



**2010 Average Daily and Saturday Circulation
Provincial Summary**

				
<u>Province</u>	Mon. - Fri.	Saturday	Mon. - Fri.	Saturday
BRITISH COLUMBIA	48,709	64,708	16,319	20,088
ALBERTA	28,528	34,165	13,199	15,652
SASKATCHEWAN	5,124	6,914	97	115
MANITOBA	7,037	8,776	265	725
ONTARIO	180,008	206,876	130,206	102,268
QUEBEC	22,379	25,032	7,828	9,331
NEWFOUNDLAND	2,143	4,072	16	19
NOVA SCOTIA	9,202	14,886	61	54
NEW BRUNSWICK	5,686	8,684	44	24
PRINCE EDWARD ISLAND	1,444	2,479	24	10
YUKON/NWT/NUNAVUT	216	658	66	136
OTHER (US/FOREIGN)	481	623	61	149
METRO EDITION	162,811	186,615	122,640	94,783
NATIONAL EDITION	310,957	377,873	168,186	148,571
Based on audited figures by Audit Bureau of Circulations for 12 months ended September 30, 2010				

**2010 Average Daily and Saturday Circulation
Census Metropolitan Area Summary**

THE GLOBE AND MAIL
CANADA'S NATIONAL NEWSPAPER • FOUNDED 1859

NATIONAL POST

<u>CMA's</u>	Mon. - Fri.	Saturday	Mon. - Fri.	Saturday
Vancouver	30,885	37,201	10,800	12,707
Victoria	5,496	8,401	1,982	2,482
Calgary	15,967	19,347	6,506	7,755
Edmonton	8,882	10,416	4,172	4,988
Regina	2,598	3,261	22	23
Saskatoon	2,200	2,930	24	33
Winnipeg	6,601	8,021	243	686
Hamilton	10,601	12,214	6,270	5,901
Kitchener	4,257	5,141	3,248	2,376
London	5,296	6,423	5,655	3,071
Oshawa	1,641	2,005	3,442	3,213
Ottawa-Hull (ON & PQ)	17,790	20,878	7,888	7,791
St. Catharines-Niagara	4,564	5,184	4,032	2,342
Sudbury	1,593	1,888	96	137
Thunder Bay	660	1,137	-	-
Toronto	104,064	109,100	87,120	67,754
Windsor	2,107	2,500	493	411
Montreal	18,706	20,541	6,299	7,432
Quebec	1,760	2,029	497	574
Sherbrooke	191	214	82	123
St. John's	2,003	3,667	-	-
Halifax	6,939	9,809	26	30
Saint John	2,665	3,611	-	-
TOTAL CMA'S	257,466	295,918	148,897	129,829

Based on audited figures by Audit Bureau of Circulations for 12 months ended September 30, 2010

**2010 Average Daily and Saturday Circulation
Census Metropolitan Area Summary
Ontario**

THE GLOBE AND MAIL
CANADA'S NATIONAL NEWSPAPER • FOUNDED 1852

NATIONAL POST

<u>CMA's</u>	Mon. - Fri.	Saturday	Mon. - Fri.	Saturday
Hamilton	10,601	12,214	6,270	5,901
Kitchener	4,257	5,141	3,248	2,376
London	5,296	6,423	5,655	3,071
Oshawa	1,641	2,005	3,442	3,213
Ottawa-Hull (ON only)	17,197	20,261	7,566	7,485
St. Catharines-Niagara	4,564	5,184	4,032	2,342
Sudbury	1,593	1,888	96	137
Thunder Bay	660	1,137		
Toronto	104,064	109,100	87,120	67,754
Windsor	2,107	2,500	493	411
Balance of Ontario	28,028	41,023	12,284	9,578
TOTAL ONTARIO	180,008	206,876	130,206	102,268

Based on audited figures by Audit Bureau of Circulations for 12 months ended September 30, 2010

**2010 Average Daily and Saturday Circulation
Census Metropolitan Area Summary
Central Canadian Major Markets**



THE GLOBE AND MAIL
CANADA'S NATIONAL NEWSPAPER • FOUNDED 1852

NATIONAL POST

<u>CMA's</u>	Mon. - Fri.	Saturday	Mon. - Fri.	Saturday
Hamilton	10,601	12,214	6,270	5,901
Kitchener	4,257	5,141	3,248	2,376
London	5,296	6,423	5,655	3,071
Oshawa	1,641	2,005	3,442	3,213
Ottawa-Gatineau (Includes Quebec Portion)	17,790	20,878	7,888	7,791
St. Catharines-Niagara	4,564	5,184	4,032	2,342
Sudbury	1,593	1,888	96	137
Thunder Bay	660	1,137	-	
Toronto	104,064	109,100	87,120	67,754
Windsor	2,107	2,500	493	411
Balance of Ontario	28,028	41,023	12,284	9,578
Montreal	18,706	20,541	6,299	7,432
Quebec	1,760	2,029	497	574
Sherbrooke	191	214	82	123
Trois Rivieres	-	-	19	32
Balance of Quebec	1,129	1,631	609	864
TOTAL CENTRAL CANADA	202,387	231,908	138,034	111,599

Based on audited figures by Audit Bureau of Circulations for 12 months ended September 30, 2010

**2010 Average Daily and Saturday Circulation
Census Metropolitan Area Summary
Western Canadian Major Markets**

				
<u>CMA's</u>	Mon. - Fri.	Saturday	Mon. - Fri.	Saturday
Vancouver	30,885	37,201	10,800	12,707
Victoria	5,496	8,401	1,982	2,482
Calgary	15,967	19,347	6,506	7,755
Edmonton	8,882	10,416	4,172	4,988
Regina	2,598	3,261	22	23
Saskatoon	2,200	2,930	24	33
Winnipeg	6,601	8,021	243	686
Balance of Western Canada	16,769	24,986	6,131	7,906
TOTAL WESTERN CANADA	89,398	114,563	29,880	36,580
Based on audited figures by Audit Bureau of Circulations for 12 months ended September 30, 2010				