

# LIVING GREEN

Saturday April 13<sup>th</sup> 2009

Booking: Wed., April 8<sup>th</sup>

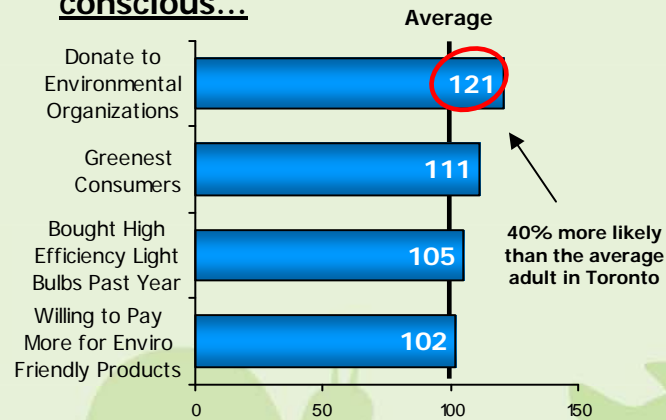
Material: Fri., April 10<sup>th</sup>



## LIVING GREEN > Special Section

This section will look at sources of global-warming that are beyond the immediate control of the individual and suggest ways in which people can, in fact, make an impact. The Living Green section will empower readers to feel they can make a difference. This special section is timed to align with the Green Living show that occurs at the Direct Energy Centre in Toronto.

### Star Readers are environmentally conscious...



Source: PMB 2008 – Two-Year Study, read Star last Saturday  
Base: Toronto, Adults 18+

### The Saturday Star reaches...

- 1,224,800 readers in Toronto
- 561,900 households in Toronto\*
- 462,600 adults with household incomes of \$100,000 or more
- 544,300 principle wage earners
- 1,001,500 home owners
- 359,300 readers that have used public transit in the past 7 days
- 584,000 readers that own high-efficiency light bulbs\*\*
- 383,000 greenest consumers in Toronto\*\*

Source: NADbank 2007, read Star last Saturday; Base: Toronto, Adults 18+ (\* HH weighted)  
\*\*Source: PMB 2008 2-year database, read Star last Saturday; BASE Toronto adults 18+