

Fact Sheet 2017 – The Hamilton Spectator



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*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

115,151

Average Saturday Circulation

107,811

Total Weekly Subscribers

633,566

Source: CCAB 2016

READERS 12+ (PRINT / ONLINE)

Average Weekday Issue Readership

253,000

Average Saturday Issue Readership

270,000

Total Weekly Readership

398,000

Readership based on Print/Digital

Source: Vividata 2016 Q4

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	332,000	126,000	38%	137,000	41%	197,000	59%
Women	350,000	127,000	36%	134,000	38%	201,000	57%
Adults 18-49	330,000	104,000	32%	104,000	32%	180,000	55%
Adults 50+	301,000	136,000	45%	149,000	50%	194,000	64%
College/University Grads	421,000	167,000	40%	176,000	42%	254,000	60%
HHI \$75,000+	359,000	125,000	35%	139,000	39%	209,000	58%
Homeowners	503,000	199,000	40%	210,000	42%	298,000	59%

Source: Vividata 2016 Q4

Base: Hamilton CMA 12+ (688,000) 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 398,000 readers 12+ - 58% of the Hamilton market every week!
- ✓ **We reach more readers than the Toronto papers!** We have 74,000 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 Q4

