

Fact Sheet 2016 – The Hamilton Spectator



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*Serving Hamilton, Burlington, Dundas,
 Ancaster, Stoney Creek, Grimsby,
 Flamborough, Glanbrook and
 surrounding area for 16 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

276,000

Average Saturday Issue Readership

278,000

Total Weekly Readership*

398,000

*Read one or more issues (print/online past week)

Source: Vividata 2015 Q4

THESPEC.COM AUDIENCE

Page Views: Total Monthly Average

7.2 Million

Unique Visitors: Total Monthly Average

1.6 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	Adults 18+	Average Weekday	% Reach	Average Saturday	% Reach	Weekly	% Reach
Men	328,000	134,000	41%	140,000	43%	202,000	62%
Women	347,000	155,000	45%	144,000	42%	228,000	66%
Adults 18-49	331,000	122,000	37%	116,000	35%	201,000	61%
Adult 50+	291,000	148,000	51%	142,000	49%	197,000	68%
College/University Grads	390,000	171,000	44%	156,000	40%	243,000	62%
HHI \$75,000+	327,000	131,000	41%	125,000	38%	200,000	61%
Homeowners	509,000	216,000	43%	205,000	40%	314,000	62%

Source: Vividata 2015 Q4

Base: Hamilton CMA Adults 12+ (675,000) *print/digital ** Read one or more issue (print/online) past week

The Hamilton Spectator provides exceptional reach of the market!

- ✓ **We drive daily newspaper readership.** The Hamilton Spectator's print and online editions reach 430,000 readers 12+ - 64% of the Hamilton market every week!
- ✓ **We reach more adults than the Toronto papers!** We have 54,000 more readers than all four of the Toronto dailies combined.
- ✓ **2016 is our 170th Anniversary!** The Hamilton Spectator delivers **reliable circulation** – As the leading provider, and trusted source, for news and information in the Hamilton market, 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. The Hamilton Spectator is proud to be "The Voice of Our Community" for over 169 years.



Source: Vividata 2016 Q4