

Niagara-on-the-Lake Special Section 2009

Home to the Shaw Festival – one of the most celebrated repertory theatres in the world – Niagara-on-the-Lake is also home to many other world-class attractions. The Toronto Star's Niagara-on-the-Lake Special Section will explore this unique town and all it has to offer. The area is rich in history and offers visitors opportunities to enjoy theatre, fine dining, spas, shopping, wineries, golfing, farmers' markets and historical sites.

Publication Date
Thursday April 2, 2009

Booking Deadline
Wednesday March 25, 2009

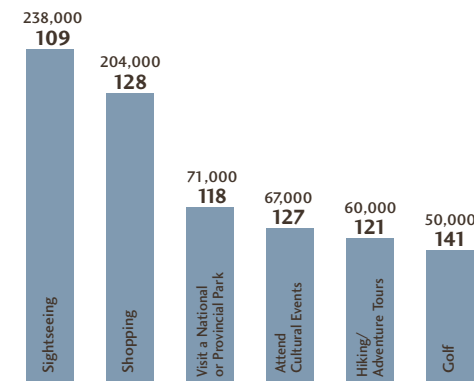
Material Deadline
Friday March 27, 2009

Star Readers are active while on vacation.

Trip activities Star Readers partake in during vacation within Canada in the past 12 months.

NET REACH, READ YESTERDAY (INDEX BELOW)

Source: PMB 2008, Two-year database; BASE: Toronto (Market Index=100)



About our Readers...

- Weekday Toronto Star households have spent over **\$15.3 Million** on personal vacation trips in the past 3 years (that's an average of \$4,260 per household!)
- Saturday Toronto Star households have spent over **\$19.2 Million** on personal vacation trips in the past 3 years (that's an average of \$4,073 per household!)
- **244,000** Star Readers are considered "Cultured and Active" when it comes to travel and leisure.*
- Star Readers are **43% more likely** than the market average to read or look at the travel pages in the daily newspaper.*
- Star Readers are **22% more likely** to rely on daily papers as their primary media source for vacation travel.*
- **367,500** Star Readers have personally accessed travel destination websites in the past month.*
- **473,000** Star Readers travelled within Canada by car in the past 12 months.**

Source: NADbank 2007, BASE: Toronto CMA, Total maximum spent and average amount spent on single vacation/leisure overnight trip in past 3 years (HH Weighted) *Source: NADbank 2007, Full report; BASE: Toronto CMA, Read yesterday ** Source: PMB 2-year database; BASE: Toronto, Read yesterday

