

Any Newspaper (1) Weekday Audience 18+ (Mon - Fri)						
Market	Footprint (2) (5)		Print (3)		Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
Belleville (LM)	29	38%	20	26%	19	25%
Brandon (LM)	22	47%	17	36%	10	21%
Brantford (LM)	47	40%	31	26%	21	18%
Calgary CMA	511	43%	347	29%	265	22%
Cape Breton (LM)	55	69%	46	58%	23	29%
Charlottetown (LM)	37	62%	22	37%	23	38%
Chatham (LM)	34	41%	20	24%	23	28%
Cornwall (LM)	22	44%	15	30%	11	22%
Edmonton CMA	422	37%	304	27%	196	17%
Granby (LM)	34	52%	23	35%	21	32%
Guelph (LM)	37	30%	22	18%	25	20%
Halifax CMA	214	60%	164	46%	104	29%
Hamilton CMA	288	45%	211	33%	137	22%
Kingston (LM)	61	42%	35	24%	36	25%
Kitchener CMA	179	43%	117	28%	87	21%
Lethbridge (LM)	40	43%	24	26%	22	23%
London CMA	167	40%	96	23%	98	23%
Medicine Hat (LM)	28	45%	24	39%	8	13%
Montreal CMA	1666	50%	1050	31%	989	30%
North Bay (LM)	26	48%	13	24%	18	33%
Ottawa/Gatineau CMA	480	44%	277	25%	295	27%
Owen Sound (LM)	14	52%	9	33%	7	26%
Peterborough (LM)	48	46%	29	28%	30	29%
Prince George (LM)	26	38%	16	24%	16	24%
Quebec City CMA	352	52%	231	34%	203	30%
Regina CMA	88	44%	52	26%	51	26%
Saguenay CMA	58	44%	38	29%	34	26%
Sarnia (LM)	33	44%	15	20%	22	29%
Saskatoon CMA	118	44%	62	23%	73	27%
Sault Ste. Marie (LM)	23	35%	15	23%	14	21%
Sherbrooke CMA	92	52%	54	30%	54	30%
St. Catharines/Niagara CMA	154	45%	107	31%	81	24%
St. John's CMA	73	41%	33	18%	55	31%
Sudbury (LM)	57	42%	23	17%	42	31%
Summerside (LM)	7	54%	5	38%	4	31%
Thunder Bay (LM)	63	61%	55	53%	21	20%
Timmins (LM)	16	48%	8	24%	11	33%
Toronto CMA	1937	38%	1387	27%	975	19%
Trois-Rivières CMA	70	53%	53	40%	38	29%
Vancouver CMA	875	41%	633	30%	384	18%
Victoria CMA	137	43%	100	32%	59	19%
Windsor CMA	149	54%	93	34%	87	32%
Winnipeg CMA	308	47%	235	36%	143	22%

NOTES:

1. Any Newspaper = Print: Unduplicated audience of an average weekday (Monday to Friday) issue of all measured newspapers in the specified market. Digital: Unduplicated digital audience of all measured newspapers in the specified market.
2. Footprint = Unduplicated audience of Print and Digital.
3. Print = Audience who read or looked into any weekday issue of this newspaper yesterday.
4. Digital = Audience who accessed any digital content of the newspaper yesterday.
5. Includes La Presse

Fall 2018 Fieldwork Period: July 2017 - June 2018
(12 months)

Note on Trending: Readership measurement metrics changed in 2016, comparisons should only be made as far back as 2016-Q4 results.

Any Newspaper (1) Weekly Audience 18+

Market	Footprint (2) (5)		Print (3)		Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
Belleville (LM)	51	66%	39	51%	30	39%
Brandon (LM)	39	83%	33	70%	20	43%
Brantford (LM)	89	76%	79	68%	39	33%
Calgary CMA	901	76%	730	62%	526	44%
Cape Breton (LM)	73	91%	63	79%	51	64%
Charlottetown (LM)	50	83%	39	65%	36	60%
Chatham (LM)	57	69%	38	46%	41	49%
Cornwall (LM)	37	74%	30	60%	20	40%
Edmonton CMA	796	71%	629	56%	404	36%
Granby (LM)	56	85%	49	74%	35	53%
Guelph (LM)	80	64%	60	48%	53	42%
Halifax CMA	318	89%	274	77%	181	51%
Hamilton CMA	441	69%	357	56%	251	39%
Kingston (LM)	106	74%	70	49%	66	46%
Kitchener CMA	293	71%	220	53%	173	42%
Lethbridge (LM)	60	64%	43	46%	34	36%
London CMA	299	71%	204	49%	178	42%
Medicine Hat (LM)	41	66%	35	56%	19	31%
Montreal CMA	2638	79%	2102	63%	1612	48%
North Bay (LM)	39	72%	23	43%	29	54%
Ottawa/Gatineau CMA	808	74%	570	52%	528	48%
Owen Sound (LM)	22	81%	15	56%	15	56%
Peterborough (LM)	79	75%	70	67%	47	45%
Prince George (LM)	51	75%	37	54%	30	44%
Quebec City CMA	535	80%	425	63%	314	47%
Regina CMA	146	74%	100	51%	96	48%
Saguenay CMA	103	77%	80	60%	58	44%
Sarnia (LM)	55	73%	30	40%	38	51%
Saskatoon CMA	187	70%	122	45%	118	44%
Sault Ste. Marie (LM)	44	67%	33	50%	31	47%
Sherbrooke CMA	139	78%	103	58%	92	52%
St. Catharines/Niagara CMA	271	79%	212	62%	163	48%
St. John's CMA	124	69%	84	47%	85	47%
Sudbury (LM)	101	74%	56	41%	74	54%
Summerside (LM)	11	85%	8	62%	8	62%
Thunder Bay (LM)	85	83%	74	72%	38	37%
Timmins (LM)	26	79%	20	61%	14	42%
Toronto CMA	3578	70%	2944	58%	1900	37%
Trois-Rivières CMA	99	74%	76	57%	60	45%
Vancouver CMA	1546	73%	1270	60%	772	36%
Victoria CMA	232	74%	198	63%	109	35%
Windsor CMA	214	78%	152	55%	141	51%
Winnipeg CMA	497	76%	415	63%	268	41%

NOTES:

1. Any Newspaper = Unduplicated audience over the average week (Monday to Friday, Saturday/Sunday) of all measured newspapers, and their respective circulation frequency, in the specified market.
2. Footprint = Unduplicated number of Adults 18+ who read at least one printed edition or accessed digital content of the newspaper in the past week (Monday to Friday, Saturday/Sunday).
3. Print = Unduplicated number of Adults 18+ who read at least one printed edition of the newspaper in the past 5/6/7 days (Monday to Friday, Saturday/Sunday), based on the title's frequency.
4. Digital = Audience who accessed any digital content of the newspaper in the past week.
5. Includes La Presse.

Fall 2018 Fieldwork Period: July 2017 - June 2018
(12 months)

Note on Trending: Readership measurement metrics changed in 2016, comparisons should only be made as far back as 2016-Q4 results.