GREATER SUDBURY'S COMMUNITY NEWSPAPER

Readership & Demographic NORTHERN GREATER SUDBURY'S COMMUNIC



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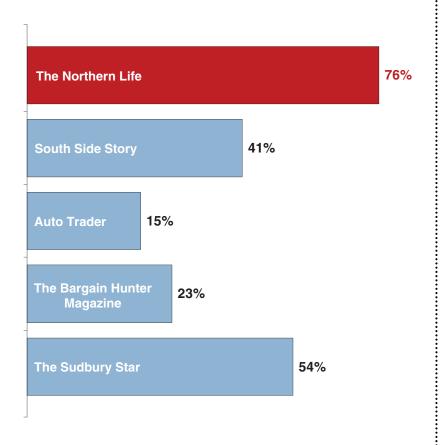
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NET READERSHIP*

76% of Sudbury adults read any of the last 4 issues of The Northern Life.



NEWSPAPER READERSHIP

- 89% of Sudbury adults read any community newspaper.
- 56% of Sudbury adults read any daily newspaper.
- 36% of Sudbury adults can only be reached with community newspapers.

READER DEMOGRAPHICS: The Northern Life

• 75% of females read The Northern Life.*

| GENDER | |
|---------------------|-----|
| Male | 76% |
| Female | 75% |
| AGE | |
| 18-34 years old | 52% |
| 35-49 years old | 83% |
| 50+ years old | 81% |
| EDUCATION | |
| High School or less | 74% |
| Tech. or College | 76% |
| University + | 82% |
| HOUSEHOLD INCOME | |
| <\$30K | 58% |
| \$30-49K | 85% |
| >\$50K | 81% |
| RESIDENCE | |
| Own Residence | 76% |
| Rent Residence | 77% |
| FAMILY STATUS | |
| With children | 76% |
| Without children | 76% |

Source: ComBase 2008