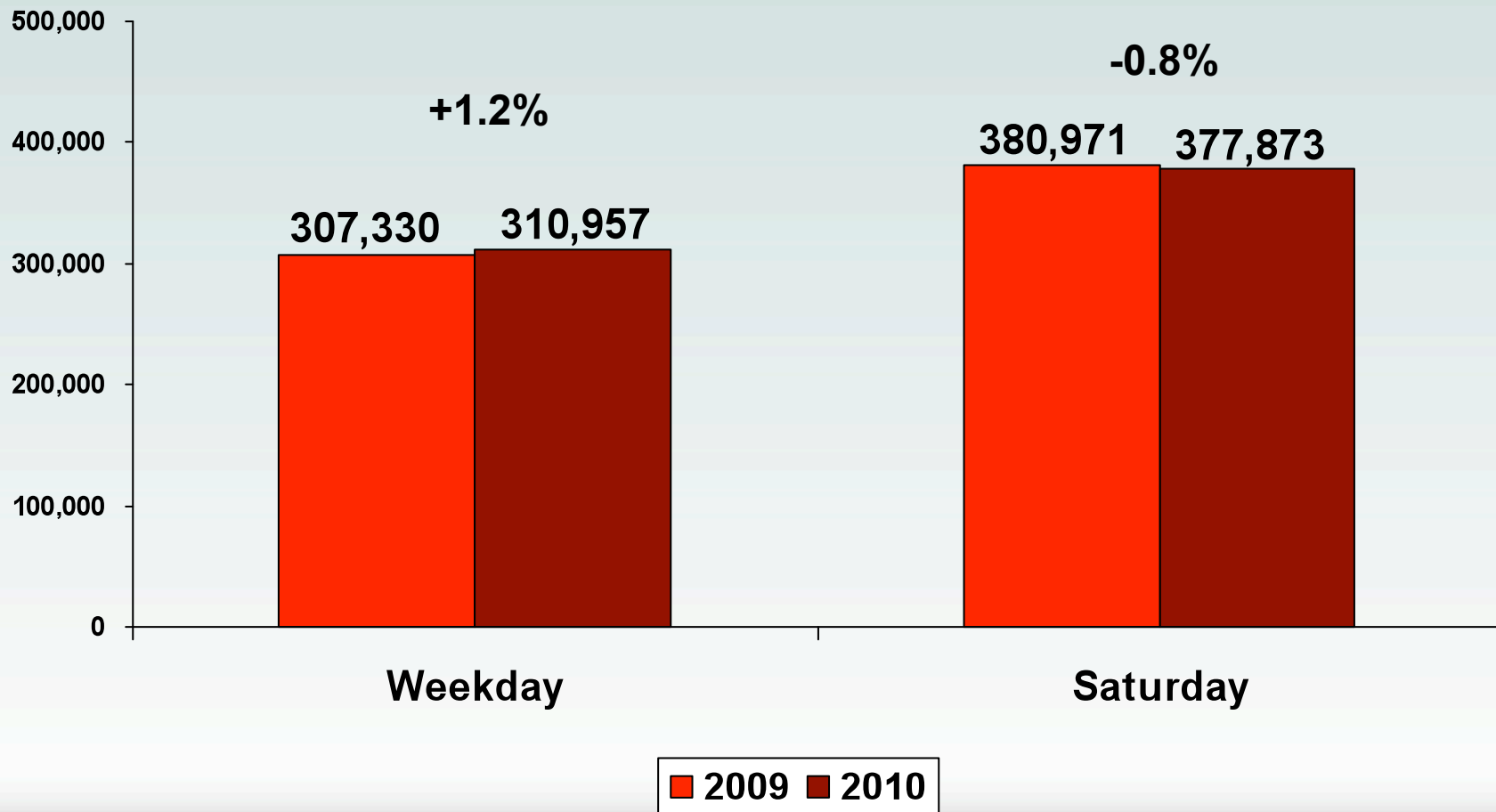
Monday to Friday

310,957

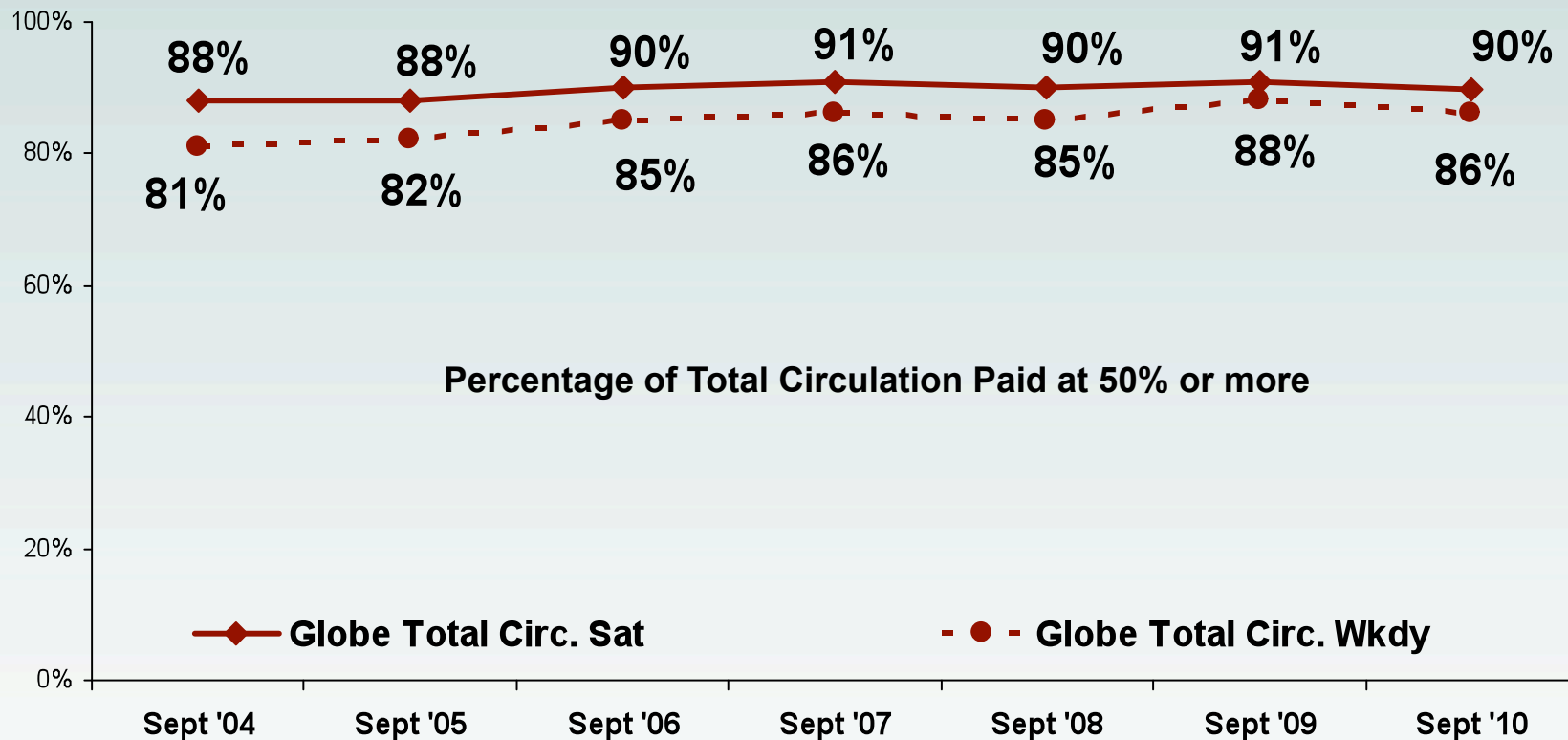
Saturday

377,873

The Globe has maintained stable circulation compared to last year.



The Globe and Mail has maintained the consistent strategy of providing quality, fully paid circulation.

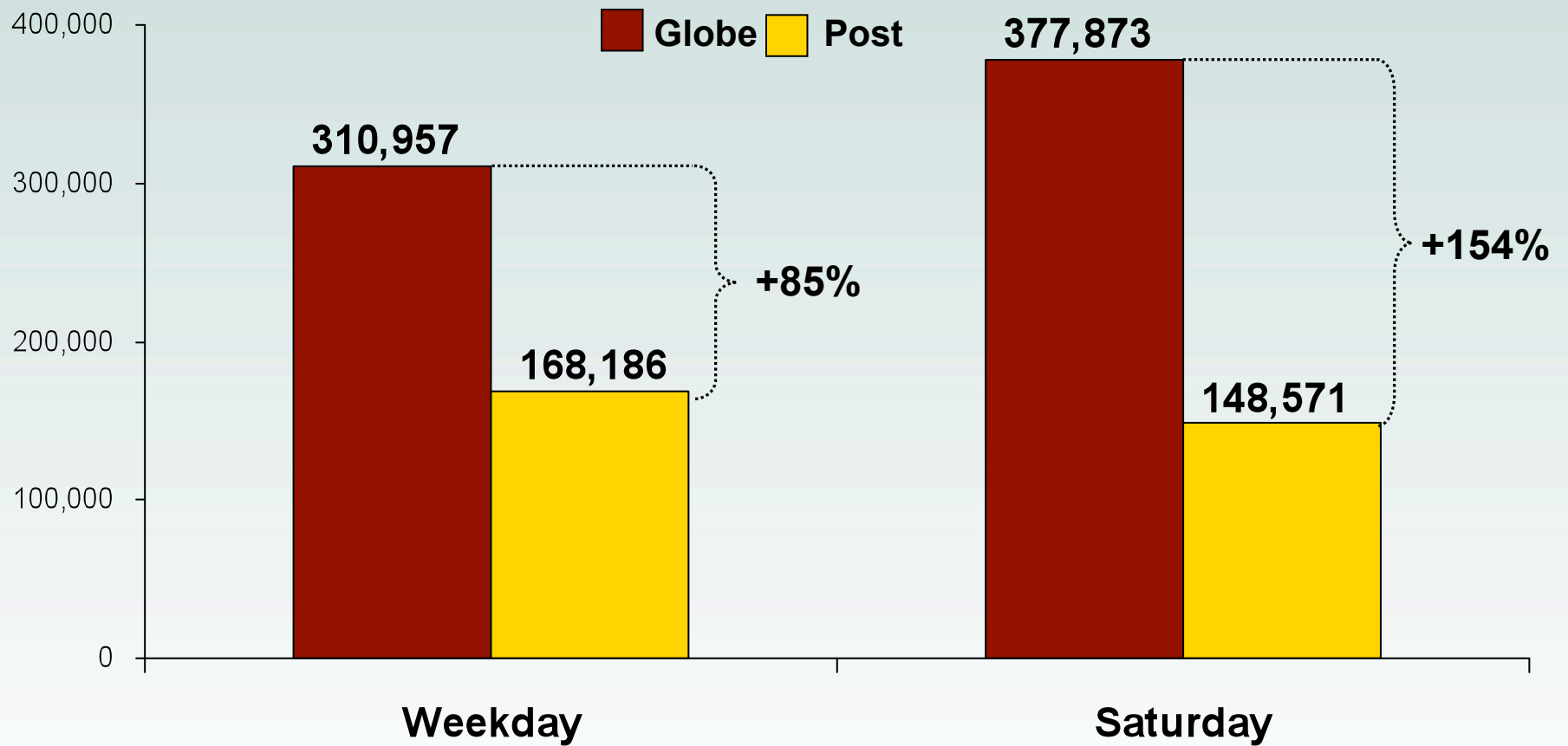


The Globe and Mail gives you high quality circulation, both weekdays and Saturdays.

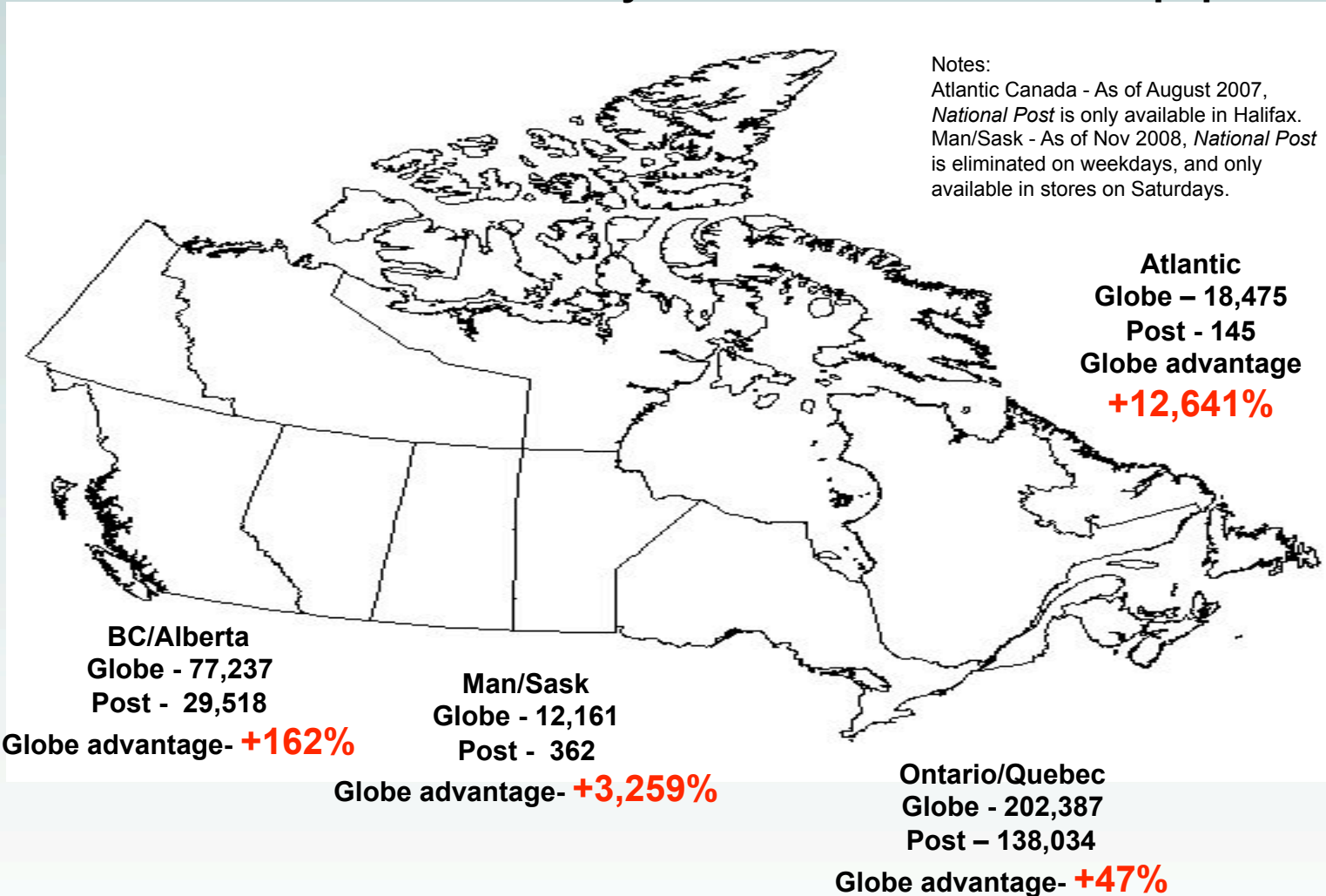
	Circulation Paid 50% or more	
	Weekdays	Saturdays
Globe and Mail	86%	90%
Avg. Major Market Daily Newspaper*	68%	77%

NOTE: Major market daily papers include: Montreal Gazette, Ottawa Citizen, Calgary Herald, Edmonton Journal, Vancouver Sun, Vancouver Province, National Post.

The Globe is clearly Canada's leading national newspaper.



**As the only newspaper with full distribution in all parts of the country,
The Globe and Mail is truly “Canada’s National Newspaper”.**

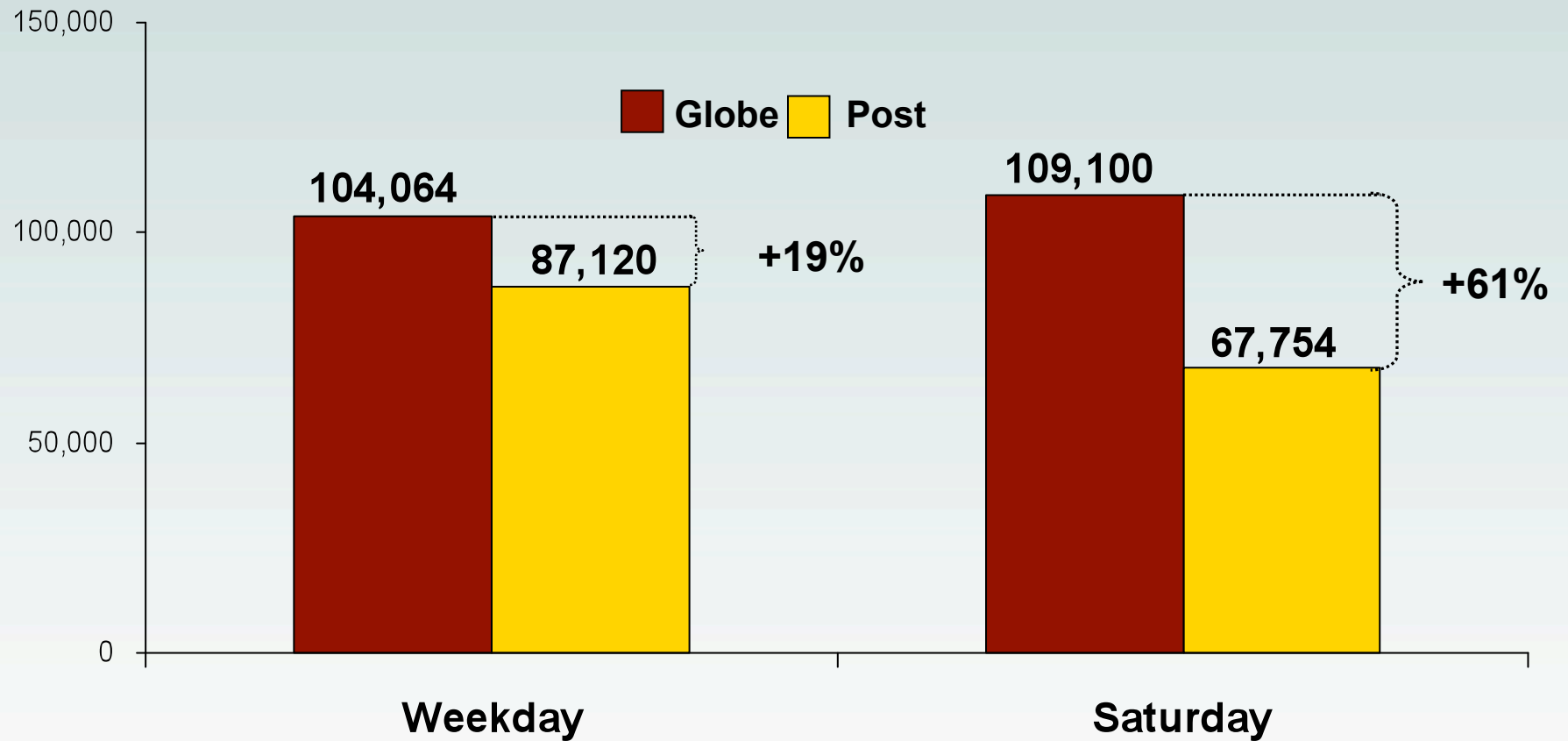


The September 30, 2010 ABC Audit Report was completed BEFORE The Globe and Mail's new state of the art newspaper was launched on **October 1, 2010**. Following the redesign, internal figures showed an increase of **+4.4%** yr/yr in Oct-Dec circulation.

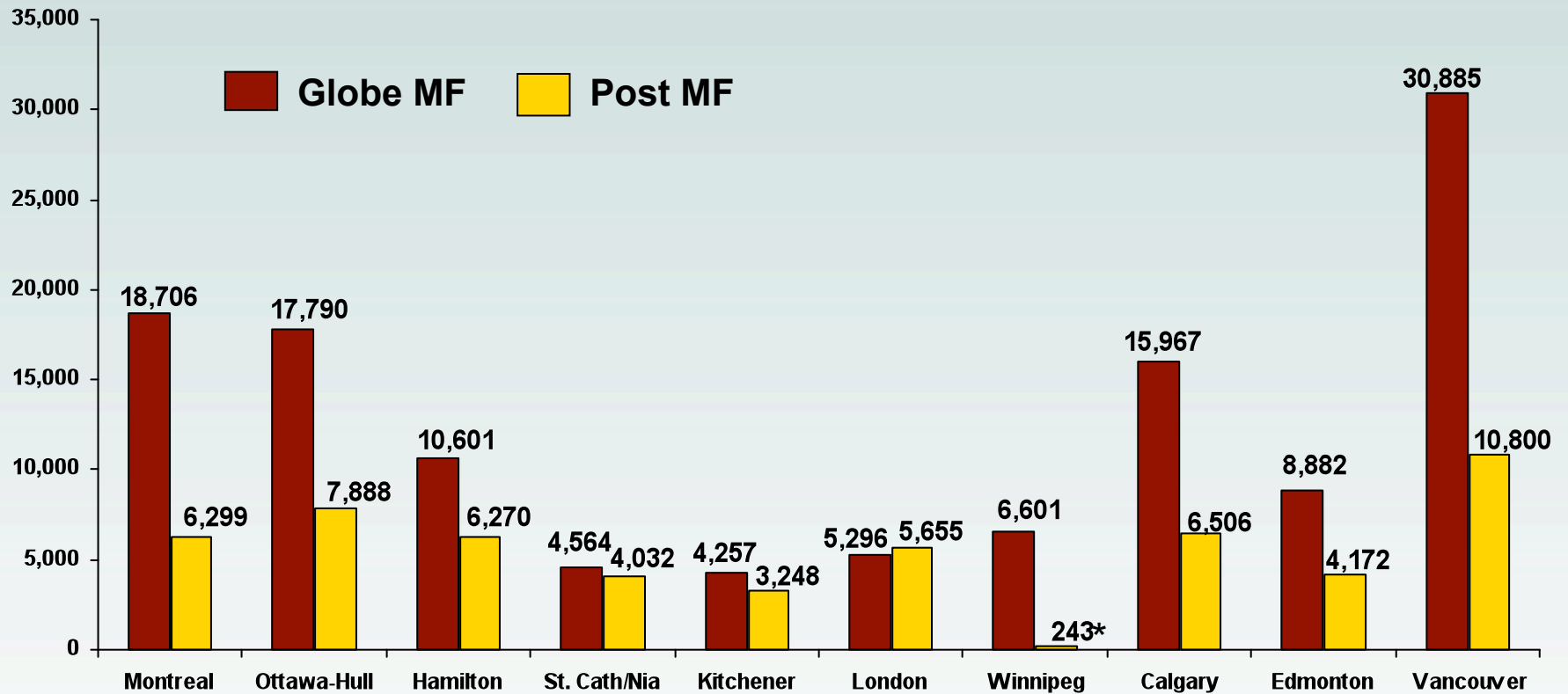
The figures in this report do not reflect post redesign circulation.

Appendix

The Globe has a clear advantage in the key Toronto market.

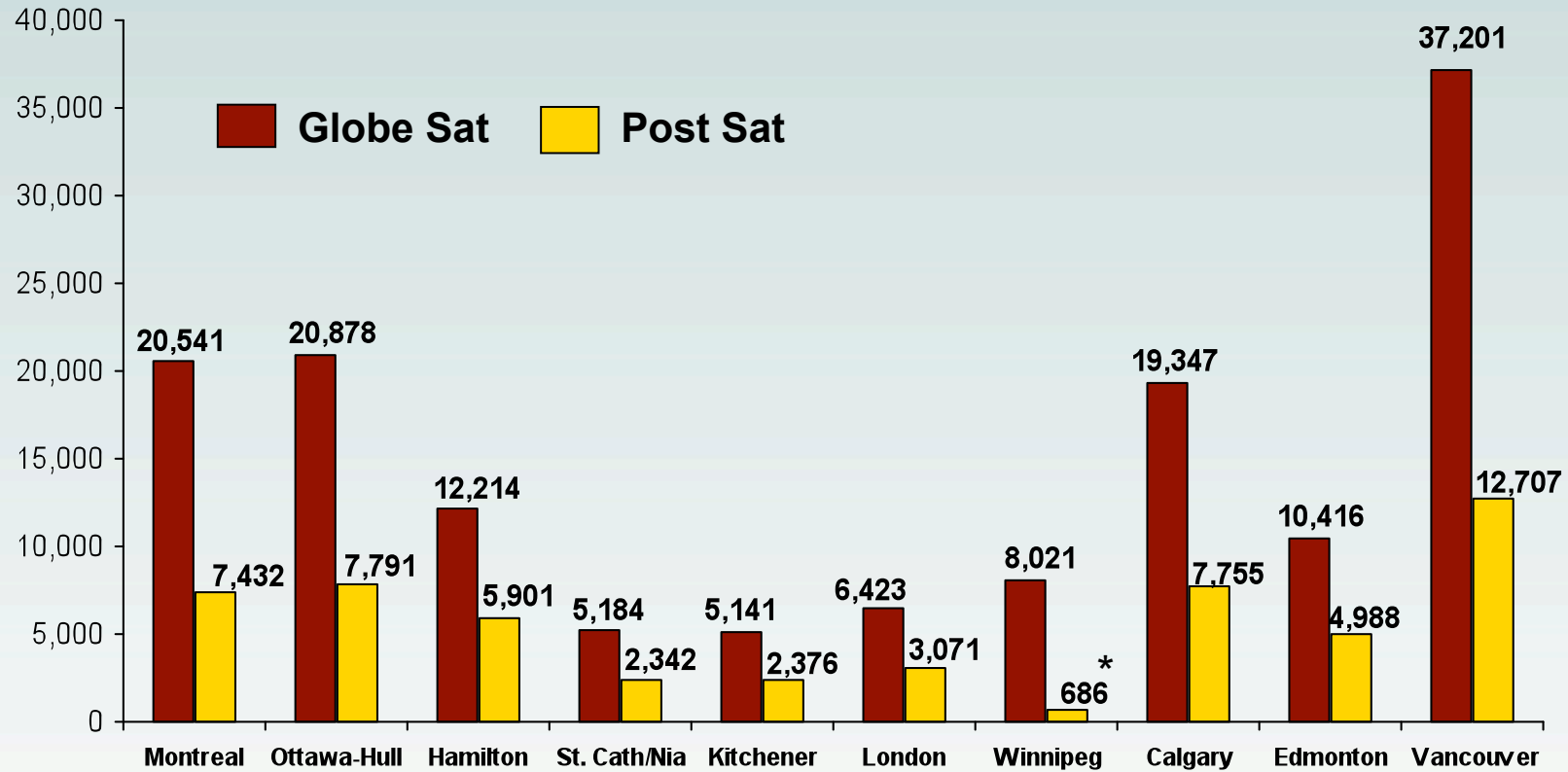


The Globe is #1 in most markets outside of Toronto.



* Note -The National Post print edition is no longer available in Winnipeg on weekdays.

On Saturday, The Globe leads in all major markets outside Toronto.

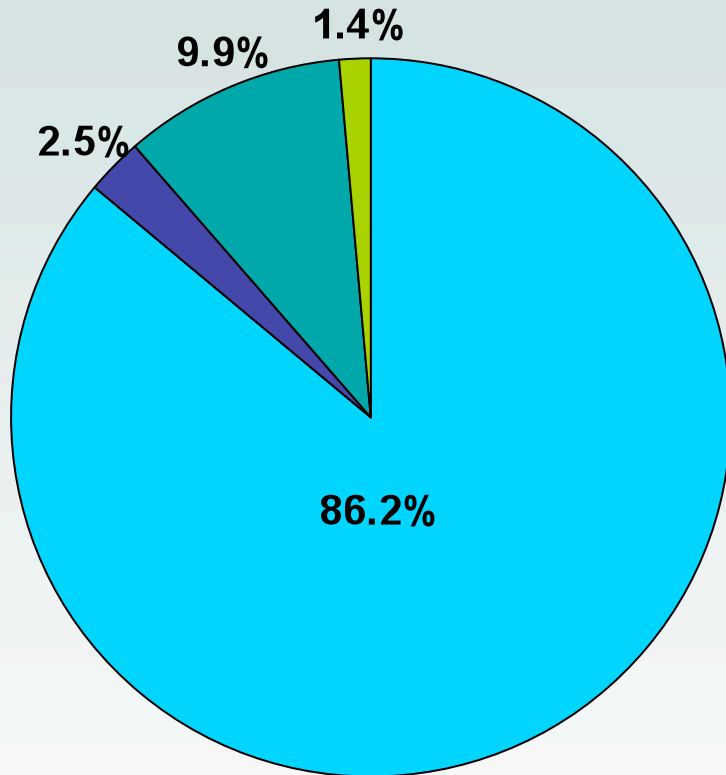


* Note - The National Post print edition is now only available in stores in Winnipeg on Saturdays (i.e. no home delivery).

The Globe and Mail has a clear advantage in fully paid circulation.

■ Paid at 50%+ ■ Paid at <50% ■ Bulk ■ Non-Paid

Total Globe Weekday – 310,957



Total Post Weekday- 168,186

