



Comparability

2009 CCAB TRAC on Daily Newspapers

Released March 2010

Data at your fingertips for more informed
media buying decisions.*

Make more informed media buying decisions when considering Canada's daily newspapers.

The CCAB/BPA Worldwide TRAC (Trend Report About Circulation) on Canada's daily newspapers has been released for the previous calendar year—simultaneously with NADbank data. That lets you make closer comparisons and more informed decisions when considering these newspapers for your marketing investments.*

TRAC includes 12-month averages of reported top-line data for each publishing day and weekday average, including:

- Total Qualified Circulation
- Paid Circulation
- Sponsored/Free Circulation
- Circulation by Geographic Area (CMA/Non-CMA)
- Year-over-Year comparison of total qualified circulation

CCAB TRAC newspaper data serves as a complement to the full circulation reports available in the Circulation Reports library of the CCAB/BPA website at www.bpaww.com/library. Some newspaper circulation reports also show audited interactive data.

[CLICK HERE](#) to access a guide on reading the CCAB newspaper audit report.

To receive CCAB TRAC in Microsoft® Excel spreadsheet format, please register at www.bpaww.com/dailies.

CCAB welcomes your questions and comments regarding TRAC.

* Please note: When making comparisons between newspapers, data must be analyzed from like reports.

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2009 CCAB Daily Newspaper TRAC

For the period January - December 2009

Province	Publication	Market	Edition (Day)*	Total Circulation 2009			Circulation by Geo Area (CMA or CTZ & RTZ)		Total Circulation 2008	Paid	Sponsored /Free
				Total	Paid	Sponsored /Free	Total CMA	Total CTZ & RTZ			
NEWFOUNDLAND	The Western Star**	Corner Brook	Weekday Avg.	6,863	6,347	516		6,465	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
NEWFOUNDLAND	The Western Star**	Corner Brook	Monday	6,797	6,278	519		6,409	7,081	6,723	358
NEWFOUNDLAND	The Western Star**	Corner Brook	Tuesday	6,821	6,281	540		6,435	7,110	6,703	407
NEWFOUNDLAND	The Western Star**	Corner Brook	Wednesday	6,837	6,327	510		6,427	7,092	6,740	352
NEWFOUNDLAND	The Western Star**	Corner Brook	Thursday	6,813	6,306	507		6,423	7,089	6,724	365
NEWFOUNDLAND	The Western Star**	Corner Brook	Friday	7,048	6,546	502		6,634	7,253	6,899	354
NEWFOUNDLAND	The Western Star**	Corner Brook	Saturday	7,672	7,493	179		7,287	8,033	8,025	8
NEWFOUNDLAND	Telegram	St. John's	Weekday Avg.	26,266	22,530	3,736	21,825		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
NEWFOUNDLAND	Telegram	St. John's	Monday	24,321	20,620	3,701	20,073		24,950	21,404	3,546
NEWFOUNDLAND	Telegram	St. John's	Tuesday	24,493	20,770	3,723	20,218		25,338	21,646	3,692
NEWFOUNDLAND	Telegram	St. John's	Wednesday	24,783	20,992	3,791	20,424		25,812	22,072	3,740
NEWFOUNDLAND	Telegram	St. John's	Thursday	24,927	21,210	3,717	20,551		25,652	21,869	3,783
NEWFOUNDLAND	Telegram	St. John's	Friday	32,642	28,893	3,749	27,708		33,682	30,091	3,591
NEWFOUNDLAND	Telegram	St. John's	Saturday	41,470	40,166	1,304	33,664		42,740	41,759	981
NEWFOUNDLAND	Telegram	St. John's	Sunday						17,504	16,665	839
PRINCE EDWARD ISLAND	Guardian**	Charlottetown	Weekday Avg.	19,118	18,089	1,029		17,000	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
PRINCE EDWARD ISLAND	Guardian**	Charlottetown	Monday	19,118	18,108	1,010		17,022	19,397	18,116	1,281
PRINCE EDWARD ISLAND	Guardian**	Charlottetown	Tuesday	19,073	18,027	1,046		16,986	19,493	18,073	1,420
PRINCE EDWARD ISLAND	Guardian**	Charlottetown	Wednesday	18,961	17,915	1,046		16,903	19,470	18,097	1,373
PRINCE EDWARD ISLAND	Guardian**	Charlottetown	Thursday	19,118	18,080	1,038		17,027	19,535	18,204	1,331
PRINCE EDWARD ISLAND	Guardian**	Charlottetown	Friday	19,325	18,325	1,000		17,067	19,960	18,619	1,341
PRINCE EDWARD ISLAND	Guardian**	Charlottetown	Saturday	20,366	19,998	368		18,049	20,955	20,224	731
PRINCE EDWARD ISLAND	Journal Pioneer**	Summerside	Weekday Avg.	8,309	8,055	254		8,024	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
PRINCE EDWARD ISLAND	Journal Pioneer**	Summerside	Monday	8,108	7,855	253		7,855	8,594	8,111	483
PRINCE EDWARD ISLAND	Journal Pioneer**	Summerside	Tuesday	8,210	7,954	256		7,925	8,565	8,077	488
PRINCE EDWARD ISLAND	Journal Pioneer**	Summerside	Wednesday	8,263	8,006	257		7,978	8,590	8,104	486
PRINCE EDWARD ISLAND	Journal Pioneer**	Summerside	Thursday	8,391	8,137	254		8,093	8,610	8,137	473
PRINCE EDWARD ISLAND	Journal Pioneer**	Summerside	Friday	8,566	8,314	252		8,265	8,929	8,433	496
PRINCE EDWARD ISLAND	Journal Pioneer**	Summerside	Saturday	8,392	8,241	151		8,131	8,751	8,344	407
NOVA SCOTIA	Daily News**	Amherst	Weekday Avg.	2,929	2,623	306		2,925	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
NOVA SCOTIA	Daily News**	Amherst	Monday	2,865	2,583	282		2,861	2,969	2,675	294
NOVA SCOTIA	Daily News**	Amherst	Tuesday	2,917	2,617	300		2,913	3,001	2,680	321
NOVA SCOTIA	Daily News**	Amherst	Wednesday	2,947	2,634	313		2,943	3,014	2,684	330
NOVA SCOTIA	Daily News**	Amherst	Thursday	2,948	2,632	316		2,942	3,009	2,677	332
NOVA SCOTIA	Daily News**	Amherst	Friday	2,961	2,645	316		2,957	3,029	2,693	336
NOVA SCOTIA	The Post**	Cape Breton	Weekday Avg.	23,806	21,704	2,102		22,410	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
NOVA SCOTIA	The Post**	Cape Breton	Monday	23,148	21,701	1,447		22,340	24,381	22,305	2,076
NOVA SCOTIA	The Post**	Cape Breton	Tuesday	23,204	21,717	1,487		22,406	24,341	22,247	2,094
NOVA SCOTIA	The Post**	Cape Breton	Wednesday	23,312	21,727	1,585		22,521	24,338	22,290	2,048
NOVA SCOTIA	The Post**	Cape Breton	Thursday	23,344	21,822	1,522		22,553	24,635	22,413	2,222
NOVA SCOTIA	The Post**	Cape Breton	Friday	26,016	21,551	4,465		22,225	27,770	22,530	5,240
NOVA SCOTIA	The Post**	Cape Breton	Saturday	23,254	23,122	132		22,215	24,183	23,690	493
NOVA SCOTIA	News**	New Glasgow	Weekday Avg.	6,988	5,880	1,108		6,935	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		

* Weekday Average not reported in December 2008 Circulation Reports. The Weekday Average is calculated by averaging the circulation for all weekday editions throughout 2009.

** Circulation Statement (non-audited)

2009 CCAB Daily Newspaper TRAC

For the period January - December 2009

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				Total	Paid	Sponsored /Free	Total CMA	Total CTZ & RTZ			
NOVA SCOTIA	News**	New Glasgow	Monday	6,174	5,849	325		6,124	6,310	5,976	334
NOVA SCOTIA	News**	New Glasgow	Tuesday	6,214	5,897	317		6,161	6,356	6,024	332
NOVA SCOTIA	News**	New Glasgow	Wednesday	6,174	5,856	318		6,120	6,327	5,999	328
NOVA SCOTIA	News**	New Glasgow	Thursday	9,897	5,802	4,095		9,843	7,134	6,034	1,100
NOVA SCOTIA	News**	New Glasgow	Friday	6,347	5,996	351		6,293	10,055	6,129	3,926
NOVA SCOTIA	News**	New Glasgow	Saturday	6,836	6,495	341		6,773	7,005	6,618	387
NOVA SCOTIA	Daily News**	Truro	Weekday Avg.	5,800	5,453	347		5,744	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
NOVA SCOTIA	Daily News**	Truro	Monday	5,632	5,328	304		5,578	5,734	5,417	317
NOVA SCOTIA	Daily News**	Truro	Tuesday	5,721	5,410	311		5,663	5,729	5,415	314
NOVA SCOTIA	Daily News**	Truro	Wednesday	5,726	5,417	309		5,671	5,693	5,388	305
NOVA SCOTIA	Daily News**	Truro	Thursday	5,743	5,425	318		5,689	5,729	5,417	312
NOVA SCOTIA	Daily News**	Truro	Friday	6,177	5,684	493		6,116	7,171	5,709	1,462
NOVA SCOTIA	Daily News**	Truro	Saturday	6,675	6,298	377		6,602	6,796	6,465	331
QUEBEC	24 Heures	Montreal	Weekday Avg.	143,008		143,008	143,008		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
QUEBEC	24 Heures	Montreal	Monday	139,647		139,647	139,647		138,631		138,631
QUEBEC	24 Heures	Montreal	Tuesday	145,279		145,279	145,279		144,476		144,476
QUEBEC	24 Heures	Montreal	Wednesday	143,247		143,247	143,247		142,229		142,229
QUEBEC	24 Heures	Montreal	Thursday	144,939		144,939	144,939		139,310		139,310
QUEBEC	24 Heures	Montreal	Friday	141,495		141,495	141,495		139,647		139,647
QUEBEC	Metro (Montreal)	Montreal	Weekday Avg.	142,154		142,154	142,154		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
QUEBEC	Metro (Montreal)	Montreal	Monday	137,547		137,547	137,547		133,125		133,125
QUEBEC	Metro (Montreal)	Montreal	Tuesday	141,880		141,880	141,880		137,814		137,814
QUEBEC	Metro (Montreal)	Montreal	Wednesday	140,833		140,833	140,833		137,568		137,568
QUEBEC	Metro (Montreal)	Montreal	Thursday	140,646		140,646	140,646		137,386		137,386
QUEBEC	Metro (Montreal)	Montreal	Friday	149,529		149,529	149,529		143,359		143,359
QUEBEC	Journal de Montreal	Montreal	Weekday Avg.	266,160	210,621	55,539	180,133		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
QUEBEC	Journal de Montreal	Montreal	Monday	264,090	209,403	54,687	178,897		254,946	219,823	35,123
QUEBEC	Journal de Montreal	Montreal	Tuesday	264,391	209,480	54,911	178,958		256,451	221,204	35,247
QUEBEC	Journal de Montreal	Montreal	Wednesday	264,967	209,658	55,309	179,279		260,389	224,324	36,065
QUEBEC	Journal de Montreal	Montreal	Thursday	267,862	211,635	56,227	181,181		259,312	222,520	36,792
QUEBEC	Journal de Montreal	Montreal	Friday	269,272	212,801	56,471	182,215		263,109	222,617	40,492
QUEBEC	Journal de Montreal	Montreal	Saturday	290,259	232,895	57,364	196,659		290,885	245,993	44,892
QUEBEC	Journal de Montreal	Montreal	Sunday	264,678	212,162	52,516	179,704		256,232	222,046	34,186
QUEBEC	Journal de Quebec	Quebec City	Weekday Avg.	111,721	85,828	25,893	65,327		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
QUEBEC	Journal de Quebec	Quebec City	Monday	110,345	84,579	25,766	64,684		101,412	85,365	16,047
QUEBEC	Journal de Quebec	Quebec City	Tuesday	110,385	84,875	25,510	64,678		101,435	85,487	15,948
QUEBEC	Journal de Quebec	Quebec City	Wednesday	112,018	85,662	26,356	65,489		102,394	86,638	15,756
QUEBEC	Journal de Quebec	Quebec City	Thursday	112,625	86,677	25,948	65,649		102,929	86,961	15,968
QUEBEC	Journal de Quebec	Quebec City	Friday	113,232	87,334	25,898	66,138		103,203	87,245	15,958
QUEBEC	Journal de Quebec	Quebec City	Saturday	130,642	97,646	32,996	75,354		124,428	102,332	22,096
QUEBEC	Journal de Quebec	Quebec City	Sunday	114,581	86,182	28,399	67,598		103,884	83,753	20,131
ONTARIO	Examiner**	Barrie	Weekday Avg.	16,454	5,490	10,964	5,340		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Examiner**	Barrie	Monday	6,686	5,382	1,304	5,243		6,720	5,749	971

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ONTARIO	Examiner**	Barrie	Tuesday	6,821	5,481	1,340	5,331		6,718	5,760	958
ONTARIO	Examiner**	Barrie	Wednesday	8,621	5,504	3,117	5,363		47,378	5,769	41,609
ONTARIO	Examiner**	Barrie	Thursday	49,331	5,472	43,859	5,329		7,615	5,792	1,823
ONTARIO	Examiner**	Barrie	Friday	9,648	5,605	4,043	5,430		50,290	5,824	44,466
ONTARIO	Examiner**	Barrie	Saturday	6,640	5,452	1,188	5,154		6,613	5,807	806
ONTARIO	The Intelligencer**	Belleville	Weekday Avg.	11,606	10,543	1,063		11,606	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	The Intelligencer**	Belleville	Monday	11,567	10,500	1,067		11,567	12,039	11,781	258
ONTARIO	The Intelligencer**	Belleville	Tuesday	11,569	10,505	1,064		11,569	11,990	11,741	249
ONTARIO	The Intelligencer**	Belleville	Wednesday	11,580	10,515	1,065		11,580	12,045	11,792	253
ONTARIO	The Intelligencer**	Belleville	Thursday	11,569	10,503	1,066		11,569	12,063	11,809	254
ONTARIO	The Intelligencer**	Belleville	Friday	11,752	10,690	1,062		11,752	12,180	11,916	264
ONTARIO	The Intelligencer**	Belleville	Saturday	12,080	10,973	1,107		12,080	12,716	12,444	272
ONTARIO	Expositor**	Brantford	Weekday Avg.	18,290	17,968	322	12,696		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Expositor**	Brantford	Monday	17,835	17,522	313	12,377		20,388	19,952	436
ONTARIO	Expositor**	Brantford	Tuesday	18,185	17,871	314	12,638		20,414	19,967	447
ONTARIO	Expositor**	Brantford	Wednesday	18,271	17,950	321	12,684		20,475	20,030	445
ONTARIO	Expositor**	Brantford	Thursday	18,329	17,989	340	12,748		20,546	20,075	471
ONTARIO	Expositor**	Brantford	Friday	18,822	18,500	322	13,035		21,048	20,600	448
ONTARIO	Expositor**	Brantford	Saturday	19,261	19,008	253	13,246		21,593	21,193	400
ONTARIO	Recorder & Times**	Brockville	Weekday Avg.	9,615	9,615			9,516	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Recorder & Times**	Brockville	Monday						11,406	11,133	273
ONTARIO	Recorder & Times**	Brockville	Tuesday	9,524	9,524			9,426	11,412	11,123	289
ONTARIO	Recorder & Times**	Brockville	Wednesday	9,452	9,452			9,355	11,399	11,113	286
ONTARIO	Recorder & Times**	Brockville	Thursday	9,512	9,512			9,417	11,465	11,173	292
ONTARIO	Recorder & Times**	Brockville	Friday	9,984	9,984			9,880	12,278	11,983	295
ONTARIO	Recorder & Times**	Brockville	Saturday	10,054	10,054			9,931	12,193	11,903	290
ONTARIO	Daily News	Chatham	Weekday Avg.	9,305	9,024	281		9,245	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Daily News	Chatham	Monday						11,385	11,179	206
ONTARIO	Daily News	Chatham	Tuesday	9,222	8,951	271		9,162	11,276	11,078	198
ONTARIO	Daily News	Chatham	Wednesday	9,155	8,881	274		9,097	11,488	11,290	198
ONTARIO	Daily News	Chatham	Thursday	9,169	8,867	302		9,111	11,294	11,107	187
ONTARIO	Daily News	Chatham	Friday	9,686	9,412	274		9,622	11,866	11,687	179
ONTARIO	Daily News	Chatham	Saturday	9,552	9,305	247		9,488	11,705	11,527	178
ONTARIO	Standard Freeholder**	Cornwall	Weekday Avg.	15,910	11,696	4,214		14,291	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Standard Freeholder**	Cornwall	Monday	11,913	11,704	209		10,702	13,282	13,104	178
ONTARIO	Standard Freeholder**	Cornwall	Tuesday	11,849	11,641	208		10,664	13,231	13,050	181
ONTARIO	Standard Freeholder**	Cornwall	Wednesday	11,883	11,666	217		10,676	13,269	13,084	185
ONTARIO	Standard Freeholder**	Cornwall	Thursday	13,026	11,694	1,332		11,703	13,616	13,111	505
ONTARIO	Standard Freeholder**	Cornwall	Friday	31,006	11,782	19,224		27,822	28,201	13,158	15,043
ONTARIO	Standard Freeholder**	Cornwall	Saturday	12,057	11,961	96		10,814	14,776	13,391	1,385
ONTARIO	Mercury**	Guelph	Weekday Avg.	13,049	11,672	1,377	11,668		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Mercury**	Guelph	Monday	12,989	11,602	1,387	11,622		12,898	11,586	1,312
ONTARIO	Mercury**	Guelph	Tuesday	12,935	11,566	1,369	11,575		12,938	11,544	1,394

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ONTARIO	Mercury**	Guelph	Wednesday	13,063	11,621	1,442	11,679			13,013	11,633	1,380
ONTARIO	Mercury**	Guelph	Thursday	13,096	11,624	1,472	11,716			13,084	11,627	1,457
ONTARIO	Mercury**	Guelph	Friday	13,163	11,951	1,212	11,747			13,148	11,874	1,274
ONTARIO	Mercury**	Guelph	Saturday	13,476	13,059	417	11,870			13,539	12,802	737
ONTARIO	Spectator	Hamilton	Weekday Avg.	101,979	94,028	7,951	88,401			* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Spectator	Hamilton	Monday	102,178	93,727	8,451	88,167			106,834	93,217	13,617
ONTARIO	Spectator	Hamilton	Tuesday	102,386	93,435	8,951	89,094			104,859	92,484	12,375
ONTARIO	Spectator	Hamilton	Wednesday	103,413	93,884	9,529	88,841			104,635	92,924	11,711
ONTARIO	Spectator	Hamilton	Thursday	101,018	94,473	6,545	87,927			104,156	93,604	10,552
ONTARIO	Spectator	Hamilton	Friday	100,900	94,609	6,291	87,936			104,617	94,220	10,397
ONTARIO	Spectator	Hamilton	Saturday	108,838	105,694	3,144	93,569			114,148	107,214	6,934
ONTARIO	Whig-Standard	Kingston	Weekday Avg.	22,892	21,486	1,406	15,028			* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Whig-Standard	Kingston	Monday	22,770	21,453	1,317	14,875			23,760	22,892	868
ONTARIO	Whig-Standard	Kingston	Tuesday	22,772	21,363	1,409	14,968			23,633	22,716	917
ONTARIO	Whig-Standard	Kingston	Wednesday	22,923	21,503	1,420	15,049			23,862	22,957	905
ONTARIO	Whig-Standard	Kingston	Thursday	22,820	21,380	1,440	15,001			23,678	22,798	880
ONTARIO	Whig-Standard	Kingston	Friday	23,176	21,738	1,438	15,244			24,014	23,128	886
ONTARIO	Whig-Standard	Kingston	Saturday	26,278	25,634	644	16,769			27,972	27,343	629
ONTARIO	Waterloo Region Record	Waterloo	Weekday Avg.	61,527	54,701	6,826	50,182			* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Waterloo Region Record	Waterloo	Monday	60,938	54,190	6,748	49,748			61,625	55,673	5,952
ONTARIO	Waterloo Region Record	Waterloo	Tuesday	60,908	54,121	6,787	49,704			62,087	55,982	6,105
ONTARIO	Waterloo Region Record	Waterloo	Wednesday	61,494	54,637	6,857	50,208			62,370	56,365	6,005
ONTARIO	Waterloo Region Record	Waterloo	Thursday	61,581	54,512	7,069	50,299			62,859	56,519	6,340
ONTARIO	Waterloo Region Record	Waterloo	Friday	62,702	56,041	6,661	50,939			64,397	58,441	5,956
ONTARIO	Waterloo Region Record	Waterloo	Saturday	63,147	61,240	1,907	50,137			65,688	64,147	1,541
ONTARIO	Free Press	London	Weekday Avg.	76,151	73,258	2,893	53,461			* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Free Press	London	Monday	75,348	72,558	2,790	52,678			78,276	75,437	2,839
ONTARIO	Free Press	London	Tuesday	75,219	72,301	2,918	52,739			78,145	75,549	2,596
ONTARIO	Free Press	London	Wednesday	75,488	72,484	3,004	52,907			78,251	75,673	2,578
ONTARIO	Free Press	London	Thursday	75,263	72,383	2,880	52,800			78,225	75,633	2,592
ONTARIO	Free Press	London	Friday	79,318	76,449	2,869	56,073			80,850	78,179	2,671
ONTARIO	Free Press	London	Saturday	88,849	86,859	1,990	63,103			94,068	92,349	1,719
ONTARIO	Free Press	London	Sunday							60,592	58,792	1,800
ONTARIO	The Review**	Niagara Falls	Weekday Avg.	19,115	12,049	7,066	18,348			* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	The Review**	Niagara Falls	Monday	12,703	12,028	675	11,937			13,340	12,472	868
ONTARIO	The Review**	Niagara Falls	Tuesday	12,657	11,996	661	11,911			13,289	12,461	828
ONTARIO	The Review**	Niagara Falls	Wednesday	12,871	12,185	686	12,105			13,310	12,482	828
ONTARIO	The Review**	Niagara Falls	Thursday	14,611	12,058	2,553	13,811			13,298	12,489	809
ONTARIO	The Review**	Niagara Falls	Friday	42,908	11,974	30,934	42,151			42,569	12,381	30,188
ONTARIO	The Review**	Niagara Falls	Saturday	14,289	12,169	2,120	11,917			15,107	12,786	2,321
ONTARIO	The Nugget	North Bay	Weekday Avg.	19,521	12,208	7,313		19,272		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	The Nugget	North Bay	Monday	12,374	11,849	525		12,136		13,292	12,847	445
ONTARIO	The Nugget	North Bay	Tuesday	12,512	11,958	554		12,266		13,280	12,811	469

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ONTARIO	The Nugget	North Bay	Wednesday	12,482	11,961	521		12,224	13,934	12,876	1,058
ONTARIO	The Nugget	North Bay	Thursday	14,168	12,253	1,915		13,922	14,089	12,986	1,103
ONTARIO	The Nugget	North Bay	Friday	46,985	13,046	33,939		46,726	45,571	14,070	31,503
ONTARIO	The Nugget	North Bay	Saturday	13,770	13,251	519		13,483	14,679	14,236	443
ONTARIO	Packet & Times	Orillia	Weekday Avg.	9,802	5,953	3,849		9,759	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Packet & Times	Orillia	Monday	6,225	5,946	279		6,185	6,502	6,229	273
ONTARIO	Packet & Times	Orillia	Tuesday	6,138	5,953	185		6,037	6,402	6,230	172
ONTARIO	Packet & Times	Orillia	Wednesday	6,141	5,958	183		6,098	10,566	6,239	4,327
ONTARIO	Packet & Times	Orillia	Thursday	21,284	5,850	15,434		21,243	18,045	6,235	11,810
ONTARIO	Packet & Times	Orillia	Friday	8,776	6,066	2,710		8,725	22,497	6,296	16,201
ONTARIO	Packet & Times	Orillia	Saturday	6,483	6,026	457		6,442	6,865	6,343	522
ONTARIO	24 Hours	Ottawa	Weekday Avg.	32,568		32,568	32,568		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	24 Hours	Ottawa	Monday	31,428		31,428	31,428		35,451		35,451
ONTARIO	24 Hours	Ottawa	Tuesday	31,653		31,653	31,653		35,296		35,296
ONTARIO	24 Hours	Ottawa	Wednesday	31,678		31,678	31,678		35,565		35,565
ONTARIO	24 Hours	Ottawa	Thursday	31,940		31,940	31,940		35,826		35,826
ONTARIO	24 Hours	Ottawa	Friday	35,938		35,938	35,938		37,673		37,673
ONTARIO	Sun (Ottawa)	Ottawa	Weekday Avg.	46,052	39,039	7,013	36,668		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Sun (Ottawa)	Ottawa	Monday	45,621	38,682	6,939	36,057		48,350	40,620	7,730
ONTARIO	Sun (Ottawa)	Ottawa	Tuesday	46,160	39,198	6,962	36,815		48,931	41,292	7,639
ONTARIO	Sun (Ottawa)	Ottawa	Wednesday	45,924	39,101	6,823	36,612		48,369	40,770	7,599
ONTARIO	Sun (Ottawa)	Ottawa	Thursday	45,994	39,082	6,912	36,692		48,647	40,968	7,679
ONTARIO	Sun (Ottawa)	Ottawa	Friday	46,532	39,102	7,430	37,117		49,091	40,919	8,172
ONTARIO	Sun (Ottawa)	Ottawa	Saturday	37,646	30,794	6,852	28,355		40,338	32,186	8,152
ONTARIO	Sun (Ottawa)	Ottawa	Sunday	41,199	35,838	5,361	29,972		45,454	37,873	7,581
ONTARIO	Sun Times	Owen Sound	Weekday Avg.	13,519	13,274	245		13,344	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Sun Times	Owen Sound	Monday	12,884	12,643	241		12,722	14,614	14,406	208
ONTARIO	Sun Times	Owen Sound	Tuesday	13,281	13,043	238		13,110	14,609	14,417	192
ONTARIO	Sun Times	Owen Sound	Wednesday	13,416	13,150	266		13,244	14,724	14,525	199
ONTARIO	Sun Times	Owen Sound	Thursday	13,525	13,287	238		13,348	14,996	14,806	190
ONTARIO	Sun Times	Owen Sound	Friday	14,465	14,221	244		14,271	16,137	15,938	199
ONTARIO	Sun Times	Owen Sound	Saturday	13,843	13,755	88		13,658	15,521	15,424	97
ONTARIO	The Daily Observer**	Pembroke	Weekday Avg.	5,621	4,751	870		5,416	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	The Daily Observer**	Pembroke	Monday						5,584	5,272	312
ONTARIO	The Daily Observer**	Pembroke	Tuesday	5,633	4,753	880		5,427	5,598	5,299	299
ONTARIO	The Daily Observer**	Pembroke	Wednesday	5,671	4,804	867		5,458	5,658	5,369	289
ONTARIO	The Daily Observer**	Pembroke	Thursday	5,555	4,688	867		5,354	5,581	5,290	291
ONTARIO	The Daily Observer**	Pembroke	Friday	5,621	4,760	861		5,420	5,670	5,385	285
ONTARIO	The Daily Observer**	Pembroke	Saturday	5,755	5,139	616		5,567	5,887	5,814	73
ONTARIO	Examiner**	Peterborough	Weekday Avg.	24,929	15,808	9,121	24,600		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Examiner**	Peterborough	Monday	18,661	15,855	2,806	18,325		18,104	17,412	692
ONTARIO	Examiner**	Peterborough	Tuesday	18,854	15,860	2,994	18,527		18,108	17,412	696
ONTARIO	Examiner**	Peterborough	Wednesday	20,154	15,879	4,275	19,822		19,248	17,460	1,788

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ONTARIO	Examiner**	Peterborough	Thursday	47,145	15,409	31,736	46,826		31,651	17,440	14,211
ONTARIO	Examiner**	Peterborough	Friday	18,911	16,051	2,860	18,575		32,141	17,145	14,966
ONTARIO	Examiner**	Peterborough	Saturday	19,394	16,693	2,701	19,008		18,939	18,471	468
ONTARIO	The Standard	St. Catharines	Weekday Avg.	32,473	21,026	11,447	28,761		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	The Standard	St. Catharines	Monday	22,608	21,162	1,446	18,922		25,219	23,241	1,978
ONTARIO	The Standard	St. Catharines	Tuesday	22,583	21,155	1,428	18,866		25,168	23,161	2,007
ONTARIO	The Standard	St. Catharines	Wednesday	22,807	21,316	1,491	19,062		25,343	23,430	1,913
ONTARIO	The Standard	St. Catharines	Thursday	25,640	21,399	4,241	21,899		26,203	23,394	2,809
ONTARIO	The Standard	St. Catharines	Friday	68,280	20,099	48,181	64,615		68,025	22,479	45,546
ONTARIO	The Standard	St. Catharines	Saturday	24,143	23,649	494	19,947		26,677	25,167	1,510
ONTARIO	Times-Journal**	St. Thomas	Weekday Avg.	4,628	4,607	21	3,201		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Times-Journal**	St. Thomas	Monday						5,663	5,622	41
ONTARIO	Times-Journal**	St. Thomas	Tuesday	4,649	4,628	21	3,224		5,644	5,604	40
ONTARIO	Times-Journal**	St. Thomas	Wednesday	4,567	4,546	21	3,145		5,659	5,619	40
ONTARIO	Times-Journal**	St. Thomas	Thursday	4,621	4,600	21	3,200		5,672	5,631	41
ONTARIO	Times-Journal**	St. Thomas	Friday	4,673	4,652	21	3,234		5,692	5,651	41
ONTARIO	Times-Journal**	St. Thomas	Saturday	4,818	4,796	22	3,342		5,805	5,767	38
ONTARIO	The Observer**	Sarnia	Weekday Avg.	14,347	14,280	67		14,177	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	The Observer**	Sarnia	Monday	14,292	14,229	63		14,123	16,060	15,890	170
ONTARIO	The Observer**	Sarnia	Tuesday	14,266	14,204	62		14,099	16,024	15,860	164
ONTARIO	The Observer**	Sarnia	Wednesday	14,313	14,231	82		14,143	16,059	15,896	163
ONTARIO	The Observer**	Sarnia	Thursday	14,322	14,260	62		14,151	16,098	15,932	166
ONTARIO	The Observer**	Sarnia	Friday	14,547	14,481	66		14,371	16,309	16,146	163
ONTARIO	The Observer**	Sarnia	Saturday	16,302	16,301	1		16,015	18,569	18,418	151
ONTARIO	Sault Star	Sault Ste. Marie	Weekday Avg.	18,337	14,891	3,446		18,250	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Sault Star	Sault Ste. Marie	Monday	14,440	14,201	239		14,354	15,724	15,422	302
ONTARIO	Sault Star	Sault Ste. Marie	Tuesday	14,488	14,251	237		14,397	15,736	15,434	302
ONTARIO	Sault Star	Sault Ste. Marie	Wednesday	14,573	14,337	236		14,483	15,866	15,562	304
ONTARIO	Sault Star	Sault Ste. Marie	Thursday	16,265	15,149	1,116		16,184	16,259	15,939	320
ONTARIO	Sault Star	Sault Ste. Marie	Friday	31,199	16,505	15,494		31,909	23,259	18,178	5,081
ONTARIO	Sault Star	Sault Ste. Marie	Saturday	15,654	15,316	338		15,537	17,321	16,666	655
ONTARIO	Beacon-Herald**	Stratford	Weekday Avg.	8,320	8,135	185		8,164	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Beacon-Herald**	Stratford	Monday	8,188	8,009	179		8,036	8,962	8,904	58
ONTARIO	Beacon-Herald**	Stratford	Tuesday	8,354	8,169	185		8,198	8,863	8,797	66
ONTARIO	Beacon-Herald**	Stratford	Wednesday	8,373	8,185	188		8,217	8,879	8,814	65
ONTARIO	Beacon-Herald**	Stratford	Thursday	8,378	8,191	187		8,221	8,885	8,820	65
ONTARIO	Beacon-Herald**	Stratford	Friday	8,291	8,108	183		8,133	9,032	8,966	66
ONTARIO	Beacon-Herald**	Stratford	Saturday	8,752	8,572	180		8,567	9,294	9,233	61
ONTARIO	The Sudbury Star	Sudbury	Weekday Avg.	15,466	14,026	1,440		14,683	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	The Sudbury Star	Sudbury	Monday	14,952	13,530	1,422		14,250	15,843	14,514	1,329
ONTARIO	The Sudbury Star	Sudbury	Tuesday	15,096	13,623	1,473		14,384	15,944	14,577	1,367
ONTARIO	The Sudbury Star	Sudbury	Wednesday	15,067	13,618	1,449		14,347	16,083	14,723	1,360
ONTARIO	The Sudbury Star	Sudbury	Thursday	17,075	15,607	1,468		16,021	18,151	16,779	1,372
ONTARIO	The Sudbury Star	Sudbury	Friday	15,120	13,732	1,388		14,392	36,120	14,673	21,447

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ONTARIO	The Sudbury Star	Sudbury	Saturday	15,931	15,045	886		15,094	17,062	16,252	810
ONTARIO	The Daily Press**	Timmins	Weekday Avg.	9,300	7,399	1,901		8,084	* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	The Daily Press**	Timmins	Monday	7,379	7,255	124		6,205	7,986	7,809	177
ONTARIO	The Daily Press**	Timmins	Tuesday	7,382	7,259	123		6,195	7,989	7,816	173
ONTARIO	The Daily Press**	Timmins	Wednesday	7,619	7,288	331		6,402	8,076	7,905	171
ONTARIO	The Daily Press**	Timmins	Thursday	7,849	7,397	452		6,611	8,121	7,947	174
ONTARIO	The Daily Press**	Timmins	Friday	16,551	7,814	8,737		15,285	17,057	8,614	8,443
ONTARIO	The Daily Press**	Timmins	Saturday	7,682	7,564	118		6,412	8,312	8,140	172
ONTARIO	24 Hours	Toronto	Weekday Avg.	247,236		247,236	238,103		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	24 Hours	Toronto	Monday	244,715		244,715	235,662		262,727		262,727
ONTARIO	24 Hours	Toronto	Tuesday	246,619		246,619	237,534		264,593		264,593
ONTARIO	24 Hours	Toronto	Wednesday	247,769		247,769	238,547		261,345		261,345
ONTARIO	24 Hours	Toronto	Thursday	245,126		245,126	236,078		265,754		265,754
ONTARIO	24 Hours	Toronto	Friday	251,502		251,502	242,255		271,545		271,545
ONTARIO	Metro (Toronto)	Toronto	Weekday Avg.	258,858		258,858	251,539		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Metro (Toronto)	Toronto	Monday	253,512		253,512	246,224		270,393		270,393
ONTARIO	Metro (Toronto)	Toronto	Tuesday	260,039		260,039	252,644		274,568		274,568
ONTARIO	Metro (Toronto)	Toronto	Wednesday	259,489		259,489	252,094		271,953		271,953
ONTARIO	Metro (Toronto)	Toronto	Thursday	258,414		258,414	251,160		275,622		275,622
ONTARIO	Metro (Toronto)	Toronto	Friday	261,337		261,337	254,081		277,496		277,496
ONTARIO	Toronto Star	Toronto	Weekday Avg.	390,163	284,175	105,988	312,572		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Toronto Star	Toronto	Monday	391,021	286,303	104,718	314,100		416,417	309,793	106,624
ONTARIO	Toronto Star	Toronto	Tuesday	386,540	280,271	106,269	310,271		415,609	307,019	108,590
ONTARIO	Toronto Star	Toronto	Wednesday	389,731	284,675	105,056	312,121		419,628	306,395	113,233
ONTARIO	Toronto Star	Toronto	Thursday	389,757	284,109	105,648	311,878		420,772	307,197	113,575
ONTARIO	Toronto Star	Toronto	Friday	393,835	285,545	108,290	314,587		422,922	310,169	112,753
ONTARIO	Toronto Star	Toronto	Saturday	566,706	460,709	105,997	422,079		608,001	477,683	130,318
ONTARIO	Toronto Star	Toronto	Sunday	347,790	317,602	30,188	245,870		360,358	331,504	28,854
ONTARIO	Toronto Sun (Toronto)	Toronto	Weekday Avg.	178,461	136,831	41,630	130,019		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Toronto Sun (Toronto)	Toronto	Monday	175,339	136,601	38,738	127,498		181,916	154,602	27,314
ONTARIO	Toronto Sun (Toronto)	Toronto	Tuesday	179,785	138,012	41,773	131,346		184,470	156,570	27,900
ONTARIO	Toronto Sun (Toronto)	Toronto	Wednesday	180,732	139,007	41,725	131,901		185,460	157,399	28,061
ONTARIO	Toronto Sun (Toronto)	Toronto	Thursday	181,227	138,844	42,383	132,304		187,663	159,430	28,233
ONTARIO	Toronto Sun (Toronto)	Toronto	Friday	175,011	131,516	43,495	126,864		182,856	154,513	28,343
ONTARIO	Toronto Sun (Toronto)	Toronto	Saturday	147,559	119,703	27,856	107,332		157,220	133,452	23,768
ONTARIO	Toronto Sun (Toronto)	Toronto	Sunday	282,389	200,644	81,745	202,804		319,499	246,898	72,601
ONTARIO	Tribune**	Welland	Weekday Avg.	13,443	10,955	2,488	11,169		* Weekday Avg. not reported in Dec. 2008 Circulation Reports		
ONTARIO	Tribune**	Welland	Monday	11,118	10,945	173	8,846		12,054	11,690	364
ONTARIO	Tribune**	Welland	Tuesday	11,131	10,961	170	8,887		12,061	11,678	383
ONTARIO	Tribune**	Welland	Wednesday	11,043	10,868	175	8,799		12,093	11,715	378
ONTARIO	Tribune**	Welland	Thursday	11,617	11,003	614	9,330		12,097	11,719	378
ONTARIO	Tribune**	Welland	Friday	22,378	10,996	11,382	20,058		36,245	11,628	24,617
ONTARIO	Tribune**	Welland	Saturday	11,173	11,152	21	8,844		12,204	11,914	290

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MANITOBA	Sun (Winnipeg)	Winnipeg	Weekday Avg.	50,173	26,945	23,228	42,466				* Weekday Avg. not reported in Dec. 2008 Circulation Reports
MANITOBA	Sun (Winnipeg)	Winnipeg	Monday	49,634	26,411	23,223	42,132		38,564	32,087	6,477
MANITOBA	Sun (Winnipeg)	Winnipeg	Tuesday	49,969	26,621	23,348	42,386		38,065	31,529	6,536
MANITOBA	Sun (Winnipeg)	Winnipeg	Wednesday	49,805	26,554	23,251	42,252		38,423	31,839	6,584
MANITOBA	Sun (Winnipeg)	Winnipeg	Thursday	50,428	27,048	23,380	42,629		38,477	32,019	6,458
MANITOBA	Sun (Winnipeg)	Winnipeg	Friday	51,062	28,135	22,927	42,946		39,555	33,016	6,539
MANITOBA	Sun (Winnipeg)	Winnipeg	Saturday	48,672	26,394	22,278	41,019		36,456	30,888	5,568
MANITOBA	Sun (Winnipeg)	Winnipeg	Sunday	45,466	29,261	16,205	37,902		43,926	35,451	8,475
SASKATCHEWAN	Daily Herald**	Prince Albert	Weekday Avg.	6,095	5,922	173		6,020			* Weekday Avg. not reported in Dec. 2008 Circulation Reports
SASKATCHEWAN	Daily Herald**	Prince Albert	Monday	5,961	5,799	162		5,889	6,804	6,472	332
SASKATCHEWAN	Daily Herald**	Prince Albert	Tuesday	6,011	5,835	176		5,936	6,851	6,524	327
SASKATCHEWAN	Daily Herald**	Prince Albert	Wednesday	6,023	5,846	177		5,948	6,846	6,517	329
SASKATCHEWAN	Daily Herald**	Prince Albert	Thursday	6,077	5,900	177		6,002	6,921	6,601	320
SASKATCHEWAN	Daily Herald**	Prince Albert	Friday	6,391	6,219	172		6,309	7,343	7,016	327
SASKATCHEWAN	Daily Herald**	Prince Albert	Saturday	6,445	6,300	145		6,354	7,411	7,106	305
ALBERTA	24 Hours	Calgary	Weekday Avg.	39,584		39,584	39,584				* Weekday Avg. not reported in Dec. 2008 Circulation Reports
ALBERTA	24 Hours	Calgary	Monday	39,629		39,629	39,629		45,843		45,843
ALBERTA	24 Hours	Calgary	Tuesday	39,328		39,328	39,328		46,018		46,018
ALBERTA	24 Hours	Calgary	Wednesday	39,175		39,175	39,175		46,134		46,134
ALBERTA	24 Hours	Calgary	Thursday	39,662		39,662	39,662		46,472		46,472
ALBERTA	24 Hours	Calgary	Friday	40,058		40,058	40,058		47,193		47,193
ALBERTA	Sun (Calgary)	Calgary	Weekday Avg.	48,948	40,569	8,379	38,449				* Weekday Avg. not reported in Dec. 2008 Circulation Reports
ALBERTA	Sun (Calgary)	Calgary	Monday	46,099	37,818	8,281	38,057		51,003	45,357	5,646
ALBERTA	Sun (Calgary)	Calgary	Tuesday	49,434	40,906	8,528	38,338		52,121	46,482	5,639
ALBERTA	Sun (Calgary)	Calgary	Wednesday	49,536	41,128	8,408	38,334		52,676	47,004	5,672
ALBERTA	Sun (Calgary)	Calgary	Thursday	49,778	41,440	8,338	38,586		52,776	47,022	5,754
ALBERTA	Sun (Calgary)	Calgary	Friday	49,208	40,890	8,318	38,854		52,228	46,403	5,825
ALBERTA	Sun (Calgary)	Calgary	Saturday	49,115	42,742	6,373	39,613		50,464	45,600	4,864
ALBERTA	Sun (Calgary)	Calgary	Sunday	68,442	62,202	6,240	56,140		73,995	69,586	4,409
ALBERTA	24 Hours	Edmonton	Weekday Avg.	31,612		31,612	31,612				* Weekday Avg. not reported in Dec. 2008 Circulation Reports
ALBERTA	24 Hours	Edmonton	Monday	31,474		31,474	31,474		35,861		35,861
ALBERTA	24 Hours	Edmonton	Tuesday	31,612		31,612	31,612		35,785		35,785
ALBERTA	24 Hours	Edmonton	Wednesday	31,409		31,409	31,409		35,692		35,692
ALBERTA	24 Hours	Edmonton	Thursday	31,517		31,517	31,517		36,119		36,119
ALBERTA	24 Hours	Edmonton	Friday	33,362		33,362	33,362		38,371		38,371
ALBERTA	Sun (Edmonton)	Edmonton	Weekday Avg.	55,955	48,709	7,246	40,877				* Weekday Avg. not reported in Dec. 2008 Circulation Reports
ALBERTA	Sun (Edmonton)	Edmonton	Monday	55,761	48,424	7,337	40,961		61,447	54,734	6,713
ALBERTA	Sun (Edmonton)	Edmonton	Tuesday	55,743	48,497	7,246	40,773		62,145	55,312	6,833
ALBERTA	Sun (Edmonton)	Edmonton	Wednesday	56,096	48,913	7,183	40,984		63,557	56,189	7,368
ALBERTA	Sun (Edmonton)	Edmonton	Thursday	56,588	49,144	7,444	41,286		63,597	56,216	7,381
ALBERTA	Sun (Edmonton)	Edmonton	Friday	55,562	48,527	7,035	40,396		61,877	54,937	6,940
ALBERTA	Sun (Edmonton)	Edmonton	Saturday	50,317	45,843	4,474	36,524		58,408	51,749	6,659
ALBERTA	Sun (Edmonton)	Edmonton	Sunday	67,371	63,155	4,216	51,518		77,818	72,070	5,748

* Weekday Average not reported in December 2008 Circulation Reports. The Weekday Average is calculated by averaging the circulation for all weekday editions throughout 2009.

** Circulation Statement (non-audited)



2009 CCAB Daily Newspaper TRAC

For the period January - December 2009

Province	Publication	Market	Edition (Day)*	Circulation by Geo Area (CMA or CTZ & RTZ)			Total CMA	Total CTZ & RTZ	Total Circulation 2008	Paid	Sponsored /Free
				Total Circulation 2009	Paid	Sponsored /Free					
BRITISH COLUMBIA	24 Hours	Vancouver	Weekday Avg.	122,330		122,330	122,330	* Weekday Avg. not reported in Dec. 2008 Circulation Reports			
BRITISH COLUMBIA	24 Hours	Vancouver	Monday	120,137		120,137	120,137	124,714		124,714	
BRITISH COLUMBIA	24 Hours	Vancouver	Tuesday	121,488		121,488	121,488	126,972		126,972	
BRITISH COLUMBIA	24 Hours	Vancouver	Wednesday	122,069		122,069	122,069	125,440		125,440	
BRITISH COLUMBIA	24 Hours	Vancouver	Thursday	122,841		122,841	122,841	127,069		127,069	
BRITISH COLUMBIA	24 Hours	Vancouver	Friday	124,954		124,954	124,954	135,293		135,293	

* Weekday Average not reported in December 2008 Circulation Reports. The Weekday Average is calculated by averaging the circulation for all weekday editions throughout 2009.

** Circulation Statement (non-audited)

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