

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 166 years

# FACT SHEET 2014

HAMILTON CMA	The Hamilton Spectator Readership*		
Adults 18+	Average Weekday	Average Saturday	Total Weekly Readership**
601,500	222,500	240,700	351,300
100%	37%	40%	58%

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

## The Spectator provides exceptional reach of the market!

- ✓ **We drive daily newspaper readership.** The Hamilton Spectator's print and online editions reach 351,300 adults 18+ - 58% of the Hamilton market every week!
- ✓ **We reach more adults than the Toronto papers combined!** 114,000 more adults daily; and 127,000 more adults on Saturday.
- ✓ **We reach more adults than all local radio stations combined!** In fact, we reach 164,700 more adults than the No. 1 local radio station in the Hamilton market.
- ✓ **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 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.

## The Hamilton Spectator reaches your prime prospects!

By Selected Demographics	Hamilton CMA	The Hamilton Spectator Readership*					
	Adults 18+ (601,500)	(Avg.) Weekday	% Reach	(Avg.) Saturday	% Reach	Total Weekly**	% Reach
Men	292,000	108,500	37%	123,100	42%	170,200	58%
Women	309,500	114,000	37%	117,600	38%	181,100	59%
Adults 18-49	335,800	90,900	27%	103,400	31%	178,700	53%
Adults 50+	265,700	131,600	50%	137,300	52%	172,600	65%
College/University Grads+	302,000	113,400	38%	118,000	39%	177,500	59%
HHI \$75,000+	280,300	103,200	37%	104,300	37%	163,200	58%
Homeowners	469,300	185,600	40%	196,400	42%	286,100	61%

Source: NADbank® 2012

Base: Hamilton CMA Adults 18+ (601,500) \*print/online \*\* Read one or more issue (print/online) past week

thespec.com



**MONTHLY AUDIENCE**  
**PAGE VIEWS: 6.7 Million**  
**UNIQUE VISITORS: 1 Million**

**CIRCULATION**  BPA WORLDWIDE™  
NEWSPAPER

Mon.-Fri. (Avg.)  
Circulation: **101,491**

Saturday (Avg.)  
Circulation: **105,015**

**Total Weekly  
Circulation:  
612,525**



*Extend your market coverage with the  
Community Wrap – Delivered to over  
170,000 households every Thursday.*

## Hamilton CMA 2013 Market Overview

**Population**  
760,286

**Households**  
300,163

**Average Household Income**  
\$91,613

**Average Household Expenditures**  
\$84,881

Sources: thespec.com – Omniture/Spread (Avg. 2013)

The Spectator Circulation – CCAB Audit Report for 12 months ending Dec. 31, 2012; Hamilton CMA – MapInfo. Stats. Can. 2013 Estimates