

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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Toronto Star
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Email: smacleod@thestar.ca
Website: www.thestar.com
Established in 1892
Frequency: Daily (Monday - Sunday)



PUBLISHER'S STATED PUBLISHING AND CIRCULATION POLICY INFORMATION

The Toronto Star is a daily newspaper (Monday to Sunday) serving the CMA of Toronto and surrounding area.

TOTAL AVERAGE CIRCULATION FOR THE 12 MONTH PERIOD ENDING DECEMBER 2009

	Weekday Average*	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
TOTAL CIRCULATION	390,163	391,021	386,540	389,731	389,757	393,835	566,706	347,790

1. AVERAGE CIRCULATION FOR THE 12 MONTH PERIOD ENDING DECEMBER 2009

Total Average Circulation	Weekday Average*	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
I. Paid for by Individual Recipient								
- Home Delivery _____	243,476	247,084	240,691	243,380	242,564	243,795	354,535	262,820
- Single Copy _____	40,699	39,219	39,580	41,295	41,545	41,750	106,174	54,782
- Hotel _____	-	-	-	-	-	-	-	-
- E-edition _____	-	-	-	-	-	-	-	-
- Other _____	-	-	-	-	-	-	-	-
TOTAL	284,175	286,303	280,271	284,675	284,109	285,545	460,709	317,602
II. Sponsored by Third Party or Free								
- Home Delivery _____	44,096	46,463	44,026	43,420	42,752	43,978	51,971	691
- Single Copy _____	35,348	33,176	34,623	35,116	36,577	37,144	49,684	28,692
- E-edition _____	-	-	-	-	-	-	-	-
- Educational _____	26,544	25,079	27,620	26,520	26,319	27,168	4,342	805
- Educational: E-edition _____	-	-	-	-	-	-	-	-
- Other _____	-	-	-	-	-	-	-	-
TOTAL	105,988	104,718	106,269	105,056	105,648	108,290	105,997	30,188
TOTAL CIRCULATION	390,163	391,021	386,540	389,731	389,757	393,835	566,706	347,790

1a. AVERAGE CIRCULATION FOR THE 12 MONTH PERIOD ENDING DECEMBER 2009

Total Average Circulation	Weekday Average*	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
I. Paid for by Individual Recipient									
Sold at ≥ 50% rate	- Home Delivery _____	203,546	206,920	200,650	203,508	202,887	203,875	311,109	232,585
	- Single Copy _____	40,699	39,219	39,580	41,295	41,545	41,750	106,174	54,782
	- Hotel _____	-	-	-	-	-	-	-	-
	- E-edition _____	-	-	-	-	-	-	-	-
	- Other _____	-	-	-	-	-	-	-	-
TOTAL CIRCULATION	244,245	246,139	240,230	244,803	244,432	245,625	417,283	287,367	

1b. AVERAGE CIRCULATION FOR THE 12 MONTH PERIOD ENDING DECEMBER 2009

Total Average Circulation	Weekday Average*	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
I. Paid for by Individual Recipient									
Sold at < 50% rate	- Home Delivery _____	39,930	40,164	40,041	39,872	39,677	39,920	43,426	30,235
	- Single Copy _____	-	-	-	-	-	-	-	-
	- Hotel _____	-	-	-	-	-	-	-	-
	- E-edition _____	-	-	-	-	-	-	-	-
	- Other _____	-	-	-	-	-	-	-	-
TOTAL CIRCULATION	39,930	40,164	40,041	39,872	39,677	39,920	43,426	30,235	

*See Paragraph 6

2a. AVERAGE MONTHLY CIRCULATION WEEKDAY AVERAGE*			
Month	Individual Paid	Sponsored by Third Party or Free	Total
January	297,932	99,593	397,525
February	284,294	127,361	411,655
March	280,778	114,758	395,536
April	288,763	136,115	424,878
May	282,361	127,673	410,034
June	278,780	105,276	384,056
July	280,540	36,313	316,853
August	275,461	40,705	316,166
September	290,093	107,740	397,833
October	291,767	121,118	412,885
November	284,123	134,210	418,333
December	273,616	117,029	390,645

2a. AVERAGE MONTHLY CIRCULATION MONDAY			
Month	Individual Paid	Sponsored by Third Party or Free	Total
January	290,241	102,697	392,938
February	282,106	133,379	415,485
March	278,221	115,125	393,346
April	281,965	125,941	407,906
May	298,610	116,741	415,351
June	276,475	96,632	373,107
July	273,488	35,299	308,787
August	292,712	38,009	330,721
September	304,910	103,987	408,897
October	303,449	112,140	415,589
November	281,728	133,563	415,291
December	270,088	122,367	392,455

2a. AVERAGE MONTHLY CIRCULATION TUESDAY			
Month	Individual Paid	Sponsored by Third Party or Free	Total
January	292,352	103,000	395,352
February	283,057	124,099	407,156
March	279,563	117,638	397,201
April	283,589	137,683	421,272
May	275,705	129,322	405,027
June	277,171	98,204	375,375
July	272,818	36,549	309,367
August	269,117	41,062	310,179
September	284,608	98,530	383,138
October	286,500	120,306	406,806
November	282,601	131,249	413,850
December	273,258	122,394	395,652

2a. AVERAGE MONTHLY CIRCULATION WEDNESDAY			
Month	Individual Paid	Sponsored by Third Party or Free	Total
January	299,824	103,204	403,028
February	285,606	124,673	410,279
March	282,230	111,228	393,458
April	285,503	139,271	424,774
May	278,915	129,748	408,663
June	279,684	111,368	391,052
July	297,406	34,659	332,065
August	270,626	40,222	310,848
September	287,433	113,233	400,666
October	289,636	120,874	410,510
November	285,128	131,634	416,762
December	272,956	107,053	380,009

2a. AVERAGE MONTHLY CIRCULATION THURSDAY			
Month	Individual Paid	Sponsored by Third Party or Free	Total
January	310,107	87,654	397,761
February	284,753	125,876	410,629
March	281,744	113,322	395,066
April	285,499	141,956	427,455
May	279,996	130,874	410,870
June	279,311	112,004	391,315
July	276,819	37,217	314,036
August	270,942	41,939	312,881
September	287,023	113,063	400,086
October	289,523	124,613	414,136
November	285,463	136,970	422,433
December	274,223	109,178	383,401

2a. AVERAGE MONTHLY CIRCULATION FRIDAY			
Month	Individual Paid	Sponsored by Third Party or Free	Total
January	294,090	104,395	398,485
February	285,946	128,778	414,724
March	283,078	115,664	398,742
April	308,890	133,478	442,368
May	279,335	130,880	410,215
June	282,238	112,101	394,339
July	277,803	37,483	315,286
August	272,320	42,381	314,701
September	288,528	110,819	399,347
October	290,585	125,651	416,236
November	286,293	137,798	424,091
December	277,708	134,250	411,958

2a. AVERAGE MONTHLY CIRCULATION SATURDAY			
Month	Individual Paid	Sponsored by Third Party or Free	Total
January	463,037	85,268	548,305
February	456,568	118,122	574,690
March	452,965	113,573	566,538
April	463,544	128,229	591,773
May	472,097	103,223	575,320
June	474,027	86,803	560,830
July	470,790	36,863	507,653
August	466,392	33,735	500,127
September	458,164	105,263	563,427
October	454,903	132,728	587,631
November	451,232	145,499	596,731
December	445,448	136,963	582,411

2a. AVERAGE MONTHLY CIRCULATION SUNDAY			
Month	Individual Paid	Sponsored by Third Party or Free	Total
January	316,806	27,154	343,960
February	311,239	30,273	341,512
March	310,102	34,474	344,576
April	319,119	34,193	353,312
May	327,626	28,143	355,769
June	330,341	27,709	358,050
July	319,727	25,210	344,937
August	317,619	28,387	346,006
September	317,409	32,244	349,653
October	318,012	32,904	350,916
November	314,620	31,781	346,401
December	308,715	29,280	337,995

*See Paragraph 6

2b. AVERAGE CIRCULATION FOR THE 12 MONTH PERIOD ENDING DECEMBER 2009									
Total Average Circulation		Weekday Average*	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
CMA	I. Paid for by Individual Recipient								
	- Home Delivery	196,234	199,749	193,923	196,239	195,512	195,864	272,533	198,989
	- Single Copy	19,673	18,569	19,328	20,200	20,114	20,084	51,191	21,171
	- Hotel	-	-	-	-	-	-	-	-
	- E-edition	-	-	-	-	-	-	-	-
	- Other	-	-	-	-	-	-	-	-
	TOTAL	215,907	218,318	213,251	216,439	215,626	215,948	323,724	220,160
	II. Sponsored by Third Party or Free								
	- Home Delivery	41,996	44,192	41,949	41,346	40,743	41,896	49,424	685
	- Single Copy	31,504	29,669	30,989	31,220	32,543	33,012	44,840	24,230
	- E-edition	-	-	-	-	-	-	-	-
	- Educational	23,165	21,921	24,082	23,116	22,966	23,731	4,091	795
	- Educational: E-edition	-	-	-	-	-	-	-	-
	- Other	-	-	-	-	-	-	-	-
TOTAL	96,665	95,782	97,020	95,682	96,252	98,639	98,355	25,710	
TOTAL CIRCULATION	312,572	314,100	310,271	312,121	311,878	314,587	422,079	245,870	

2c. AVERAGE CIRCULATION FOR THE 12 MONTH PERIOD ENDING DECEMBER 2009									
Total Average Circulation		Weekday Average*	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
NON-CMA	I. Paid for by Individual Recipient								
	- Home Delivery	47,242	47,335	46,768	47,141	47,052	47,931	82,002	63,831
	- Single Copy	21,026	20,650	20,252	21,095	21,431	21,666	54,983	33,611
	- Hotel	-	-	-	-	-	-	-	-
	- E-edition	-	-	-	-	-	-	-	-
	- Other	-	-	-	-	-	-	-	-
	TOTAL	68,268	67,985	67,020	68,236	68,483	69,597	136,985	97,442
	II. Sponsored by Third Party or Free								
	- Home Delivery	2,100	2,271	2,077	2,074	2,009	2,082	2,547	6
	- Single Copy	3,844	3,507	3,634	3,896	4,034	4,132	4,844	4,462
	- E-edition	-	-	-	-	-	-	-	-
	- Educational	3,379	3,158	3,538	3,404	3,353	3,437	251	10
	- Educational: E-edition	-	-	-	-	-	-	-	-
	- Other	-	-	-	-	-	-	-	-
TOTAL	9,323	8,936	9,249	9,374	9,396	9,651	7,642	4,478	
TOTAL CIRCULATION	77,591	76,921	76,269	77,610	77,879	79,248	144,627	101,920	

*See Paragraph 6

3. PREMIUMS, COMBINATIONS, CONTESTS AND OTHER SPECIAL OFFERS

Records show that the following premiums and special offers were offered during the audit period:

A gift card, valued at \$10.00, was offered with the following subscriptions:

Selected 2-month Monday to Sunday subscriptions sold at the rates of \$41.79 and \$44.79 (inclusive of GST)
 Selected 3-month Monday to Friday subscriptions sold at the rates of \$40.92 and \$41.96 (inclusive of GST)
 Selected 4-month Saturday to Sunday subscriptions sold at the rates of \$43.81 and \$44.35 (inclusive of GST)
 Selected 6-month Saturday only subscriptions sold at the rates of \$42.71 and \$43.28 (inclusive of GST)
 Selected 7-month Sunday only subscriptions sold at the rates of \$41.31 and \$42.04 (inclusive of GST)

Gift cards were issued for the following retailers: Canadian Tire; Price Chopper; IGA/Foodland; Food Basics; Zehrs; Zellers; Home Depot; Independent Grocers; Walmart; Rona; No Frills; Metro/A&P; Real Canadian Superstore; Bradford Nurseries; Sobey's.

A gift card, valued at \$20.00, was offered with the following subscriptions:

Selected 2-month Monday to Sunday subscriptions sold at the rate of \$58.04 (inclusive of GST)
 Selected 3-month Monday to Friday subscriptions sold at the rate of \$51.85 (inclusive of GST)
 Selected 3-month Saturday to Sunday subscriptions sold at the rate of \$46.12 (inclusive of GST)
 Selected 5-month Saturday-only subscriptions sold at the rate of \$47.25 (inclusive of GST)

Gift Cards were issued for the following retailers: Zellers; Shoppers Drug Mart; valu-mart; Staples; Sobey's; No Frills; Sears; Sheridan Nurseries; Bradford Nurseries; Giant Tiger; Pharma Plus.

A gift card, valued at \$10.00, was offered with the following subscriptions:

Selected 2-month Monday to Sunday subscriptions sold at the rate of \$44.31 and \$47.54 (inclusive of GST)
 Selected 3-month Monday to Friday subscriptions sold at the rate of \$40.01 and \$44.42 (inclusive of GST)
 Selected 4-month Saturday to Sunday subscriptions sold at the rate of \$46.45 and \$47.04 (inclusive of GST)
 Selected 6-month Saturday-only subscriptions sold at the rate of \$45.30 and \$45.86 (inclusive of GST)
 Selected 7-month Sunday-only subscriptions sold at the rate of \$44.69 and \$45.42 (inclusive of GST)

Gift Cards were issued for the following retailers: Canadian Tire; IGA/Foodland; Food Basics; Fortinos; Zehrs; Zellers; Home Depot; Independent Grocers; Walmart; No Frills; Real Canadian Superstore; Bradford Nurseries; Sobey's.

A Shoppers Drug Mart gift card, valued at \$20.00 was offered with the following subscriptions:

Selected 2-month Monday to Sunday subscriptions sold at the rate of \$62.71 (inclusive of GST)
 Selected 3-month Monday to Friday subscriptions sold at the rate of \$56.01 (inclusive of GST)
 Selected 3-month Saturday to Sunday subscriptions sold at the rate of \$49.83 (inclusive of GST)
 Selected 5-month Saturday only subscriptions sold at the rate of \$51.03 (inclusive of GST)

Gift cards, with values ranging from \$10.00 to \$25.00, were offered with the following subscriptions:

Selected 2-month Monday to Sunday subscriptions sold at the rate of \$58.04 (inclusive of GST)
 Selected 3-month Monday to Sunday subscriptions sold at the rate of \$38.49 (inclusive of GST)
 Selected 3-month Monday to Friday subscriptions sold at the rate of \$51.85 (inclusive of GST)
 Selected 3-month Saturday to Sunday subscriptions sold at the rate of \$46.12 (inclusive of GST)
 Selected 5-month Saturday only subscriptions sold at the rate of \$47.25 (inclusive of GST)

Gift cards were issued for the following retailers: European Meats; Food Basics; Foodland; Fortinos; Giant Tiger; IGA; Independent Grocers; Loblaw's; Metro; No Frills; Oceans; Price Chopper; Real Canadian Superstore; Shoppers Drug Mart; Sobey's; Starsky; Tim Hortons; valu-mart; Walmart; Zehrs.

Gift cards, with values ranging from \$10.00 to \$25.00, were offered with the following subscriptions:

Selected 2-month Monday to Sunday subscriptions sold at the rate of \$52.35 and \$62.71 (inclusive of GST)
 Selected 3-month Monday to Sunday subscriptions sold at the rate of \$41.58 (inclusive of GST)
 Selected 3-month Monday to Friday subscriptions sold at the rate of \$56.01 (inclusive of GST)
 Selected 3-month Saturday to Sunday subscriptions sold at the rate of \$49.83 (inclusive of GST)
 Selected 5-month Saturday only subscriptions sold at the rate of \$51.03 (inclusive of GST)

Gift cards were issued for the following retailers: Fortinos; Loblaw's; Metro; No Frills; Real Canadian Superstore; Sobey's; Strasky; Tim Hortons; T&T Supermarket; valu-mart; Walmart; Zehrs.

A gift card, valued at \$20.00, was offered with the following subscriptions:

Selected 2-month Monday to Sunday subscriptions sold at the rates of \$52.35 and \$62.71 (inclusive of GST)
 Selected 3-month Monday to Friday subscriptions sold at the rate of \$56.01 (inclusive of GST)
 Selected 3-month Saturday to Sunday subscriptions sold at the rate of \$49.83 (inclusive of GST)
 Selected 5-month Saturday-only subscriptions sold at the rate of \$51.03 (inclusive of GST)

Gift cards were issued for the following retailers: Zellers; Walmart; Shoppers Drug Mart; No Frills; L.C.B.O.; Bulk Barn; Tim Hortons; Rona; Home Depot; Canadian Tire.

Premiums with values ranging from \$7.00 to \$27.50 (inclusive of GST) were offered with the following subscriptions:

Selected 2-month Monday to Sunday subscriptions sold at the rate of \$58.04 (inclusive of GST)
 Selected 3-month Monday to Friday subscriptions sold at the rate of \$51.85 (inclusive of GST)
 Selected 3-month Saturday to Sunday subscriptions sold at the rate of \$46.12 (inclusive of GST)
 Selected 5-month Saturday only subscriptions sold at the rate of \$47.25 (inclusive of GST)

Premiums include: hair cut kit; 12 piece barbecue kit; AM/FM radio; tool set; auto seat massager; Betty Crocker juicer; Black & Decker rice cooker; Black & Decker hand mixer; Black & Decker 4 slice toaster; Black & Decker Toaster oven; boom box; drill set; food processor; George Forman grill; Hamilton grill; new Leafs bag; Leafs sports bag; MP3 player; popcorn maker; Proctor Syley crock pot; Raptor bag; Rocket grill; steamer; sports bag; Shark mini vacuum; Sunbeam coffee maker; Black & Decker coffee maker; 2 slice toaster; 5 quart rival; Versa crock pot; wet jet; aqua radio; Argos football; Audiologic boom box; barbecue set; blender; Blue Jays back pack; Blue Jays bag; Blue Jays bobble head; Canada arm chair; coffee maker; comic umbrella; cooler chair; dog collar; drill set; food processor; George Forman grill; golf books; golf bags; Infra Wace toaster; luggage; poker table; propane stove; rice cooker; roaster; Rocket grill; rolling cart; shift radio AM/FM; slow cooker; Tim Hortons gift card; toaster; toaster oven; Maple Leafs bag; Totes umbrella; Walmart gift card; Casio watch and wine set.

Premiums with values ranging from \$4.50 to \$27.77 (inclusive of GST) were offered with the following subscriptions:

Selected 2-month Monday to Sunday subscriptions sold at the rate of \$62.71 (inclusive of GST)
 Selected 3-month Monday to Friday subscriptions sold at the rate of \$56.01 (inclusive of GST)
 Selected 3-month Saturday to Sunday subscriptions sold at the rate of \$49.83 (inclusive of GST)
 Selected 5-month Saturday only subscriptions sold at the rate of \$51.03 (inclusive of GST)

Premiums include: toy monkey; AM/FM radio; tool set; auto seat massager; Betty Crocker juicer; Black & Decker rice cooker; Black & Decker hand mixer; Audio Travel Mates; Black & Decker 4 slice toaster; Black & Decker toaster oven; boom box; computer table; blanket; weights aerobic bar; Dirt Devil vacuum; stepper; drill set; food processor; George Forman grill; golf bags; knap sack; hair dryer; Hamilton grills; new Leafs bag; Leafs sports bag; Magic Bullet; MP3 player; MP3 speakers; popcorn maker; cooler bag; toy race car; Raptor bags; Rocket grill; key board; steamer; sports bag; Shark mini vacuum; Sunbeam blender; Black & Decker blender; Sunbeam coffee maker; Black & Decker coffee maker; 2 slice toaster; Versa crock pot; new crock pot; watch; transformer toy; foot spa; Snuggly; wet jet; Argos football; Audiologic boom box; back pack on wheels; barbecue set; blender; Blue Jays back pack; Blue Jays bag; Blue Jays bobble head; Bruin blanket set; Canada arm chairs; Chapters gift card; coffee maker; comic umbrella; cooler chair; cooler on wheels; Glow Station Crayola set; hand blender; Henry's gift card; Kawasaki key board; laptop table; luggage; memory card; model car; No Frills gift card; PC shopping cart; poker table; propane stove; remote control car; remote control robot; ricier cooker; rolling cart; shift radio AM/FM; slow cooker; Sobey's gift card; Tim Hortons gift card; toaster; toaster oven; Totes umbrella; Uzzi back pack; Casio watch; water gun; wine set.

4. ARREARS UNDER THREE MONTHS

Copies served to subscribers who ordered delivery directly with and were billed by the newspaper and for which payment was not received and/or short term arrears copies served to subscribers whose term had expired

	Within Census Metropolitan Area:		Outside Census Metropolitan Area	
Combined Average (Monday – Friday)	8,191		1,970	
Saturday	7,811		2,350	
Sunday	7,693		2,468	

5. PRICES

Basic Rates Inside Main Newspaper Market*:

	By Home Delivery				By Motor Routes			
	1 year	6 month	3 month	1 month	1 year	6 month	3 month	1 month
7-day Monday to Sunday to 6/30/09	\$336.80	\$174.13	\$87.07	\$29.02	\$354.94	\$183.20	\$91.60	\$30.53
from 7/1/09	\$364.77	\$188.22	\$94.06	\$31.35	\$384.17	\$197.82	\$98.91	\$32.97
6-day Monday to Saturday to 6/30/09	\$321.05	\$160.52	\$80.26	\$26.75	\$338.69	\$169.34	\$84.67	\$28.22
from 7/1/09	\$346.77	\$173.38	\$86.69	\$28.90	\$365.65	\$182.83	\$91.41	\$30.47
6-day Sunday to Friday to 6/30/09	\$278.46	\$139.23	\$69.62	\$23.21	\$291.82	\$145.91	\$75.92	\$24.32
from 7/1/09	\$300.64	\$150.32	\$75.16	\$25.05	\$315.25	\$157.63	\$78.81	\$26.67
5-day Monday to Friday to 6/30/09	\$207.40	\$103.70	\$51.85	\$17.28	\$216.22	\$108.11	\$54.04	\$18.02
from 7/1/09	\$224.03	\$112.01	\$56.01	\$18.67	\$233.35	\$116.68	\$58.34	\$19.45
3-day Wednesday & Saturday & Sunday to 6/30/09	\$226.04	\$113.02	\$56.51	\$18.84	\$241.42	\$120.71	\$60.35	\$20.12
from 7/1/09	\$244.19	\$122.09	\$61.05	\$20.35	\$260.57	\$130.28	\$65.14	\$21.71
3-day Thursday to Saturday to 6/30/09	\$196.56	\$98.28	\$49.14	\$16.38	\$208.91	\$104.45	\$52.23	\$17.41
from 7/1/09	\$212.18	\$106.09	\$53.05	\$17.68	\$225.54	\$112.77	\$56.39	\$18.80
2-day Saturday to Sunday to 6/30/09	\$184.46	\$92.23	\$46.12	\$15.37	\$198.07	\$99.04	\$49.52	\$16.51
from 7/1/09	\$199.33	\$99.67	\$49.83	\$16.61	\$213.95	\$106.97	\$53.49	\$17.83
2-day Wednesday & Saturday to 6/30/09	\$154.98	\$77.49	\$38.75	\$12.92	\$165.82	\$82.91	\$41.45	\$13.82
from 7/1/09	\$167.33	\$83.66	\$41.83	\$13.94	\$178.92	\$89.46	\$44.73	\$14.91
2-day Thursday & Saturday to 6/30/09	\$154.98	\$77.49	\$38.75	\$12.92	\$165.82	\$82.91	\$41.45	\$13.82
from 7/1/09	\$167.33	\$83.66	\$41.83	\$13.94	\$178.92	\$89.46	\$44.73	\$14.91
1-day Saturday Only to 6/30/09	\$113.40	\$56.70	\$28.35	\$9.45	\$122.47	\$61.24	\$30.62	\$10.21
from 7/1/09	\$122.47	\$61.24	\$30.62	\$10.21	\$132.30	\$66.15	\$33.08	\$11.03
1-day Sunday Only to 6/30/09	\$70.81	\$35.41	\$17.70	\$5.90	\$75.60	\$37.60	\$18.90	\$6.30
from 7/1/09	\$76.61	\$38.30	\$19.15	\$6.38	\$81.65	\$40.82	\$20.41	\$6.80

Basic Rates for Outside Main Newspaper Market (Inner)*:

	By Home Delivery				By Motor Routes			
	1 year	6 month	3 month	1 month	1 year	6 month	3 month	1 month
7-day Monday to Sunday to 6/30/09	\$364.01	\$187.74	\$93.87	\$31.29	\$384.93	\$198.20	\$99.10	\$33.03
from 7/1/09	\$394.25	\$202.86	\$101.43	\$33.81	\$416.68	\$214.07	\$107.04	\$35.68
6-day Monday to Saturday to 6/30/09	\$347.26	\$173.63	\$86.81	\$28.94	\$367.42	\$183.71	\$91.85	\$30.62
from 7/1/09	\$374.98	\$187.49	\$93.74	\$31.25	\$396.90	\$198.45	\$99.23	\$33.08
6-day Sunday to Friday to 6/30/09	\$289.30	\$144.65	\$72.32	\$24.11	\$303.91	\$151.96	\$75.98	\$25.33
from 7/1/09	\$312.48	\$156.24	\$78.12	\$26.04	\$328.10	\$164.05	\$82.03	\$27.34
5-day Monday to Friday to 6/30/09	\$218.23	\$109.12	\$54.56	\$18.19	\$228.06	\$114.03	\$57.02	\$19.01
from 7/1/09	\$235.87	\$117.94	\$58.97	\$19.66	\$246.46	\$123.23	\$61.61	\$20.54
3-day Wednesday & Saturday & Sunday to 6/30/09	\$243.43	\$121.72	\$60.86	\$20.29	\$260.57	\$130.28	\$65.14	\$21.71
from 7/1/09	\$262.84	\$131.42	\$65.71	\$21.90	\$281.48	\$140.74	\$70.37	\$23.46
3-day Thursday to Saturday to 6/30/09	\$216.22	\$108.11	\$54.05	\$18.02	\$230.58	\$115.29	\$57.65	\$19.22
from 7/1/09	\$233.35	\$116.68	\$58.34	\$19.45	\$248.98	\$124.49	\$62.24	\$20.75
2-day Saturday to Sunday to 6/30/09	\$199.84	\$99.92	\$49.96	\$16.65	\$214.96	\$107.48	\$53.74	\$17.91
from 7/1/09	\$215.71	\$107.86	\$53.93	\$17.98	\$232.09	\$116.05	\$58.02	\$19.34
2-day Wednesday & Saturday to 6/30/09	\$172.37	\$86.18	\$43.09	\$14.36	\$184.97	\$92.48	\$46.24	\$15.41
from 7/1/09	\$186.23	\$93.11	\$46.56	\$15.52	\$199.84	\$99.92	\$49.96	\$16.65
2-day Thursday & Saturday to 6/30/09	\$172.37	\$86.18	\$43.09	\$14.36	\$184.97	\$92.48	\$46.24	\$15.41
from 7/1/09	\$186.23	\$93.11	\$46.56	\$15.52	\$199.84	\$99.92	\$49.96	\$16.65
1-day Saturday Only to 6/30/09	\$128.77	\$64.39	\$32.19	\$10.73	\$139.36	\$69.68	\$34.84	\$11.61
from 7/1/09	\$139.10	\$69.55	\$34.78	\$11.59	\$150.44	\$75.22	\$37.61	\$12.54
1-day Sunday Only to 6/30/09	\$70.81	\$35.41	\$17.70	\$5.90	\$75.60	\$37.80	\$18.90	\$6.30
from 7/1/09	\$76.61	\$38.30	\$19.15	\$6.38	\$81.65	\$40.82	\$20.41	\$6.80

Basic Rates for Outside Main Newspaper Market (Outer)*:

	By Home Delivery				By Motor Routes			
	1 year	6 month	3 month	1 month	1 year	6 month	3 month	1 month
7-day Monday to Sunday to 6/30/09	\$400.05	\$205.76	\$102.88	\$34.29	\$424.49	\$217.98	\$108.99	\$36.33
from 7/1/09	\$433.06	\$222.26	\$111.13	\$37.04	\$459.27	\$235.37	\$117.68	\$39.23
6-day Monday to Saturday to 6/30/09	\$382.03	\$191.02	\$95.51	\$31.84	\$405.97	\$202.99	\$101.49	\$33.83
from 7/1/09	\$412.78	\$206.39	\$103.19	\$34.40	\$438.48	\$219.24	\$109.62	\$36.54
6-day Sunday to Friday to 6/30/09	\$323.06	\$161.53	\$80.77	\$26.92	\$340.96	\$170.48	\$85.24	\$28.41
from 7/1/09	\$349.02	\$174.51	\$87.26	\$29.09	\$368.42	\$184.21	\$92.11	\$30.70
5-day Monday to Friday to 6/30/09	\$250.99	\$125.50	\$62.75	\$20.92	\$264.10	\$132.05	\$66.02	\$22.01
from 7/1/09	\$271.15	\$135.58	\$67.79	\$22.60	\$285.26	\$142.63	\$71.32	\$23.77
3-day Wednesday & Saturday & Sunday to 6/30/09	\$253.26	\$126.63	\$63.32	\$21.11	\$271.40	\$135.70	\$67.85	\$22.62
from 7/1/09	\$273.67	\$136.84	\$68.42	\$22.81	\$293.08	\$146.54	\$73.27	\$24.42
3-day Thursday to Saturday to 6/30/09	\$231.59	\$115.79	\$57.90	\$19.30	\$247.46	\$123.73	\$61.87	\$20.62
from 7/1/09	\$249.98	\$124.99	\$62.50	\$20.83	\$267.12	\$133.56	\$66.78	\$22.26
2-day Saturday to Sunday to 6/30/09	\$203.11	\$101.56	\$50.78	\$16.93	\$218.48	\$109.24	\$54.62	\$18.21
from 7/1/09	\$219.24	\$109.62	\$54.81	\$18.27	\$236.12	\$118.06	\$59.03	\$19.68
2-day Wednesday & Saturday to 6/30/09	\$181.19	\$90.59	\$45.30	\$15.10	\$194.54	\$97.27	\$48.64	\$16.21
from 7/1/09	\$195.80	\$97.90	\$48.95	\$16.32	\$210.17	\$105.08	\$52.54	\$17.51
2-day Thursday & Saturday to 6/30/09	\$181.19	\$90.59	\$45.30	\$15.10	\$194.54	\$97.27	\$48.64	\$16.21
from 7/1/09	\$195.80	\$97.90	\$48.95	\$16.32	\$210.17	\$105.08	\$52.54	\$17.51

5. PRICES (CONTINUED)

1-day Saturday Only to 6/30/09	\$131.04	\$65.52	\$32.76	\$10.92	\$141.62	\$70.81	\$35.41	\$11.80
from 7/1/09	\$141.37	\$70.69	\$35.34	\$11.78	\$152.96	\$76.48	\$38.24	\$12.75
1-day Sunday Only to 6/30/09	\$72.07	\$36.04	\$18.02	\$6.01	\$76.86	\$38.43	\$19.22	\$6.41
from 7/1/09	\$77.87	\$38.93	\$19.47	\$6.49	\$82.91	\$41.45	\$20.73	\$6.91

Basic Rates By Mail - Within Canada*:

	1 year	By Mail 6 month	3 month
1-day Saturday	\$658.00	\$328.00	\$165.00

Basic Rates By Mail - Within the United States**:

	1 year	By Mail 6 month	3 month
7-day Monday to Sunday	\$2,184.00	\$1,092.00	\$546.00
6-day Monday to Saturday	\$1,872.00	\$936.00	\$468.00
5-day Monday to Friday	\$1,560.00	\$780.00	\$390.00
1-day Saturday	\$520.00	\$260.00	\$134.00
1-day Sunday	\$481.00	\$240.00	\$119.00

Single Copy Rates Inside Main Newspaper Market*:

	Monday to Friday Edition	Saturday Edition	Sunday Edition
to 03/26/09	\$0.75 (a)	\$1.00 (b)	\$2.00
from 03/27/09	\$1.00 (a)	\$1.00 (b)	\$2.00

Single Copy Rates Outside Main Newspaper Market*:

Monday to Friday Edition	Saturday Edition	Sunday Edition
\$1.50	\$3.00	\$1.50

Special Rates*

7-day Monday to Sunday	12-month term: \$35.41; \$36.04; \$51.79; \$54.56. 10-month term: \$156.77. 7-month term: \$31.83; \$34.32; \$41.31; \$42.04. 6-month term: \$18.90; \$19.22; \$27.28; \$40.95; \$43.34; \$54.31; \$54.56; \$62.69; \$65.46; \$80.51; \$81.59; \$83.98 \$87.07; \$ 88.64; \$93.87; \$94.06; \$99.10; \$102.88; \$108.99; \$116.68; \$119.51; \$119.57; \$121.91; \$125.81; \$126.38; \$126.82. 5-month term: \$14.75; \$25.56; \$97.23. 3-month term: \$21.67; \$31.50; \$34.02; \$38.49; \$40.79; \$43.53; \$46.94; \$49.55; \$51.44; \$54.50. 2-month term: \$31.46; \$33.33; \$34.29; \$34.34; \$34.82; \$41.79; \$41.98; \$44.79.
6-day Monday to Saturday	12-month term: \$51.79; \$54.56. 6-month term: \$84.11; \$96.26; \$107.54. 5-month term: \$66.89; \$72.35. 3-month term: \$31.47; \$31.66; \$32.57. 2-month term: \$31.48.
6-day Sunday to Friday	6-month term: \$65.46. 3-month term: \$69.62.
5-day Monday to Friday	12-month term: \$27.22; \$51.79; 54.56. 7-month term: \$31.38; \$37.56. 6-month term: \$13.36; \$13.61; \$26.96; \$28.35; \$33.26; \$37.99; \$42.71; \$48.76; \$51.85. 5-month term: \$23.05; \$23.15; \$26.20; \$47.51. 3-month term: \$17.42; \$33.33; \$34.34; \$40.92; \$41.96.
3-day Friday to Sunday or Saturday to Monday	6-month term: \$56.51; \$65.46. 5-month term: \$72.35. 3-month term: \$30.43; \$31.47; \$31.66; \$33.93.
2-day Saturday to Sunday	12-month term: \$54.56. 6-month term: \$27.03; \$40.70; \$46.12; \$49.83; \$61.80; \$64.58. 5-month term: \$23.05; \$42.32. 4-month term: \$31.42; \$33.31; \$34.31; \$43.81; \$44.35. 3-month term: \$24.98; \$25.39; \$26.87; \$31.47; \$33.33; \$34.34; \$40.92; \$41.96.
2-day Friday to Saturday	12-month term: \$54.56. 6-month term: \$88.45; \$88.58; \$96.26; \$107.54. 5-month term: \$66.89. 2-month term: \$9.09; \$31.48.
1-day Saturday	12-month term: \$36.29; \$54.56. 10-month term: \$51.03. 7-month term: \$31.38; \$37.56; \$38.22. 6-month term: \$13.36; \$13.61; \$26.96; \$27.78; \$28.35; \$30.62; \$31.44; \$33.26; \$34.34; \$37.99; \$42.71; \$43.28; \$48.76. 5-month term: \$23.05; \$23.15; \$26.20. 3-month term: \$13.48; \$16.10; \$16.38; \$17.70.
1-day Sunday	12-month term: \$35.41; \$36.04. 7-month term: \$33.30; \$34.32. 6-month term: \$17.70; \$18.02. 5-month term: \$14.75; \$42.32. 4-month term: \$34.31; \$44.35. 3-month term: \$27.31.

*All prices are inclusive of GST
 **Prices are quoted in USD
 (a) Retail Sales
 (b) Box Sales

6. ADDITIONAL DATA

SUMMARY OF GROSS DISTRIBUTION BY PROVINCE/COUNTY, DISTRICT, OR MUNICIPALITY (BY TOWNS RECEIVING 25 OR MORE COPIES)
 ANALYZED ISSUES: THURSDAY, SEPTEMBER 24, 2009; SATURDAY, SEPTEMBER 26, 2009; SUNDAY, SEPTEMBER 27, 2009
 OCCUPIED HOUSEHOLD COUNTS PROVIDED BY MAP INFO, STATISTICS CANADA

Province/County, District, or Municipality	Thursday, September 24, 2009		Saturday, September 26, 2009		Sunday, September 27, 2009		
	Occupied Households - 2006 Census	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)
ONTARIO							
Toronto CMA 535							
Toronto	979,330	189,488	19.3%	229,978	23.5%	130,517	13.3%
Dufferin County (Part CMA)	11,769						
Mono Mills		9		45		20	
Orangeville	9,420	1,762		2,399		1,419	
Balance In Region		6		18		15	
Dufferin County (Part CMA)		1,777	15.1%	2,462	30.9%	1,454	12.4%
Durham Region (Part CMA)	63,484						
Ajax	28,615	6,652		8,221		4,151	
Claremont		112		173		102	
Goodwood		85		130		86	
Leaskdale		22		42		21	
Pickering	28,220	7,519		9,388		4,762	
Sandford		23		43		27	
Uxbridge	6,655	1,375		1,770		1,025	
Zephyr		48		83		57	
Balance In Region		21		30		19	
Durham Region (Part CMA)		15,857	25.0%	19,880	31.3%	10,250	16.1%
Halton Region (Part CMA)	93,788						
Acton		506		803		446	
Campbellville		245		376		261	
Georgetown		2,914		4,125		2,508	
Glen Williams		8		28		9	
Hornby		41		59		43	
Limehouse		43		64		42	
Milton	18,460	2,932		7,337		2,919	
Moffat		39		55		47	
Norval		48		75		44	
Oakville	56,580	15,149		19,683		11,555	
Balance In Region		10					
Halton Region (Part CMA)		21,935	23.4%	32,605	34.8%	17,874	19.1%
Peel Region	359,042						
Alton		82		138		106	
Belfountain		22		40		26	
Bolton		1,464		5,572		1,710	
Brampton	125,930	16,632		19,303		11,557	
Caledon	18,210	289		410		261	
Caledon East		425		635		401	
Caledon Village		207		305		212	
Cheltenham		96		119		85	
Inglewood		113		164		114	
Mississauga	214,920	47,917		55,586		31,851	
Palgrave		147		257		151	
Terra Cotta		68		103		66	
Balance In Region		17		15		6	
Peel Region		67,479	18.8%	82,647	23.0%	46,546	13.0%
Simcoe County (Part CMA)	17,985						
Alliston		814		1,362		822	
Beeton		183		297		156	
Bond Head		12		46		14	
Bradford		936		1,319		683	
Tottenham		458		706		349	
Simcoe County (Part CMA)		2,403	13.4%	3,730	20.7%	2,024	11.3%
York Region	275,673						
Aurora	15,655	3,727		5,137		2,961	
Baldwin		34		61		36	
Ballantrae		25		85		38	
Cedar Valley		26		34		25	
Concord		1,158		1,074		693	
Gormley		147		210		127	
Holland Landing		404		614		328	
Jacksons Point		94		145		86	
Keswick		1,163		1,558		859	
Kettleby		90		122		78	
King	6,400	714		825		486	
Kleinburg		265		347		256	
Locust Hill		36		44		31	
Maple		1,879		2,422		1,510	
Markham	77,195	12,267		16,815		10,054	
Mount Albert		278		538		268	
Newmarket	25,085	5,279		7,071		4,063	
Nobleton		231		350		193	
Oak Ridges		69		100		36	
Pefferlaw		212		346		208	
Porttageville		23		45		13	
Port Bolster		19		35		20	
Queensville		114		168		86	
Richmond Hill	51,000	11,468		13,914		7,316	
River Drive Park		19		28		11	
Schomberg		291		473		268	
Sharon		233		340		208	
Stouffville		1,989		2,645		1,678	
Sutton West		421		603		334	
Thornhill		10,068		12,329		7,944	
Udora		56		89		49	
Unionville		119		125		70	
Willow Beach		32		77		41	
Woodbridge		4,358		5,111		3,287	
Balance In Region		24		51		24	
York Region		57,332	20.8%	73,931	26.8%	43,685	15.8%
Total Toronto CMA 535	1,801,071	356,271	19.8%	445,233	24.7%	252,350	14.0%

6. ADDITIONAL DATA (CONTINUED)

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Province/County, District, or Municipality	Thursday, September 24, 2009		Saturday, September 26, 2009		Sunday, September 27, 2009		
	Occupied Households - 2006 Census	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)
Outside CMA 535							
Algoma District	50,044						
Blind River	1,610	82		118		82	
Bruce Mines	245	20		38		24	
Desbarats		8		32		14	
Echo Bay		11		30		19	
Elliot Lake	5,645	228		356		204	
Iron Bridge		12		29		19	
Sault Ste Marie		364		697		496	
Spanish		32		35		30	
Thessalon	525	18		39		20	
Wawa		19		28		12	
Balance In Region		6		8		6	
Algoma District		800	1.6%	1,410	2.8%	926	1.9%
Brant County	48,016						
Brantford	35,610	1,007		1,945		1,652	
Burford		29		56		45	
Paris		156		366		282	
St George		38		88		59	
Balance In Region		24		44		37	
Brant County		1,254	2.6%	2,499	5.2%	2,075	4.3%
Bruce County	26,327						
Barrow Bay		10		25		25	
Chesley		47		81		50	
Ferndale		18		36		31	
Hepworth		17		30		24	
Kincardine	4,600	562		959		671	
Lions Head		70		146		47	
Lucknow		54		56		40	
Mildmay		22		44		34	
Miller Lake		0		40		35	
Oliphant		30		47		41	
Paisley		39		79		52	
Pike Bay		0		40		22	
Point Clark		15		45		45	
Port Elgin		374		607		427	
Ripley		48		61		49	
Sauble Beach		135		315		195	
Southampton		244		467		341	
Teeswater		31		34		19	
Tiverton		49		70		66	
Tobermory		50		144		108	
Walkerton		148		233		168	
Wlarton		105		238		136	
Balance In Region		51		127		101	
Bruce County		2,119	8.0%	3,924	14.9%	2,727	10.4%
Chatham-Kent County	43,708						
Blenheim		45		62		82	
Chatham		283		647		799	
Dresden		14		43		55	
Ridgetown		26		38		38	
Tilbury		19		30		34	
Wallaceburg		79		110		139	
Balance In Region		17		52		61	
Chatham-Kent County		483	1.1%	982	2.2%	1,208	2.8%
Cochrane District	33,328						
Kapusking	3,745	45		91		48	
South Porcupine		9		26		15	
Timmins	17,390	92		159		110	
Balance In Region		32		49		32	
Cochrane District		178	0.5%	325	1.0%	205	0.6%
Dufferin County (NON CMA)	7,028						
Grand Valley		75		163		98	
Mansfield		44		107		72	
Orton		35		53		40	
Rosemont		13		34		18	
Shelburne	1,850	225		466		259	
Balance In Region		29		71		51	
Dufferin County (NON CMA)		421	6.0%	894	12.7%	538	7.7%
Durham Region (NON CMA)	131,188						
Ashburn		63		91		60	
Beaverton		322		612		325	
Blackstock		132		180		131	
Bowmanville		1,700		2,270		1,203	
Brooklin		1,095		1,445		883	
Caesarea		30		67		43	
Cannington		192		219		136	
Courtice		1,104		1,387		766	
Greenbank		39		56		41	
Hampton		139		218		141	
Haydon		17		27		17	
Kendal		25		37		27	
Manilla		22		38		20	
Mitchells Corners		14		25		11	
Nestleton Station		42		93		57	
Newcastle		674		995		588	
Newtonville		74		92		72	
Orono		183		284		165	
Oshawa	54,920	9,382		10,947		6,081	
Port Perry		1,219		1,655		1,041	
Seagrave		184		252		188	
Sunderland		197		276		186	
Whitby	37,245	7,089		8,888		5,088	
Balance In Region		23		55		17	
Durham Region (NON CMA)		23,961	18.3%	30,209	23.0%	17,287	13.2%
Elgin County	32,201						
Aylmer West		31		83		106	
Port Stanley		27		46		75	
St Thomas		134		476		708	
Balance In Region		4		17		29	
Elgin County		196	0.6%	622	1.9%	918	2.9%

6. ADDITIONAL DATA (CONTINUED)

Province/County, District, or Municipality	Thursday, September 24, 2009			Saturday, September 26, 2009		Sunday, September 27, 2009	
	Occupied Households - 2006 Census	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)
Essex County	150,863						
Amherstburg	7,930	20		48		37	
Belle River		14		22		28	
Essex	7,645	13		24		34	
Kingsville	7,450	24		67		61	
La Salle		29		55		74	
Leamington	9,815	38		84		79	
St Clair Beach		5		18		33	
Tecumseh	8,495	31		56		41	
Windsor	88,465	575		787		1,187	
Balance In Region		33		44		49	
Essex County		782	0.5%	1,205	0.8%	1,623	1.1%
Frontenac County	59,132						
Elginburg		16		29		30	
Glenburnie		32		66		60	
Inverary		9		21		33	
Kingston	48,925	1,537		2,569		2,620	
Sharbot Lake		38		89		50	
Sydenham		19		41		38	
Verona		22		54		36	
Wolfe Island		15		28		30	
Balance In Region		67		96		84	
Frontenac County		1,755	3.0%	2,993	5.1%	2,981	5.0%
Greater Sudbury Division	64,961						
Azilda		17		29		20	
Capreol		18		30		28	
Chelmsford		42		57		41	
Coniston		15		42		33	
Copper Cliff		17		25		15	
Garson		40		55		48	
Hanmer		45		72		50	
Lively		52		94		66	
Onaping		13		27		10	
Sudbury		924		1,315		1,104	
Val Caron		37		67		54	
Balance In Region		8		13		8	
Greater Sudbury Division		1,228	1.9%	1,826	2.8%	1,477	2.3%
Grey County	37,169						
Balmy Beach		20		50		26	
Chatsworth	2,370	17		53		20	
Clarksburg		26		79		31	
Craigleith		18		68		28	
Dundalk		58		133		69	
Durham		107		216		124	
Eugenia		11		26		15	
Feversham		8		29		11	
Flesherton		94		166		78	
Hanover	3,045	268		461		337	
Markdale		87		234		107	
Meaford	4,445	253		546		290	
Owen Sound	9,380	670		1,396		861	
Thornbury		163		486		290	
Balance In Region		69		126		77	
Grey County		1,869	5.0%	4,069	10.9%	2,364	6.4%
Haldiman-Norfolk Region	40,567						
Caledonia		69		107		108	
Cayuga		24		38		31	
Delhi		76		151		112	
Dunnville		67		163		119	
Hagersville		26		48		42	
Long Point		11		21		27	
Port Dover		144		306		262	
Port Rowan		74		154		102	
St Williams		10		35		34	
Simcoe		394		752		550	
Turkey Point		22		31		32	
Waterford		67		102		84	
Balance In Region		54		99		77	
Haldiman-Norfolk Region		1,038	2.6%	2,007	4.9%	1,580	3.9%
Haliburton County	6,980						
Cardiff		24		54		33	
Carnarvon		74		198		100	
Dorset		72		231		64	
Eagle Lake		20		65		25	
Gooderham		32		80		39	
Haliburton		320		665		331	
Halls Lake		25		55		30	
Harcourt		34		46		30	
Minden		351		670		376	
Miners Bay		10		30		20	
West Guildford		45		140		60	
Wilberforce		61		157		77	
Balance In Region		26		53		36	
Haliburton County		1,094	15.7%	2,444	35.0%	1,221	17.5%
Halton Region (NON CMA)	63,159						
Burlington	63,159	6,659		10,275		7,287	
Kilbride		10		27		15	
Halton Region (NON CMA)		6,669	10.6%	10,302	16.3%	7,302	11.6%
Hamilton-Wentworth	194,475						
Ancaster		274		580		615	
Binbrook		30		51		52	
Dundas		282		512		543	
Freelton		59		98		82	
Hamilton		1,388		2,494		2,785	
Millgrove		16		32		24	
Mount Hope		36		73		68	
Stoney Creek		293		623		615	
Waterdown		167		448		294	
Balance In Region		17		42		43	
Hamilton-Wentworth		2,562	1.3%	4,953	2.5%	5,121	2.6%

6. ADDITIONAL DATA (CONTINUED)

Province/County, District, or Municipality	Thursday, September 24, 2009		Saturday, September 26, 2009		Sunday, September 27, 2009		
	Occupied Households - 2006 Census	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)
Hastings County	52,642						
Astra		29		31		27	
Bancroft	1,655	256		571		295	
Belleville	20,490	1,267		1,798		1,410	
Coe Hill		23		91		40	
Corbyville		57		96		73	
Deseronto	710	32		56		41	
Foxboro		60		99		73	
Frankford		124		183		117	
Gilmour		15		50		22	
Lake St Peter		24		39		22	
Madoc	775	98		163		98	
Maple Leaf		12		30		20	
Marmora		86		186		104	
Maynooth		27		47		31	
Plainfield		16		29		25	
Stirling		85		139		104	
Trenton		720		926		743	
Tweed	2,285	180		283		197	
Balance In Region		57		102		67	
Hastings County		3,168	6.0%	4,919	9.3%	3,509	6.7%
Huron County	22,915						
Bayfield		57		98		115	
Brussels		19		29		19	
Clinton		35		85		89	
Exeter		56		92		91	
Goderich	3,255	274		483		410	
Seaforth		35		95		92	
Wingham		134		175		137	
Wroxeter		11		28		14	
Zurich		10		27		23	
Balance In Region		40		111		61	
Huron County		671	2.9%	1,223	5.3%	1,051	4.6%
Kawartha Lakes	29,509						
Bethany		38		89		42	
Bobcaygeon		480		983		508	
Bolsover		41		115		64	
Burnt River		17		30		18	
Cameron		66		103		80	
Cobocook		86		238		115	
Dunsford		40		82		55	
Fenelon Falls		324		622		335	
Janetville		40		83		49	
Kinmount		49		133		69	
Kirkfield		67		181		96	
Lindsay		1,064		1,935		1,122	
Little Britain		90		195		103	
Norland		53		142		78	
Oakwood		33		59		42	
Omeme		91		201		115	
Pontypool		47		78		48	
Rosedale		17		37		25	
Woodville		37		83		50	
Balance In Region		26		48		33	
Kawartha Lakes		2,706	9.2%	5,437	18.4%	3,047	10.3%
Lambton County	51,928						
Brights Grove		35		142		161	
Camlachie		1		38		30	
Corunna		30		42		49	
Enniskillen	1,085	29		47		30	
Forest				98		61	
Grand Bend		138		295		273	
Ipperwash				30		29	
Petrolia	2,000	28		47		47	
Point Edward	890	9		26		28	
Sarnia	30,110	444		900		1,046	
Balance In Region		26		55		70	
Lambton County		740	1.4%	1,720	3.3%	1,824	3.5%
Lanark County	25,169						
Carleton Place	3,695	29		44		38	
Perth	2,905	71		156		87	
Smiths Falls	3,810	67		86		74	
Balance In Region		11		25		23	
Lanark County		178	0.7%	311	1.2%	222	0.9%
Leeds-Grenville County	39,903						
Athens	1,110	16		32		22	
Brockville	10,005	194		304		246	
Elgin		15		32		20	
Gananoque	2,310	179		289		245	
Kemptville				51		28	
Lansdowne		11		25		14	
Mallorytown		10		34		20	
Prescott	1,890	31		55		44	
Seeleys Bay		12		28		19	
Westport	320	22		57		28	
Balance In Region		35		111		72	
Leeds-Grenville County		525	1.3%	1,018	2.6%	758	1.9%
Lennox-Addington County	15,527						
Amherstview		84		150		153	
Bath		65		126		93	
Cloyne		37		103		52	
Napanee		245		405		296	
Northbrook		43		94		45	
Odessa		24		35		35	
Balance In Region		34		79		57	
Lennox-Addington County		547	3.5%	1,029	6.6%	759	4.9%
Manitoulin District	5,467						
Gore Bay		14		26		1	
Little Current		123		181		90	
Balance In Region		29		52		4	
Manitoulin District		166	3.0%	259	4.7%	95	1.7%
Middlesex County	170,425						
Carlisle		46		125		85	
Dorchester		17		39		56	
Glencoe		16		29		38	
Komoka		25		37		50	
London	145,525	1,209		3,927		5,990	
Strathroy		28		57		108	
Balance In Region		28		92		120	
Middlesex County		1,369	0.8%	4,306	2.5%	6,447	3.8%

6. ADDITIONAL DATA (CONTINUED)

Province/County, District, or Municipality	Thursday, September 24, 2009		Saturday, September 26, 2009		Sunday, September 27, 2009		
	Occupied Households - 2006 Census	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)
Muskoka District	23,151						
Bala		94		299		149	
Baysville		53		128		81	
Bent River		13		31		21	
Bracebridge	6,235	836		1,618		959	
Dwight		63		134		54	
Glen Orchard		26		79		41	
Gravenhurst	4,430	624		1,297		831	
Honey Harbour		67		202		101	
Huntsville	7,180	882		1,561		1,009	
Kilworthy		34		110		90	
Mactier		68		231		115	
Milford Bay		25		41		28	
Minett		20		50		30	
Port Carling		149		321		215	
Port Sandfield		7		50		20	
Port Sydney		67		150		81	
Utterson		30		80		39	
Windermere		6		69		45	
Balance In Region		19		43		28	
Muskoka District		3,083	13.3%	6,494	28.1%	3,937	17.0%
Niagara Region	169,425						
Beamsville		147		233		180	
Crystal Beach		47		81		57	
Feinwick		51		99		73	
Fonthill		330		595		461	
Fort Erie	12,220	334		577		422	
Grimsby	8,745	287		575		496	
Jordan Station		26		59		40	
Niagara Falls	32,500	1,422		2,583		2,230	
Niagara On The Lake		449		688		1,096	
Port Colborne	7,790	343		633		509	
Ridgeway		138		234		158	
St Catharines		2,348		4,083		3,122	
St Davids		24		48		27	
Sherkston		18		39		33	
Smithville		25		60		48	
Stevensville		105		168		128	
Thorold	7,055	206		310		268	
Vineland		94		179		123	
Vineland Station		24		51		31	
Virgil		58		149		79	
Wainfleet	2,390	41		74		62	
Welland	20,715	804		1,391		1,267	
Balance In Region		25		44		34	
Niagara Region		7,346	4.3%	12,953	7.6%	10,944	6.5%
Nipissing District	35,074						
Mattawa	860	21		27		29	
North Bay	22,650	899		1,263		1,201	
Sturgeon Falls		87		122		108	
Whitney		25		46		24	
Balance In Region		35		67		31	
Nipissing District		1,067	3.0%	1,525	4.3%	1,393	4.0%
Northumberland County	31,539						
Baltimore		65		130		87	
Bewdley		26		64		40	
Brighton	3,965	554		845		588	
Campbellcroft		22		33		24	
Campbellford		289		466		285	
Castleton		29		69		42	
Cobourg	7,300	1,193		1,932		1,181	
Colborne		117		203		128	
Garden Hill		14		43		20	
Gores Landing		20		48		29	
Grafton		82		161		121	
Harwood		21		40		34	
Port Hope	6,290	559		990		632	
Roseneath		49		118		78	
Trent River		14		25		12	
Warkworth		63		100		68	
Wooler		20		33		20	
Balance In Region		18		33		24	
Northumberland County		3,155	10.0%	5,333	16.9%	3,413	10.8%
Ottawa-Carleton Region	320,888						
Gloucester		21		43		41	
Kanata		57		128		94	
Nepean		61		139		103	
Orleans		45		92		70	
Ottawa		726		905		806	
Balance In Region		9		44		14	
Ottawa-Carleton Region		919	0.3%	1,351	0.4%	1,128	0.4%
Oxford County	39,335						
Ingersoll	4,570	96		240		238	
Norwich	3,470	18		37		25	
Tavistock		15		32		30	
Thamesford		13		16		33	
Tilsonburg	6,375	282		540		422	
Woodstock	14,385	410		841		805	
Balance In Region		10		38		29	
Oxford County		844	2.1%	1,744	4.4%	1,582	4.0%
Parry Sound District	17,187						
Ahmic Harbour		20		49		34	
Burks Falls		86		148		83	
Callander	1,300	63		116		89	
Dunchurch		25		36		25	
Emsdale		18		31		19	
Katrine		19		28		22	
Kearney	355	44		75		55	
Loring		23		40		30	
Magnetawan	705	34		61		30	
Mckellar	480	86		179		91	
Nobel		65		111		70	
Novar		40		73		36	
Orrville		5		37		25	
Parry Sound	2,515	581		1,094		635	
Pointe Au Baril		41		97		53	
Powassan	1,245	50		78		49	
Restoule		16		40		30	
Rosseau		71		203		129	
South River	460	60		82		52	
Sprucedale		32		55		39	
Sundridge	430	103		183		104	
Balance In Region		40		54		50	
Parry Sound District		1,522	8.9%	2,870	16.7%	1,690	9.8%

6. ADDITIONAL DATA (CONTINUED)

Province/County, District, or Municipality	Thursday, September 24, 2009			Saturday, September 26, 2009		Sunday, September 27, 2009	
	Occupied Households - 2006 Census	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)
Perth County	28,545						
Listowel		124		200		146	
Mitchell		56		75		68	
St Marys		78		170		152	
Stratford	12,880	853		1,323		1,098	
Balance In Region		30		52		44	
Perth County		1,141	4.0%	1,820	6.4%	1,508	5.3%
Peterborough County	53,561						
Apsley		83		387		165	
Baillieboro		25		59		31	
Bridgenorth		90		214		122	
Buckhorn		127		428		210	
Cavan		31		59		43	
Cordova Mines		12		40		30	
Enismore		105		214		140	
Fowlers Corners		12		37		16	
Fraserville		19		32		23	
Hastings		88		190		115	
Havelock		100		220		103	
Keene		59		107		90	
Lakefield		179		506		252	
Millbrook		68		151		73	
Norwood		63		101		48	
Peterborough	31,210	1,971		3,716		2,399	
Warsaw		7		25		12	
Woodview		20		60		38	
Balance In Region		10		51		32	
Peterborough County		3,069	5.7%	6,597	12.3%	3,942	7.4%
Prince Edward County	10,319						
Ameliasburg		24		32		24	
Bloomfield		35		77		47	
Carrying Place		152		274		214	
Cherry Valley		17		34		28	
Consecon		50		90		49	
Millford		14		48		31	
Picton		386		639		442	
Wellington		113		213		134	
Balance In Region		17		29		24	
Prince Edward County		808	7.8%	1,436	13.9%	993	9.6%
Renfrew County	39,225						
Arnprior	3,155	31		36		34	
Barrys Bay		74		128		56	
Combermere		30		78		41	
Deep River	1,785	42		51		37	
Eganville				39			
Killaloe				28			
Pembroke	6,005	90		145		89	
Renfrew	3,550	47		82		61	
Balance In Region		22		44		37	
Renfrew County		336	0.9%	631	1.6%	355	0.9%
Simcoe County (NON CMA)	138,703						
Alcona Beach		31		112		40	
Angus		95		228		133	
Anten Mills		23		40		31	
Balm Beach		17		26		23	
Barrie	46,515	3,063		5,949		3,359	
Belle Ewart		13		32		17	
Big Chute				25		20	
Blue Mountain		58		92		77	
Bluewater Beach		10		32		17	
Brechin		180		413		221	
Churchill		18		41		23	
Coldwater		122		288		152	
Colgan		29		25		16	
Collingwood	7,315	971		1,996		1,180	
Cookstown		111		211		135	
Coulson		7		26		9	
Craighurst		25		96		53	
Creemore		78		189		97	
Cumberland Beach		43		72		49	
Elmvalle		147		314		168	
Everett		67		127		86	
Gilford		94		160		85	
Hawkestone		72		173		88	
Hillsdale		35		64		38	
Horseshoe Valley		33		47		35	
Innisfil	11,400	414		774		486	
Lafontaine		94		228		145	
Lefroy		31		112		83	
Lisle		10		29		18	
Loretto		68		110		74	
Midhurst		145		269		190	
Midland	6,885	697		1,440		733	
Minesing		58		105		70	
Moonstone		32		55		40	
New Lowell		19		34		27	
Nottawa		25		70		32	
Orillia	12,225	1,130		2,563		1,530	
Oro Medonte		24		29		25	
Oro Station		62		168		105	
Penetanguishene	3,490	488		899		531	
Perkinsfield		74		180		110	
Phelpston		10		27		16	
Port McNicoll		44		101		56	
Port Severn		105		358		238	
Port Stanton		14		32		30	
Rama Road		33		62		42	
Sandy Cove		14		65		18	
Sebright		22		47		29	
Severn Bridge		18		70		31	
Shanty Bay		190		295		215	
Singhampton		19		44		19	
Stayner		178		286		169	
Stroud		37		101		34	
Thornton		53		125		74	
Thunder Beach		33		65		45	
Uptergrove		20		30		25	
Utopia		18		36		25	
Victoria Harbour		100		195		113	
Wasaga Beach	6,240	707		1,564		847	
Washago		139		339		198	
Waubauskene		52		110		84	
Waverley		11		27		12	
Woodland Beach		35		79		54	
Wyevale		86		185		110	
Balance In Region		150		273		156	
Simcoe County (NON CMA)		10,801	7.8%	22,359	16.1%	12,991	9.4%
Stormont-Dundas-Glengarry	44,263						
Cornwall	19,705	123		201		172	
Morrisburg		23		35		27	
Balance In Region		16		44		28	
Stormont-Dundas-Glengarry		162	0.4%	280	0.6%	227	0.5%
Sudbury District	8,865						
Alban		35		43		38	
Chapleau	935	28		25		20	
Espanola	2,215	123		179		117	
Massey		23		36		27	
Balance In Region		36		61		28	
Sudbury District		245	2.8%	344	3.9%	230	2.6%

6. ADDITIONAL DATA (CONTINUED)

Province/County, District, or Municipality	Thursday, September 24, 2009		Saturday, September 26, 2009		Sunday, September 27, 2009		
	Occupied Households - 2006 Census	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)
Thunder Bay District	61,836						
Thunder Bay	46,265			63			
Balance In Region		27		43		29	
Thunder Bay District		27	0.0%	106	0.2%	29	0.0%
Timiskaming District	14,235						
Kirkland Lake	3,765	572		988		589	
New Liskeard		41		92		54	
Balance In Region		10		23		8	
Timiskaming District		623	4.4%	1,103	7.7%	651	4.6%
Waterloo Region	177,996						
Ayr		21		66		57	
Baden		22		68		65	
Cambridge	43,295	780		1,658		1,283	
Elmira		29		67		52	
Kitchener	79,485	1,483		3,197		3,049	
New Hamburg		67		157		123	
Waterloo	36,780	251		624		600	
Balance In Region		5		22		26	
Waterloo Region		2,658	1.5%	5,859	3.3%	5,255	3.0%
Wellington County	74,732						
Arthur		36		91		54	
Ballinafad		37		66		38	
Belwood		62		117		76	
Clifford		13		38		25	
Drayton		10		31		16	
Elora		97		194		137	
Erin	3,810	205		417		227	
Fergus		268		556		350	
Guelph	44,705	1,953		3,607		2,620	
Harriston		44		79		54	
Hillsburgh		84		177		85	
Mount Forest		137		330		162	
Palmerston		30		43		28	
Puslinch	2,335	26		36		32	
Rockwood		165		342		212	
Balance In Region		53		127		74	
Wellington County		3,220	4.3%	6,251	8.4%	4,190	5.6%
Total Outside CMA	2,691,510	97,505	3.6%	169,942	6.3%	121,723	4.5%
TOTAL ONTARIO		453,776		615,175		374,073	
ALL OTHER PROVINCES							
ALBERTA		6		18		6	
NOVA SCOTIA		0		5		0	
QUEBEC		212		329		181	
SASKATCHEWAN		0		6		0	
TOTAL OUTSIDE ONTARIO		218		358		187	
US & FOREIGN COUNTRIES		10		58		15	
GRAND TOTAL		454,004		615,591		374,275	

SUMMARY OF GROSS DISTRIBUTION BY PROVINCE/COUNTY, DISTRICT, OR MUNICIPALITY (BY TOWNS RECEIVING 25 OR MORE COPIES)
 ANALYZED ISSUES: THURSDAY, SEPTEMBER 24, 2009; SATURDAY, SEPTEMBER 26, 2009; SUNDAY SEPTEMBER 27, 2009
 OCCUPIED HOUSEHOLD COUNTS PROVIDED BY MAP INFO, STATISTICS CANADA.

Province/County, District, or Municipality	Thursday, September 24, 2009		Saturday, September 26, 2009		Sunday, September 27, 2009		
	Occupied Households - 2006 Census	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)	Actual Gross Distribution	Gross Distribution Coverage (%)
ALGOMA DISTRICT	50,044	800	1.6%	1,410	2.8%	926	1.9%
BRANT COUNTY	48,016	1,254	2.6%	2,499	5.2%	2,075	4.3%
BRUCE COUNTY	26,327	2,119	8.0%	3,924	14.9%	2,727	10.4%
CHATHAM-KENT COUNTY	43,708	483	1.1%	982	2.2%	1,208	2.8%
COCHRANE DISTRICT	33,328	178	0.5%	325	1.0%	205	0.6%
DUFFERIN COUNTY	18,797	2,198	11.7%	3,356	17.9%	1,992	10.6%
DURHAM REGION	194,672	39,818	20.5%	50,089	25.7%	27,537	14.1%
ELGIN COUNTY	32,201	196	0.6%	622	1.9%	918	2.9%
ESSEX COUNTY	150,863	782	0.5%	1,205	0.8%	1,623	1.1%
FRONTENAC COUNTY	59,132	1,755	3.0%	2,993	5.1%	2,981	5.0%
GREATER SUDBURY DIVISION	64,961	1,228	1.9%	1,826	2.8%	1,477	2.3%
GREY COUNTY	37,169	1,869	5.0%	4,069	10.9%	2,364	6.4%
HALDIMAN-NORFOLK REGION	40,567	1,038	2.6%	2,007	4.9%	1,580	3.9%
HALIBURTON COUNTY	6,980	1,094	15.7%	2,444	35.0%	1,221	17.5%
HALTON REGION	156,947	28,604	18.2%	42,907	27.3%	25,176	16.0%
HAMILTON-WENTWORTH	194,475	2,562	1.3%	4,953	2.5%	5,121	2.6%
HASTINGS COUNTY	52,642	3,168	6.0%	4,919	9.3%	3,509	6.7%
HURON COUNTY	22,915	671	2.9%	1,223	5.3%	1,051	4.6%
KAWARTHA LAKES	29,509	2,706	9.2%	5,437	18.4%	3,047	10.3%
LAMBTON COUNTY	51,928	740	1.4%	1,720	3.3%	1,824	3.5%
LANARK COUNTY	25,169	178	0.7%	311	1.2%	222	0.9%
LEEDS-GRENVILLE COUNTY	39,903	525	1.3%	1,018	2.6%	758	1.9%
LENOX-ADDINGTON COUNTY	15,527	547	3.5%	1,029	6.6%	759	4.9%
MANITOULIN DISTRICT	5,467	166	3.0%	259	4.7%	95	1.7%
MIDDLESEX COUNTY	170,425	1,369	0.8%	4,306	2.5%	6,447	3.8%
NIAGARA DISTRICT	23,151	3,083	13.3%	6,494	28.1%	3,937	17.0%
NIAGARA REGION	169,425	7,346	4.3%	12,953	7.6%	10,944	6.5%
NIPISSING DISTRICT	35,074	1,067	3.0%	1,525	4.3%	1,393	4.0%
NORTHUMBERLAND COUNTY	31,539	3,155	10.0%	5,333	16.9%	3,413	10.8%
OTTAWA-CARLETON REGION	320,888	919	0.3%	1,351	0.4%	1,128	0.4%
OXFORD COUNTY	39,335	844	2.1%	1,744	4.4%	1,582	4.0%
PARRY SOUND DISTRICT	17,187	1,522	8.9%	2,870	16.7%	1,690	9.8%
PEEL REGION	359,042	67,479	18.8%	82,647	23.0%	46,546	13.0%
PERTH COUNTY	28,545	1,141	4.0%	1,820	6.4%	1,508	5.3%
PETERBOROUGH COUNTY	53,561	3,069	5.7%	6,597	12.3%	3,942	7.4%
PRINCE EDWARD COUNTY	10,319	808	7.8%	1,436	13.9%	993	9.6%
RENFREW COUNTY	39,225	336	0.9%	631	1.6%	355	0.9%
SIMCOE COUNTY	156,688	13,204	8.4%	26,089	16.7%	15,015	9.6%
STORMONT-DUNDAS-GLENGARRY	44,263	162	0.4%	280	0.6%	227	0.5%
SUDBURY DISTRICT	8,865	245	2.8%	344	3.9%	230	2.6%
THUNDER BAY DISTRICT	61,836	27	0.0%	106	0.2%	29	0.0%
TIMISKAMING DISTRICT	14,235	623	4.4%	1,103	7.7%	651	4.6%
TORONTO	979,330	189,488	19.3%	229,978	23.5%	130,517	13.3%
WATERLOO REGION	177,996	2,658	1.5%	5,859	3.3%	5,255	3.0%
WELLINGTON COUNTY	74,732	3,220	4.3%	6,251	8.4%	4,190	5.6%
YORK REGION	275,673	57,332	20.8%	73,931	26.8%	43,685	15.8%
TOTAL IN ONTARIO		453,776		615,175		374,073	
ALL OTHER PROVINCES							
ALBERTA		6		18		6	
NOVA SCOTIA		0		5		0	
QUEBEC		212		329		181	
SASKATCHEWAN		0		6		0	
TOTAL OUTSIDE ONTARIO		218		358		187	
US & FOREIGN COUNTRIES		10		58		15	
GRAND TOTAL		454,004		615,591		374,275	

6. ADDITIONAL DATA (CONTINUED)

*Weekday Average

The Weekday Average is calculated by averaging all weekday editions' circulation.

Paid Single Copy Returns Policy: Fully Returnable.

At the publisher's option, the following days were omitted:

<u>Date</u>	<u>Total Circulation</u>
January 2, 2009	300,742
July 11, 2009	494,579
July 20, 2009	303,741
July 25, 2009	487,190
August 4, 2009	300,914
August 8, 2009	486,954
August 17, 2009	303,420
August 22, 2009	482,617
December 26, 2009	456,600
December 28, 2009	292,550
December 29, 2009	301,863

Frequency Conversion:

A frequency conversion program was in place between January 5 and April 27, 2009 allowing selected weekend subscribers to receive Monday to Friday editions. The 2-day Saturday and Sunday subscribers, received Monday through Sunday editions and 1-day Saturday-only subscribers received Monday through Saturday editions.

A frequency conversion program was in place between September 8 and December 21, 2009 allowing selected weekend subscribers to receive Monday to Friday editions. The 2-day Saturday and Sunday subscribers, received Monday through Sunday editions and 1-day Saturday-only subscribers received Monday through Saturday editions.

Paragraphs 2b and 2c:

The Toronto Star reports its circulation by copies serving the Census Metropolitan Area (CMA) and outside the CMA. CMA 535 is used for this report and defined by Statistics Canada's 2006 Census Population.

Regular publishing days on which no paper was issued:

December 25, 2009

Occasional Copies

The following dates represent occasional service delivery. The additional net paid circulation is as follows:

January 1, 2009	94,358
April 10, 2009	94,450
May 18, 2009	95,707
July 1, 2009	95,124
August 3, 2009	88,166
September 7, 2009	87,217
October 12, 2009	88,286

The records maintained by this publication for the period covered by this report have been examined by CCAB Inc. The examination was made in accordance with auditing procedures generally employed by the Corporation and accordingly included such tests of the records and such other auditing procedures as considered necessary under the circumstances. Based on our examination, the data shown in this report present fairly and accurately the records of this publication.

CCAB Inc.

Toronto, ON

March 1, 2010

TYPE: A

ID Number: T820A0D9