

CIRCULATION OF DAILY NEWSPAPERS OF CANADA BY POPULATION GROUPS BASED ON THE 1996 CENSUS

POPULATION- 1996 CENSUS	NUMBER OF DAILY PAPERS			MORNING PAPERS NET CIRCULATION SEPT. 30, 2003				AFTERNOON PAPERS NET CIRCULATION SEPT. 30, 2003				TOTALS		SUNDAY PAPERS NET CIRCULATION SEPT. 30, 2003				
	AMs	PMs	Total	AM circulation	Added PM circulation through combinations	Total circulation serving AM advertisers	Line rates including all combi- nations	PM circulation	Added AM circulation through combinations	Total circulation serving PM advertisers	Line rates including all combi- nations	Total AM & PM circulation	Minimum rates for AM & PM coverage	Num- ber of papers	Sunday circulation	Daily combi- nations circulation	Total circulation secured by advertisers	Total line rate
More than 1,000,000	4	0	4	608,936	0	608,936	\$24.18	0	0	0	\$0.00	608,936	\$24.18	3	595,207	0	595,207	\$22.67
500,001 to 1,000,000	10	0	10	1,760,568	0	1,760,568	\$96.04	0	0	0	\$0.00	1,760,568	\$96.04	8	1,381,615	0	1,381,615	\$54.10
100,001 to 500,000	16	2	18	1,313,840	0	1,313,840	\$72.53	44,505	0	44,505	\$7.68	1,358,345	\$74.30	9	776,018	0	776,018	\$52.02
50,001 to 100,000	16	8	24	393,701	0	393,701	\$23.54	139,085	0	139,085	\$13.12	532,786	\$36.66	6	193,095	0	193,095	\$10.51
25,000 to 50,000	7	12	19	127,794	0	127,794	\$18.41	135,530	0	135,530	\$14.07	263,324	\$32.48	1	13,299	0	13,299	\$1.12
Less than 25,000	4	24	28	50,386	0	50,386	\$3.95	128,489	0	128,489	\$20.82	178,875	\$24.77	0	0	0	0	\$0.00
Totals.....	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

CIRCULATION OF DAILY NEWSPAPERS OF CANADA BY POPULATION GROUPS BASED ON 2004 E&P ESTIMATES

POPULATION- 2004 E&P ESTIMATES	NUMBER OF DAILY PAPERS			MORNING PAPERS NET CIRCULATION SEPT. 30, 2003				AFTERNOON PAPERS NET CIRCULATION SEPT. 30, 2003				TOTALS		SUNDAY PAPERS NET CIRCULATION SEPT. 30, 2003				
	AMs	PMs	Total	AM circulation	Added PM circulation through combinations	Total circulation serving AM advertisers	Line rates including all combi- nations	PM circulation	Added AM circulation through combinations	Total circulation serving PM advertisers	Line rates including all combi- nations	Total AM & PM circulation	Minimum rates for AM & PM coverage	Num- ber of papers	Sunday circulation	Daily combi- nations circulation	Total circulation secured by advertisers	Total line rate
More than 1,000,000	4	0	4	608,936	0	608,936	\$24.18	0	0	0	\$0.00	608,936	\$24.18	3	595,207	0	595,207	\$22.67
500,001 to 1,000,000	13	0	13	2,207,947	0	2,207,947	\$116.81	0	0	0	\$0.00	2,207,947	\$116.81	9	1,580,569	0	1,580,569	\$73.36
100,001 to 500,000	16	4	20	935,709	0	935,709	\$55.81	76,112	0	76,112	\$11.26	1,011,821	\$61.16	11	641,337	0	641,337	\$37.49
50,001 to 100,000	18	9	27	418,677	0	418,677	\$35.44	155,650	0	155,650	\$12.55	574,327	\$47.99	3	128,822	0	128,822	\$5.78
25,000 to 50,000	2	12	14	33,570	0	33,570	\$2.46	119,835	0	119,835	\$14.85	153,405	\$17.31	1	13,299	0	13,299	\$1.12
Less than 25,000	4	21	25	50,386	0	50,386	\$3.95	96,012	0	96,012	\$17.03	146,398	\$20.98	0	0	0	0	\$0.00
Totals.....	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