

# Fact Sheet 2016 – The Hamilton Spectator

## 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

Adults 18+ 611,000

Households: 300,848

Retail Sales: \$9.5 billion

Average Household Income: \$90,685

Source: Stats. Can. 2014 Estimates Base: Hamilton CMA Adults 18+ (611,000)

### CIRCULATION

Average Weekday Subscribers	113,963
Average Saturday Subscribers	116,635
Total Weekly Subscribers	611,530

Source: CCAB 2014

### 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 Q2

### THESPEC.COM AUDIENCE

Page Views: Total Monthly Average	6 Million
Unique Visitors: Total Monthly Average	1.3 Million

Source: Omniture  
(Average 2015)

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	Hamilton CMA	The Hamilton Spectator Readership					
	Adults 18+	Average Weekday	% Reach	Average Saturday	% Reach	Weekly	% Reach
Men	296,000	123,000	42%	132,000	45%	177,000	60%
Women	316,000	133,000	42%	126,000	40%	197,000	62%
Adults 18-49	330,000	115,000	35%	113,000	34%	189,000	57%
Adult 50+	282,000	141,000	50%	144,000	51%	185,000	66%
College/University Grads	392,000	175,000	45%	168,000	43%	243,000	62%
HHI \$75,000+	281,000	114,000	45%	112,000	43%	159,000	43%
Homeowners	467,000	200,000	43%	190,000	41%	279,000	60%

Source: Vividata 2015 Q2

Base: Hamilton CMA Adults 18+ (612,000) \*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 398,000 readers 12+ - 60% 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.
- ✓ **2016 is our 170<sup>th</sup> 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 2015 Q2

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