

# About Us

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**“To reach the heart of a community, you first must reach the hearts of its citizens. That’s what Northern Life strives for in every issue, special product, or web page we create and every sponsorship or event we are a part of. We are committed to our community.**

**For over forty years, Northern Life has been reporting on the events, activities and changes within the City of Greater Sudbury. We are the witness of events unique to our community, providing insight and vision as we move forward.”**

Northern Life is the City of Greater Sudbury’s Community newspaper since 1973. Our key strength is in our mass reach. We are a tabloid format, mass distributed publication, with controlled circulation audited by C.C.A.B.. We have the highest voluntary paid subscription of any community paper in all of Canada. Our paper is published on Thursdays.

According to the recent independent research conducted by ComBase, Northern Life has the highest readership of all community and daily papers in Sudbury reaching 64% of the Sudbury population with one issue alone!

Our editorial features local news and information of most importance to the residents of our community. Targeted specialty publications and feature sections are published throughout the year, highlighting a wide variety of timely topics of interest to both our advertisers and readers.

With our very successful and award winning online edition, [northernlife.ca](http://northernlife.ca) and electronic newsletters, we have become an ambassador to the City of Greater Sudbury. Up to date local news and information is available online to everyone, including former residents and new visitors from other cities or other countries around the globe.

We publish more ads in each of our categories. We also distribute over 90% of all local and national flyers in this market with over 60 million flyers distributed in 2011 alone!

Our national customer base continues to grow each year, earning us national accounts such as:

GM  
Ford  
Sears  
Best Buy  
Food Basics

Leons  
The Brick  
Canadian Tire  
Walmart  
Hyundai

Sport Chek  
Shoppers Drugmart  
Staples  
Your Independent Grocer  
Michael's

Princess Auto  
Lowe's  
Home Depot  
Metro

**With Northern Life, you will reach the heart of our community. We deliver the readership and results you deserve to maximize your advertising investment.**