

MONDAY
MAY 4, 2014
THE HAMILTON SPECTATOR
Merulla's targets: Bullying and policing



Henry's royal baby ban der

Beer bottles and back yards along city's alleys



CLASSIFIED



Advertise in Classified and get FREE COPIES!

LifeNews.ca

A grid of small news snippets and photos, including portraits of people and short text blocks.



2014 MEDIA KIT

THE **HAMILTON SPECTATOR**
thespec.com



GO
THE SPRING FESTIVAL OF SOUTH ASIA



Ancaster's Tinered set for long-anticipated rematch

SPORTS



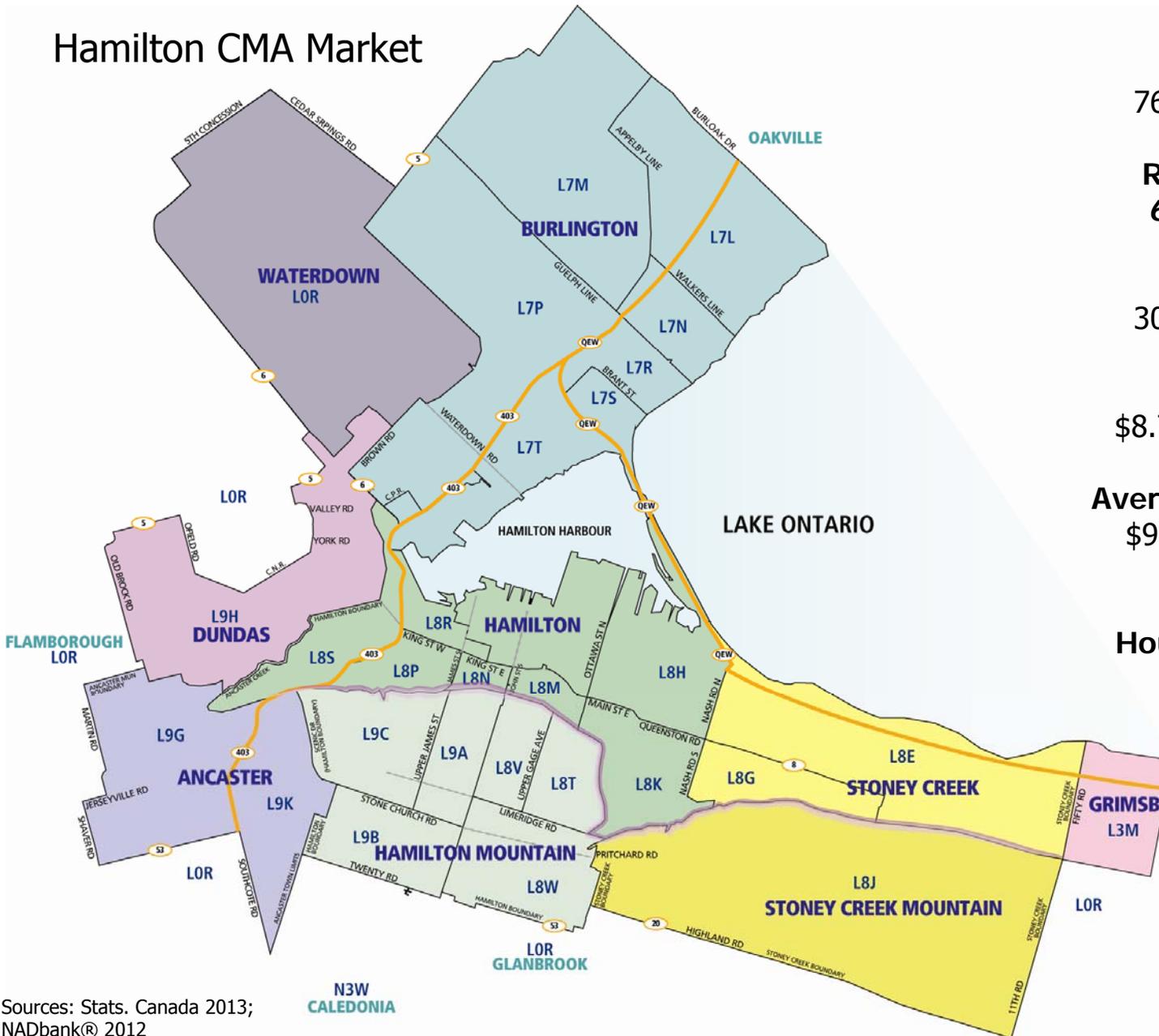
Big bats come out against Braves

Kings must defend home ice again in Game 7 vs. Sharks

Advertisement for furnace and air conditioner services, featuring a photo of a technician and pricing information.



Hamilton CMA Market



Population
 760,286 = 9th in Canada

Readership based on
 601,500 Adults 18+

Households
 300,163 = 9th in Canada

Retail Sales
 \$8.7 billion = 9th in Canada

Average Household Income
 \$91,693 = 11th in Canada

Average Household Expenditures
 \$84,881



The Hamilton Spectator is a major partner in building the community!



44 Frid St., Hamilton, ON. L8N 3G3

- ◆ The Hamilton Spectator was first published July 15, 1846, and since that date has been the Voice of Hamilton and the surrounding area. The Hamilton Spectator is owned by Torstar Corporation, which also publishes the Toronto Star, the Waterloo Region Record, Guelph Mercury, Metroland Community Newspapers and several other media properties.
- ◆ The Spectator is published six days a week in the morning and delivers more than 612,500 copies every week! The Spectator has a weekly readership of 351,300* adults 18+. It services Hamilton, Burlington and surrounding communities Stoney Creek, Ancaster, Dundas, Flamborough and Glanbrook, as well as the Niagara communities of Grimsby and Beamsville along with Brant County and Haldimand-Norfolk towns such as Caledonia, Hagersville and Dunnville. The Spectator also serves Halton Region, as far east as Oakville.
- ◆ Thespec.com has a total monthly average of 6.7 million page views with over 1 Million unique visitors**. Our viewers look to thespec.com as a source of powerful, trusted content that is relevant, accurate and immediate.
- ◆ The Spectator is involved in numerous community partnerships with more than 120 organizations throughout Hamilton, Burlington and our entire readership area. Through donations of in-paper space, cash and communications counsel, The Hamilton Spectator is a major partner in building the community. A key charitable priority for the newspaper is *SpecKids Unlimited*, which has a very simple mandate: to improve the lives of children and youth in the community!



THE VOICE OF OUR COMMUNITY

*Proudly Serving Hamilton, Burlington, Dundas,
Ancaster, Stoney Creek, Grimsby, Flamborough,
Glanbrook and surrounding areas for over 166 years.*



The Hamilton Spectator delivers over half a million copies weekly!

**Over 612,500 copies are distributed
every week in the Hamilton market!**

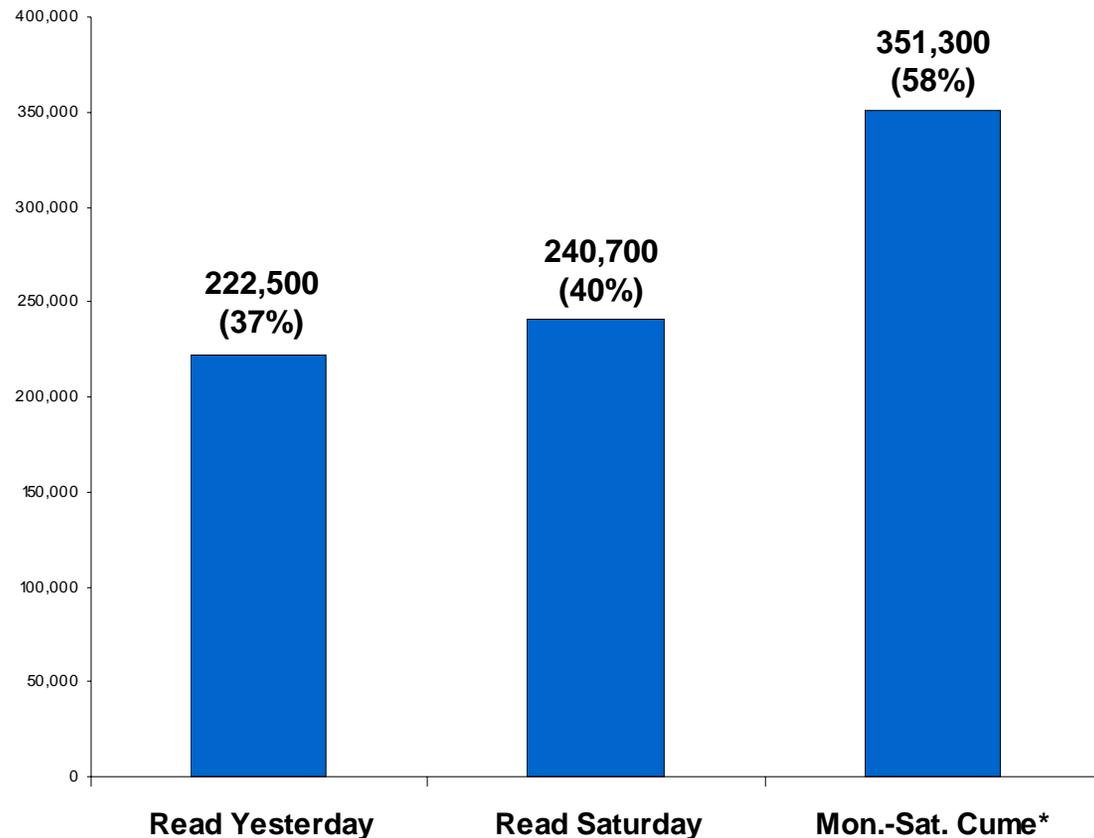
(Average) Monday – Friday	101,491
(Average) Saturday	105,015



The Hamilton Spectator provides exceptional reach of the Hamilton CMA market with our print and online products!

Hamilton CMA Adults 18+ (601,500)

- On an average weekday, in the Hamilton CMA, 222,500 adults 18+ are reading The Hamilton Spectator.
- On Saturday, the number increases to 240,700.
- Every week, The Hamilton Spectator print and online products reach 351,300 adults 18+ - 58% of the Hamilton market!



Source: NADbank® 2012 – Print/Online Exclusive
 Base: Hamilton CMA Adults 18+ (601,500)
 *read/viewed one or more issues in past week



THE HAMILTON SPECTATOR READERSHIP*

By Selected Demographics		HAMILTON CMA		AVERAGE WEEKDAY		AVERAGE SATURDAY		TOTAL WEEKLY**	
		#	%	#	Reach %	#	Reach %	#	Reach %
NADbank® 2012	Hamilton CMA								
	Adults 18+	601,500	100%	222,500	37%	240,700	40%	351,300	58%
GENDER	Men	292,000	49%	108,500	37%	123,100	42%	170,200	58%
	Women	309,500	51%	114,000	37%	117,600	38%	181,100	59%
AGE	18-34	171,600	29%	37,100	22%	49,500	29%	90,000	52%
	35-49	164,200	27%	53,800	33%	53,900	33%	88,700	54%
	50-64	149,600	25%	64,600	43%	68,200	46%	88,700	59%
	65+	116,100	19%	66,900	58%	69,100	60%	83,900	72%
	18-49	335,800	56%	90,900	27%	103,400	31%	178,700	53%
	50+	265,700	44%	131,600	50%	137,300	52%	172,600	65%
OCCUPATION	Managers/Professionals	94,500	16%	23,400	25%	29,200	31%	42,400	45%
	White Collar	145,400	24%	53,000	36%	52,200	36%	87,600	60%
	Blue Collar	91,500	15%	32,000	35%	36,100	39%	51,500	56%
HOUSEHOLD INCOME	Less than \$50,000	193,000	32%	65,900	34%	76,400	40%	108,800	56%
	\$50,000-\$74,000	128,300	21%	53,500	42%	60,000	47%	79,400	62%
	\$75,000-\$99,000	110,900	18%	42,800	39%	43,700	39%	66,300	60%
	\$100,000+	169,400	28%	60,400	36%	60,600	36%	96,900	57%
	HHI\$75K Plus	280,300	47%	103,200	37%	104,300	37%	163,200	58%
EDUCATION	High School Graduates	120,700	20%	42,100	35%	51,100	42%	71,400	59%
	College/University Grads Plus	302,000	50%	113,400	38%	118,000	39%	177,500	59%
FAMILY STATUS	Married/living together	387,500	64%	149,800	39%	155,000	40%	232,000	60%
	Single	131,900	22%	43,600	33%	53,900	41%	78,200	59%
	Adult only home	383,200	64%	151,500	40%	160,000	42%	226,100	59%
	Adults w/children (under 18)	216,100	36%	70,600	33%	80,200	37%	124,000	57%
HOME TENURE	Own	469,300	78%	185,600	40%	196,400	42%	286,100	61%
	Rent	122,300	20%	32,000	26%	38,600	32%	58,900	48%

Source: NADbank® 2012

Base: Adults 18+ in the Hamilton CMA (601,500) * print/ exclusive online ** Read/viewed one or more issues in past week.



The Hamilton Spectator 'Weekday' Sections

A Section

Compelling local news, Canada and World news, Business News and Points of View which display editorials and showcase our very best commentary and analysis. Lottery Results on Page A2.

Go Section

Everyday Go features Arts & Entertainment, Style, food, health, home & garden, TV, movies, horoscopes and comics.

Classified

Buy and sell your treasures, check the employment ads and mark those special occasions.

Sports

The best of local and amateur, along with complete coverage of the pros.

Wheels – Thursday

Automotive news and vehicle information, along with the most extensive package of local automotive advertising. Includes Cars & Trucks – a guide to resale vehicles.





The Hamilton Spectator 'Saturday' Weekend Edition

A Section - News

Our award-winning writers, editors and photographers give you the best package anywhere of local events, deeper reads, business coverage and news from across Canada or around the world. Lottery Results on Page A2.

Go Weekend with full Arts & Entertainment coverage

With its emphasis on home décor, health & fitness, DIY projects, faith & values, food and drink, restaurant reviews GoWeekend is all about life and lifestyle. The travel pages and book page also reside here.

Classified

Find out who's having a birthday, investigate a new career, hire electrician or find a great deal on an appliance. Browse through for all your needs.

Sports Section

Weekend Sports goes beyond game results to explain the background and context, from local amateurs to the pros. Readers will like our easy-to-use listings of local sports events and weekend TV picks.



New Homes

Find your dream home with the premier resource for New Home buying information in the area.

Spec Homes

Search hundreds of resale homes every week in this definitive publication. Whether selling or buying, Spec Homes is the area's best resource!



Reach Hamilton's Diverse Consumer and Business Audience with our *Award-Winning* Special Sections, Products and Digital Solutions!

- ◆ A medium should be able to reach both wide and targeted audiences, and should impact on consumer buying decisions. It should also meet consumer expectations for quality and usefulness, thereby increasing its advertising effectiveness.
- ◆ The Hamilton Spectator has a wide reach, and impact on consumers. The Spectator delivers strength to marketing strategies, by reaching shoppers effectively by providing unique targeting opportunities through our special sections, feature pages, and other unique products. The newspaper is the most frequently used advertising medium.
- ◆ Improve your market share by reaching viewers online with advertising combination opportunities with the most trusted online news and information resource, thespec.com. We also offer custom digital and print publishing solutions and can create a marketing campaign to suit your needs.





Our Digital Solutions



Content Curation: In the Digital space, Content is King. Content keeps your website fresh and relevant and optimizes your site for Google Search. We produce articles, blogs and videos customized to your business needs and strategy.

Search: Potential Customers research online first before making purchasing decisions. Ranking high in search is fundamental to your business. We execute both Search Engine Optimization (SEO) & Pay Per Click (PPC) Programs, optimizing your business for both paid and organic search.

Social Media Management: Social Media is a good medium for portraying your brand the way that you want it to be seen. We provide set up and management of all channels as well as training to get you on your way...

Digital Advertising Programs: Online impressions extend your audience and drive digital business strategies forward. Banner programs can include site takeovers, wallpaper, video overlay and page peels.

Website Design: A website is your calling card, your online storefront. We offer design services from stock to custom, Responsive and Mobile based on your needs assessment



Our Digital Solutions



Printernet Bundles: Combining the reach and distribution of print and digital is a powerful formula. **GO Ask** offers full broadsheet pages and Video and ensure prolonged shelf life.

In Your Neighbourhood: This program leverages the SEO power of thespec.com and the Metroland Media Network. Fully searchable across our entire network and includes articles, video and pre-roll, impressions and links to website, social media, etc.

TheSpecTV: Exclusive “Specialty Channel” that offers an alternate distribution point for your video content from a portal that updates content daily.

Contests: Contesting can be an effective way to engage new customers and develop Social Media networks. Facebook Page Contests, Landing Pages.

Layar: This new app integrates digital with print advertising allowing additional access to content.



thespec.com Audience

thespec.com
has a monthly
average audience
of 6.7 million
page views with
over 1 Million
unique visitors!

thespec.com audience consists of educated and affluent professionals whose loyalty to the site has contributed to our growth. They come to find the day's top headlines, sports, entertainment and business, as well as other local information.



thespec.com reader profile- Hamilton CMA*:

75% are between the age of 18-49

49% have an average household income of \$75,000 plus

47% are managers/professionals and/or white collar workers

55% are college and/or university graduates plus

61% are married

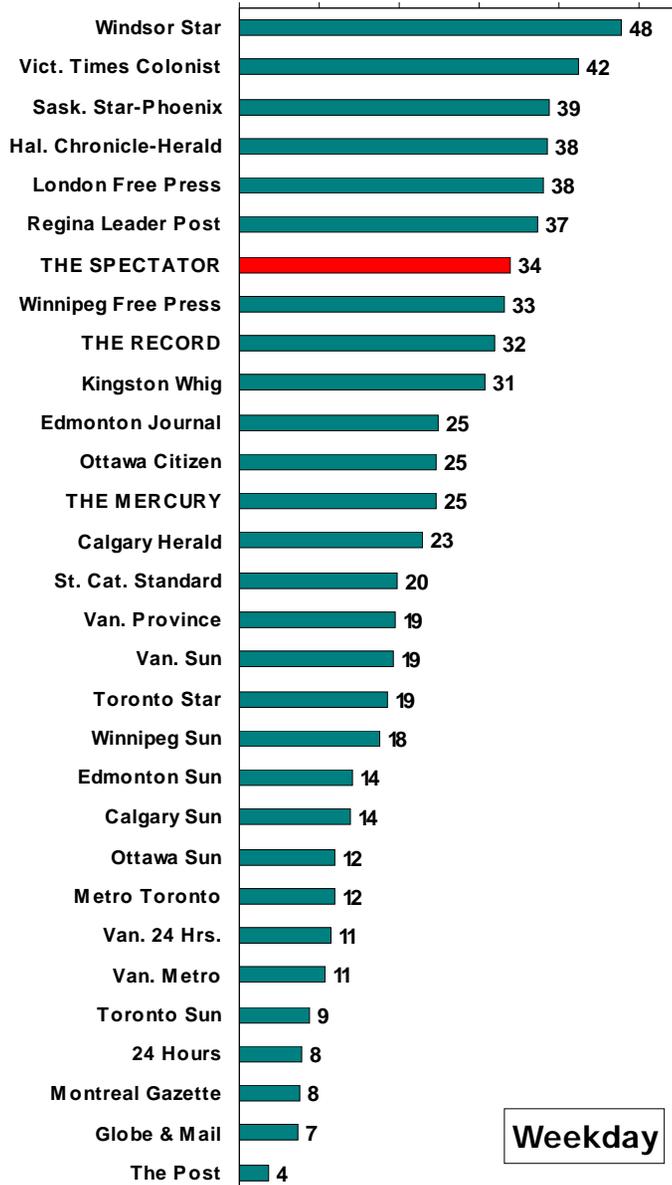


The Hamilton Spectator is the best media choice for reaching your customers!





Ranking of Daily Newspapers in Canada for Print Readership



Weekday

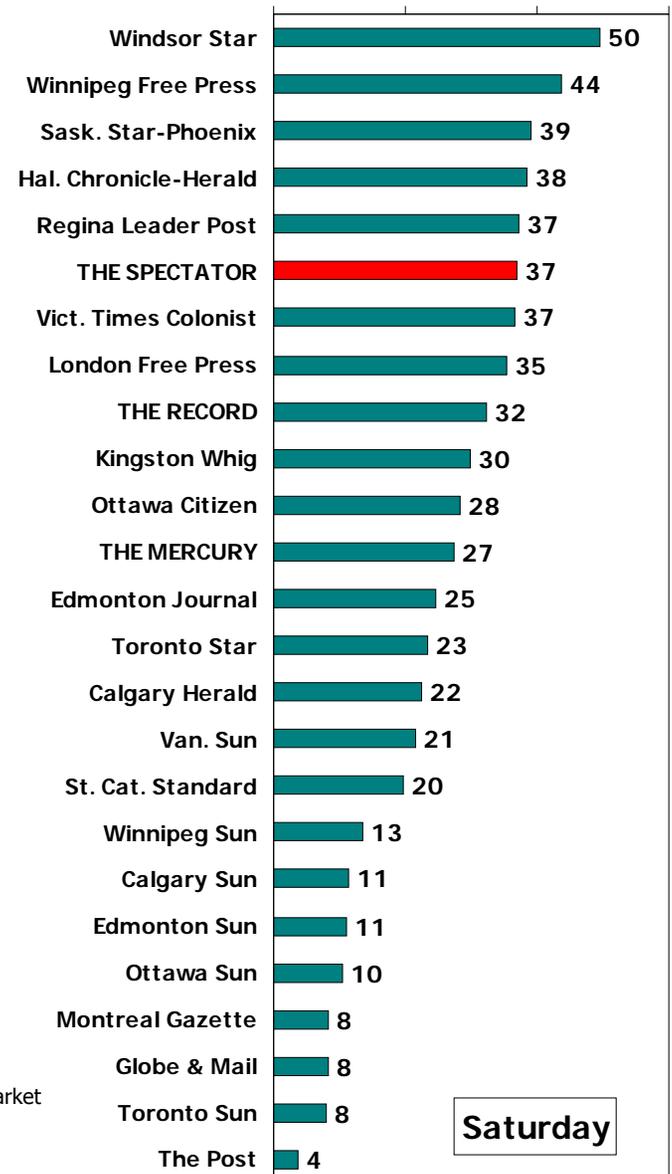
**The Hamilton CMA
is a Strong
Readership Market!**



**Ranks 7th for
Weekday Readership!**

**Ranks 6th for
Saturday Readership!**

NOTE: Readership based on readers in home market (Metro markets)
Source: NADbank® 2012 (print only)
Base: CMA Adults 18+



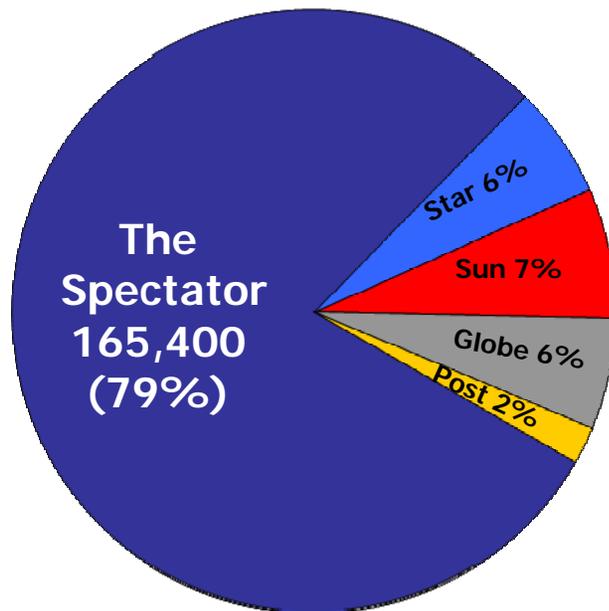
Saturday



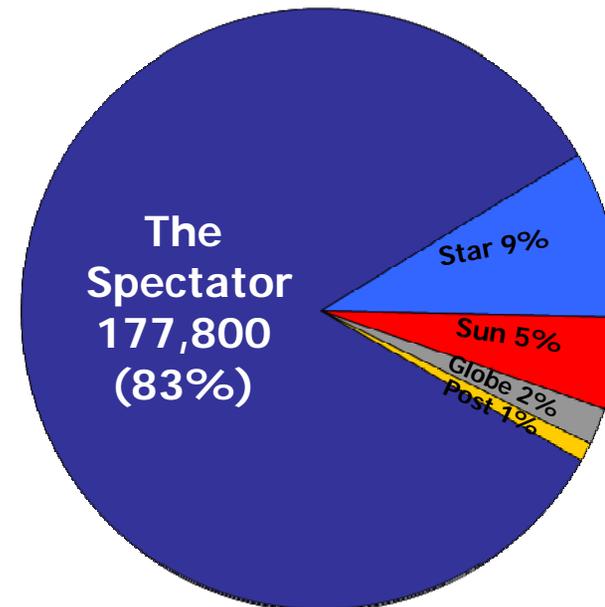
The Hamilton Spectator Exclusive Readership

On an average weekday and/or average Saturday, newspaper readers in the Hamilton CMA are only reading one paper - The Hamilton Spectator!

**EXCLUSIVE
DAILY READERS**



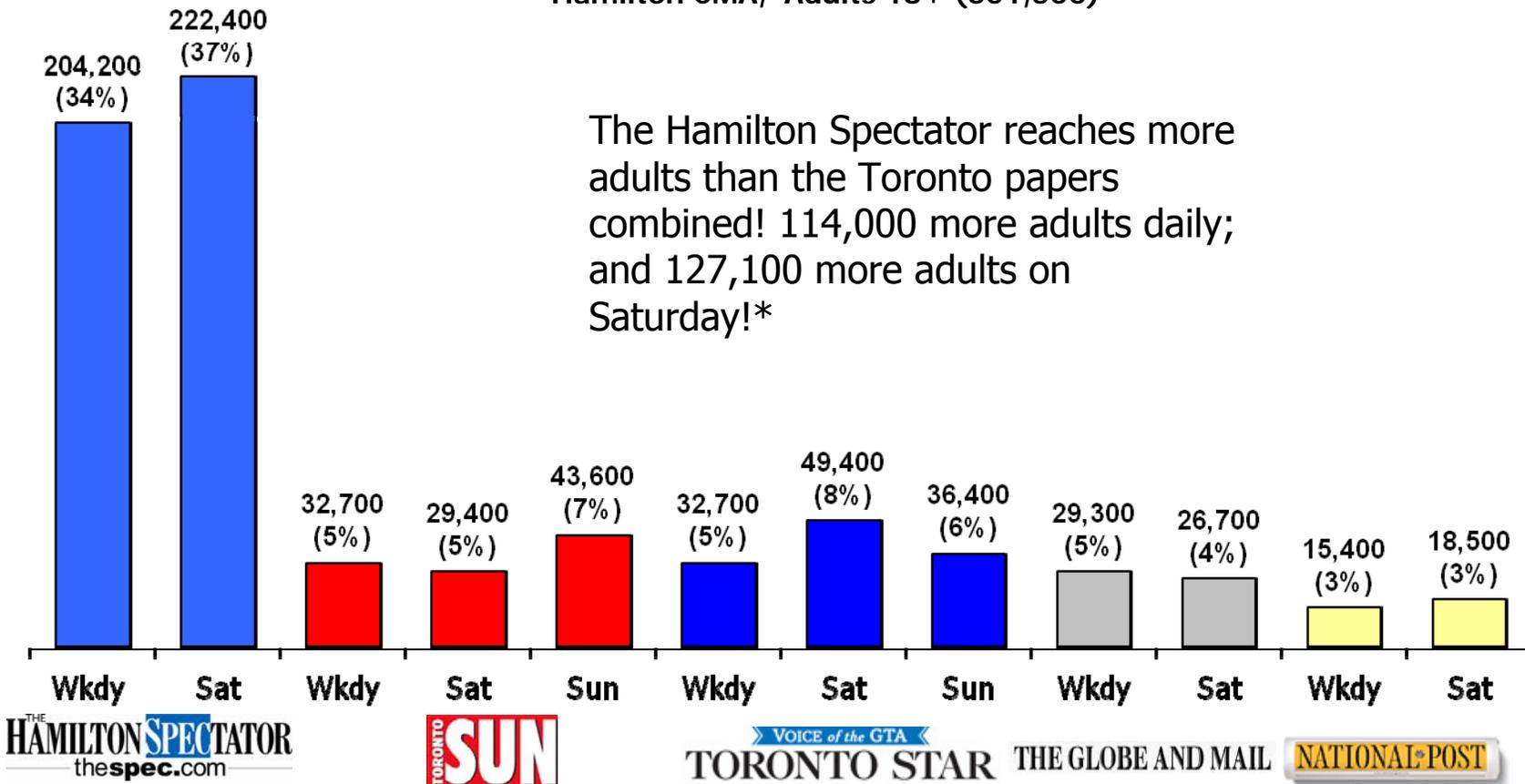
**EXCLUSIVE
SATURDAY READERS**





Toronto Dailies Readership in the Hamilton CMA

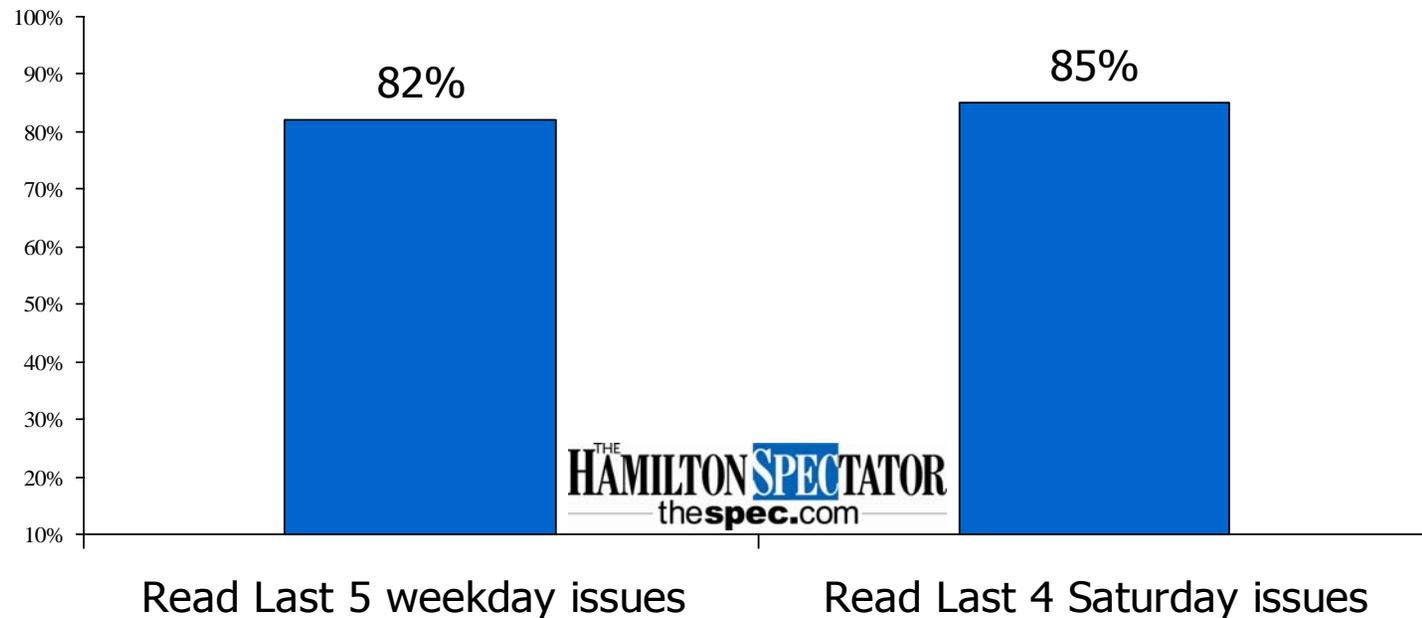
Hamilton CMA, Adults 18+ (601,500)





The Value of Paid Circulation

Paid circulation guarantees readership. NADbank research shows the vast majority of subscribers in the Hamilton CMA **read every Weekday and Saturday issue!** Unpaid distribution does not guarantee readership!



■ Percentage of Spectator subscribers who read the last 5 weekday and last 4 Saturday issues

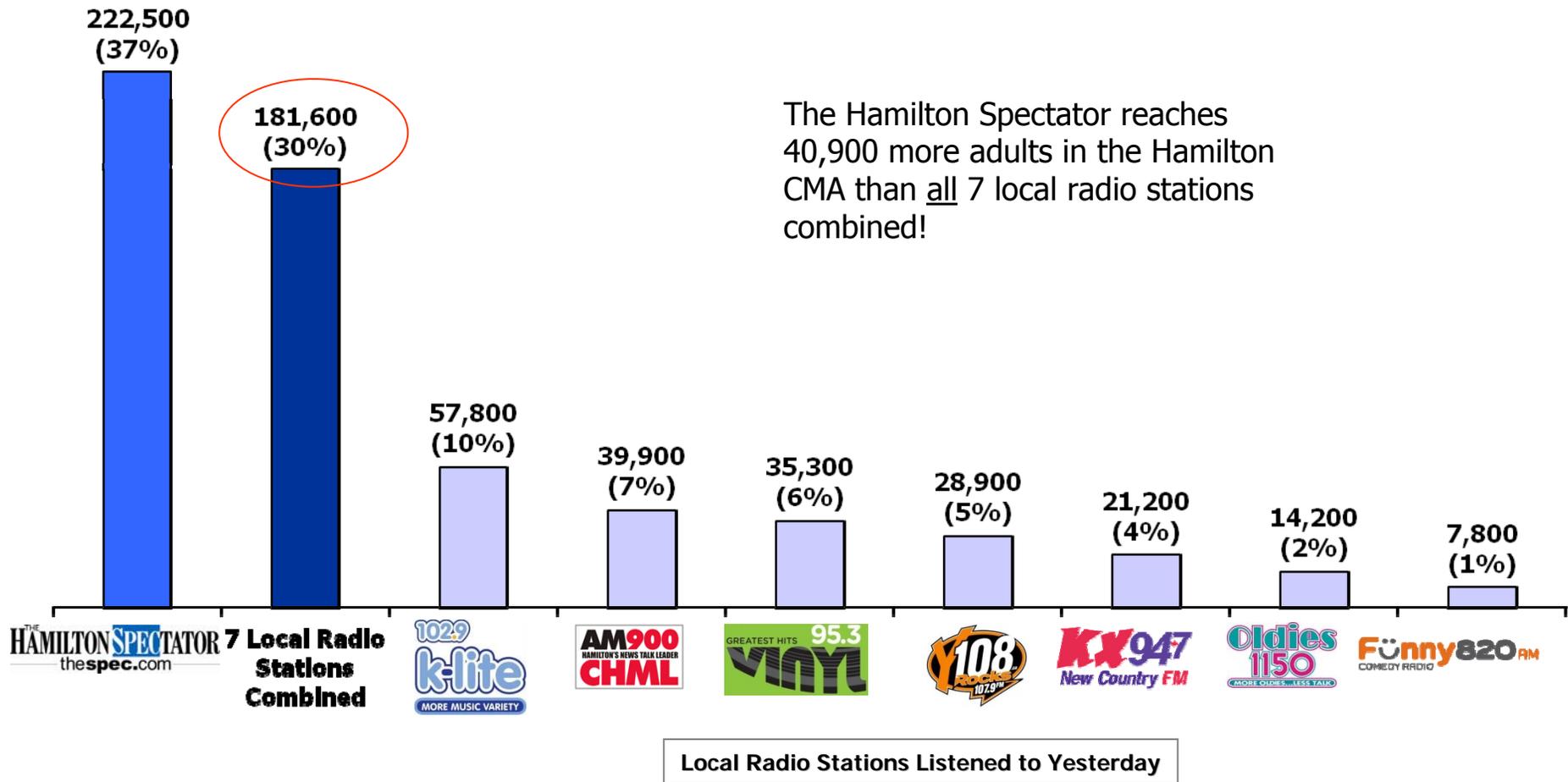
Source: NADbank® 2012

Base: Hamilton CMA Adults 18+ who have obtained the Spectator through a paid subscription delivered to their household

Mon.-Fri. (154,000); Sat. (158,100)



The Hamilton Spectator reaches more adults than all 7 local radio stations combined!



Source: NADbank® 2012
Base: Hamilton CMA, Adults 18+ (601,500) Radio Stations Listened to Yesterday
Hamilton Spectator – Read/Viewed Yesterday



Radio Fragmentation in the Hamilton CMA

Hamilton CMA Adults 18+ 'Listened to Yesterday'

Adults by Media used:	Adults 18+	Percentage
Hamilton CMA Adults 18+	601,500	100%
The Hamilton Spectator (Read Yesterday)	222,500	37%
The Hamilton Spectator (Read Saturday)	240,700	40%
Radio Stations 'Listened to Yesterday'		
CKFM 99.9 (Virgin Radio 99.9)	73,700	12%
CKLH FM (K-Lite)	57,800	10%
CFNY FM 102.1 (The Edge)	44,900	7%
CFTR AM 680 (680 News)	43,700	7%
CHUM FM 104.5 (Today's Best Music)	42,600	7%
CHML AM 900 (Hometown)	39,900	7%
CILQ FM 107.1 (Q107) (Classic Rock)	39,100	7%
CING-FM 95.3 (Vinyl 95.3)	35,300	6%
CJXY-FM 107.9 (Y108) Classic Rock	28,900	5%
CBC Radio 1	25,300	4%
CKIS FM 92.5 (KISS 92.5 -Hit Music)	24,200	4%
CHKX-FM 94.7 (New Country FM)	21,200	4%
CFRB AM 1010 (680 News)	20,800	3%
CHFI FM 98.1 (FM98) (Toronto's Lite Favourites)	20,600	3%
CJCL AM 590 (The Fan) (Toronto's Sports Radio)	19,600	3%
Any Satellite Radio Station	16,500	3%
CKOC AM 1150 (Oldies)	14,200	2%
CHAM AM 820 (Funny 820 AM)	7,800	1%
Other Stations	172,300	29%
Did Not Listen Yesterday	97,700	16%

Source: NADbank □ 2012

Base: Hamilton CMA, Adults 18+ (601,500)

The Hamilton Spectator – Read/Viewed Yesterday (Print/online exclusive)



The Hamilton Spectator provides the largest and most effective coverage of your target audience!

The Spectator provides exceptional reach of the market!

Combined, The Hamilton Spectator's **print and online editions** reach 351,300 adults 18+ every week in the Hamilton CMA!

thespec.com has a total monthly audience of 6.7 million page views with over 1 Million unique visitors!

The Hamilton Spectator outperforms the Toronto Dailies!

The Hamilton Spectator reaches 114,000 more adults daily; and 127,000 adults on Saturday, than the Toronto Star, Toronto Sun, Globe & Mail and National Post combined*!

The Hamilton Spectator reaches more adults than all local radio stations combined!

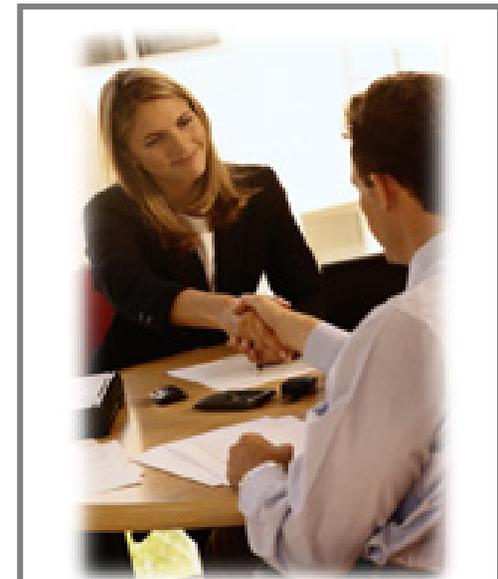
In fact, we reach 164,700 more adults daily than the No. #1 Local Radio Station in the market!

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. Delivering over 612,500 copies weekly, The Hamilton Spectator is proud to be "The Voice of Our Community" for over 166 years.

Readers make time for The Spectator!

Average time spent reading The Spectator is 37 minutes on a weekday and 51 minutes on Saturday.



THE HAMILTON SPECTATOR
— thespec.com —

*Simply, the strongest
buy around!*