

Fact Sheet 2016 – The Hamilton Spectator

THE HAMILTON SPECTATOR

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 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

287,000

Average Saturday Issue Readership

281,000

Total Weekly Readership*

419,000

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

Source: Vividata 2016 Q1

THESPEC.COM AUDIENCE

Page Views: Total Monthly Average

7.1 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	328,000	133,000	41%	135,000	41%	200,000	61%
Women	347,000	154,000	44%	146,000	42%	219,000	63%
Adults 18-49	331,000	115,000	35%	109,000	33%	190,000	57%
Adult 50+	291,000	150,000	52%	145,000	50%	194,000	67%
College/University Grads	384,000	164,000	43%	148,000	39%	227,000	59%
HHI \$75,000+	321,000	124,000	39%	118,000	37%	192,000	60%
Homeowners	494,000	212,000	43%	205,000	42%	303,000	61%

Source: Vividata 2016 Q1

Base: Hamilton CMA 12+ (675,000) 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 419,000 readers 12+ - 62% of the Hamilton market every week!
- ✓ **We reach more adults than the Toronto papers!** We have 48,000 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 170 years.



Source: Vividata 2016 Q1

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