

Fact Sheet 2017 – The Hamilton Spectator



44 Frid Street, Hamilton, ON L8N 3G3
905-526-3333; Toll Free 1-800-263-6902

*Serving Hamilton, Burlington, Dundas,
 Ancaster, Stoney Creek, Grimsby,
 Flamborough, Glanbrook and
 surrounding area for over 170 years*

Hamilton CMA Market

Population: 761,420

Households: 300,848

Retail Sales: \$9.5 billion

Average Household Income: \$90,685

Source: Stats. Can. 2014 Estimates Base: Hamilton CMA Adults 12+ (675,000)

CIRCULATION

Average Weekday Circulation

113,052

Average Saturday Circulation

116,191

Total Weekly Subscribers

686,406

Source: CCAB 2015

READERS 12+ (PRINT / ONLINE)

Average Weekday Issue Readership

283,000

Average Saturday Issue Readership

285,000

Total Weekly Readership

410,000

Readership based on Print/Digital

Source: Vividata 2016 21

THESPEC.COM AUDIENCE

Page Views: Total Monthly Average

7.2 Million

Unique Visitors: Total Monthly Average

1.5 Million

Source: Omniture
 (Average 2016)

Extend your market coverage with the Community Wrap - Delivered to over 170,000 households every Thursday!

Print & Online – A Powerful Combination The Hamilton Spectator reaches your prime prospects!

By Selected Demographics	12+	Average Weekday	% Reach	Average Saturday	% Reach	Weekly	% Reach
Men	328,000	136,000	41%	139,000	42%	194,000	59%
Women	347,000	147,000	42%	146,000	42%	216,000	62%
Adults 18-49	331,000	127,000	38%	122,000	37%	193,000	58%
Adult 50+	291,000	142,000	49%	143,000	49%	189,000	65%
College/University Grads	391,000	165,000	42%	162,000	57%	230,000	59%
HHI \$75,000+	333,000	131,000	39%	134,000	40%	201,000	60%
Homeowners	494,000	214,000	43%	213,000	43%	301,000	61%

Source: Vividata 2016 Q2

Base: Hamilton CMA 12+ (675,000) Print/Digital

The Hamilton Spectator provides exceptional reach of the market!

- ✓ **We drive daily newspaper readership.** The Hamilton Spectator's print and online editions reach 410,000 readers 12+ - 61% of the Hamilton market every week!
- ✓ **We reach more adults than the Toronto papers!** We have 58,000 more readers than all four of the Toronto dailies combined.
- ✓ **The Hamilton Spectator delivers reliable circulation** – As the leading provider, and trusted source, for news and information in the Hamilton market for over 170 years, The Hamilton Spectator continues to deliver reliable and stable daily circulation that not only gets to the door but through the door and into the hands of your customers.



Source: Vividata 2016 Q2

