

# READY RECKONER OF ADVERTISING RATES AND CIRCULATIONS—CANADA

## 103 DAILY NEWSPAPERS (57 MORNING, 46 EVENING) AND 27 SUNDAY

Number of newspapers as of Feb. 1, 2004, with circulations mainly as reported for six months ended Sept. 30, 2003

PROVINCE	NUMBER OF DAILY NEWSPAPERS				MORNING PAPERS NET CIRCULATION SEPT. 30, 2003				AFTERNOON PAPERS NET CIRCULATION SEPT. 30, 2003				TOTALS		SUNDAY PAPERS NET CIRCULATION SEPT. 30, 2003				
	POPULATION-2004 E&P EST.	AMs	PMs	Total	AM circulation	Added PM circulation through combinations	Total circulation serving AM advertisers	Line rates including all combinations	PM circulation	Added AM circulation through combinations	Total circulation serving PM advertisers	Line rates including all combinations	Total AM & PM circulation	Minimum rates for AM & PM coverage	Number of papers	Sunday circulation	Daily combinations circulation	Total circulation secured by advertisers	Total line rate
Alberta	3,189,454	6	3	9	404,039	0	404,039	\$32.82	30,309	0	30,309	\$4.32	434,348	\$37.14	5	450,729	0	450,729	\$23.04
British Columbia	4,890,208	8	8	16	474,319	0	474,319	\$22.90	28,928	0	28,928	\$6.77	503,247	\$29.67	3	286,454	0	286,454	\$23.57
Manitoba	1,189,693	2	3	5	159,666	0	159,666	\$8.26	21,201	0	21,201	\$2.70	180,867	\$10.96	3	184,686	0	184,686	\$10.03
New Brunswick	775,251	3	1	4	94,941	0	94,941	\$5.99	24,976	0	24,976	\$1.27	119,917	\$7.26	0	0	0	0	\$0.00
Newfoundland	569,729	2	0	2	37,918	0	37,918	\$2.28	0	0	0	\$0.00	37,918	\$2.28	1	30,183	0	30,183	\$1.42
Nova Scotia	990,635	4	3	7	143,989	0	143,989	\$9.59	28,631	0	28,631	\$7.87	172,620	\$11.55	2	92,468	0	92,468	\$7.63
Ontario	12,730,018	18	24	42	1,914,409	0	1,914,409	\$108.88	284,296	0	284,296	\$28.93	2,198,705	\$137.81	7	1,096,196	0	1,096,196	\$42.29
Prince Edward Island	149,892	1	1	2	21,676	0	21,676	\$1.19	9,482	0	9,482	\$0.75	31,158	\$1.94	0	0	0	0	\$0.00
Quebec	8,116,576	11	0	11	903,625	0	903,625	\$39.86	0	0	0	\$0.00	903,625	\$39.86	6	818,518	0	818,518	\$32.44
Saskatchewan	1,026,015	2	2	4	100,643	0	100,643	\$6.88	17,736	0	17,736	\$1.73	118,379	\$8.61	0	0	0	0	\$0.00
Yukon Territory	110,762	0	1	1	0	0	0	\$0.00	2,050	0	2,050	\$1.35	2,050	\$1.35	0	0	0	0	\$0.00
Totals.....	33,738,233	57	46	103	4,255,225	0	4,255,225	\$238.65	447,609	0	447,609	\$55.69	4,702,834	\$288.43	27	2,959,234	0	2,959,234	\$140.42