

## WATERLOO REGION RECORD

Serving Kitchener, Waterloo, Cambridge, Elmira, St. Jacobs, New Hamburg, Baden and surrounding area

Kitchener CMA Adults 18+	Waterloo Region Record Readership			
	Average Weekday	Average Saturday	Mon.-Sat. Cume*	Print/Online Weekly Reach**
365,200	130,600	135,500	202,400	221,400
100%	36%	37%	55%	61%

\*Mon.-Sat. Cume – Read one or more issues in the past week \*\* Read one or more issue (print/online) past week

### The Waterloo Region Record provides exceptional reach of the market!

- ✓ **We drive daily newspaper readership.** The Waterloo Region Record print and online editions reach 221,400 adults 18+ or 61% of the Kitchener CMA every week!
- ✓ **We reach more adults than the Toronto papers combined!** 81,600 more adults daily; and 75,200 more adults on Saturday.
- ✓ **Even against radio, the Waterloo Region Record is the local media leader!** In fact, we reach 88,700 more adults daily than the No. #1 radio station in the Kitchener market – CHYM FM.
- ✓ **Readers make time for the Waterloo Region Record!** On weekdays, readers spend an average of 38 minutes reading the paper and 53 minutes on Saturday.
- ✓ **The Waterloo Region Record delivers reliable circulation** – Our six day average circulation remains stable. This paid circulation means the Waterloo Region Record not only gets to the door but through the door and into the hands of your customers.

### The Waterloo Region Record reaches the most educated, affluent adults in the market!

By Selected Demographics	Kitchener CMA Adults 18+	Waterloo Region Record Readership							
		Average Weekday		Average Saturday		Mon.-Sat. Cume*		Total Print/Online**	
Men	180,600	63,600	35%	66,100	37%	96,700	54%	106,600	59%
Women	184,600	67,100	36%	69,400	38%	105,800	57%	114,800	62%
Adults 35+	247,600	109,800	44%	113,900	46%	155,200	63%	165,800	67%
Adults 55+	96,200	55,100	57%	57,300	60%	67,600	70%	69,700	72%
Homeowners	279,200	111,200	40%	115,500	41%	163,600	59%	177,200	63%
College/University Grads+	174,200	65,700	38%	66,300	38%	103,300	59%	114,700	66%
HHI \$75,000+	168,700	70,200	42%	73,300	43%	103,400	61%	113,300	67%

Source: NADbank® 2008

Base: Kitchener CMA Adults 18+ (365,200)

\*Mon.-Sat. Cume – Read one or more (print) issues in the past week \*\* Read one or more issue (print/online) past week

### The Waterloo Region Record Online Audience Keeps Growing...

The Record.com

**Averages over 4.9 million page views every month and over 375,000 unique visitors!**



Canadian Circulations Audit Board

Mon.-Fri. Average Total Circulation: 62,668  
 Saturday Average Total Circulation: 65,688  
 6-Day Average Total Circulation: 63,171

### Kitchener CMA 2009 Market Overview Population

499,513 = 10<sup>th</sup> in Canada

Households

190,311 = 11<sup>th</sup> in Canada

### 2009 Retail Sales

\$5.7 billion = 11<sup>th</sup> in Canada

### Average Household Income

\$88,782 = 6<sup>th</sup> in Canada

Sources: TheRecord.com – Omniture 2009 (Jan.-Mar. Average);

Waterloo Region Record Circulation – CCAB Audit Report for Dec. 31, 2008; Kitchener CMA – FP Markets 2009