



Calgary



24 hours Calgary appeals to busy, active people of all ages, and is chosen by over 28,500 readers each week. 24 hours has had double-digit growth in the past year, gaining 15% new readers on an average weekday. Both men and women enjoy 24 hours Calgary, with an equal 50:50 male/female ratio. The average weekly reader is 43 years old, with some post secondary or more education. Almost three-quarters own their own homes. 24 hours offers multiple creative solutions to our advertisers to reach these vital, urban readers.

This newspaper is available online and receives approx. 1,640 Unique Visitors and 21,061 Page Views (Source: Google Analytics October 2011)

Circulation	
Monday-Friday average	38,918

Readership	
Monday to Friday	28,500
5 Day CUME	82,300
Weekly Print & Online	84,000

Editorial Features	M	T	W	TH	F
Breaking News	■	■	■	■	■
World News	■	■	■	■	■
Money	■	■	■	■	■
Classified	■	■	■	■	■
Sports	■	■	■	■	■
Health & Fitness	■	■	■	■	■
Lifestyle	■	■	■	■	■
Fashion & Beauty	■	■	■	■	■
Homes	■	■	■	■	■
Food & Drink	■	■	■	■	■
Workzone	■	■	■	■	■
Travel	■	■	■	■	■
Auto	■	■	■	■	■
Digital Life	■	■	■	■	■
24H Weekend	■	■	■	■	■
Entertainment	■	■	■	■	■

Demographic Highlights

- 70% are adults 18-49
- 50:50 Male/Female Split
- 74% own their home
- 71% have some post secondary plus

