



Ottawa

24 hours Ottawa has had incredible readership gains over the past year, with over 47% new daily readers reaching for it's one-stop resource for news, weather and exceptional local content. Over 159,000 adults read 24 hours in Ottawa every week, with almost an equal proportion of men and women reaching for us. About two-thirds of our readers own their own homes and have some post-secondary or more education. 24 hours offers multiple creative solutions to our advertisers to reach these vital, urban readers.

This newspaper is available online and receives approx. 3,612 Unique Visitors and 50,686 Page Views (Source: Google Analytics October 2011)



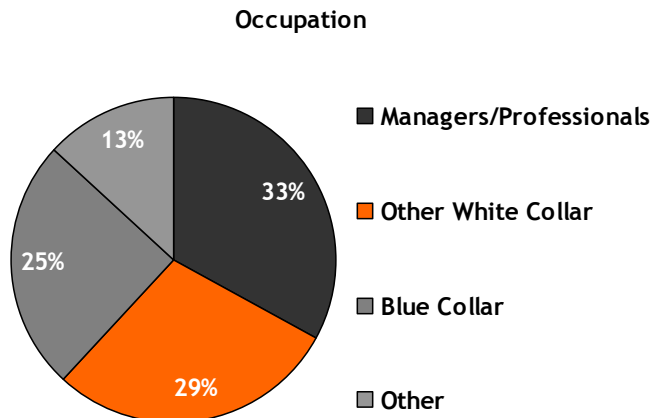
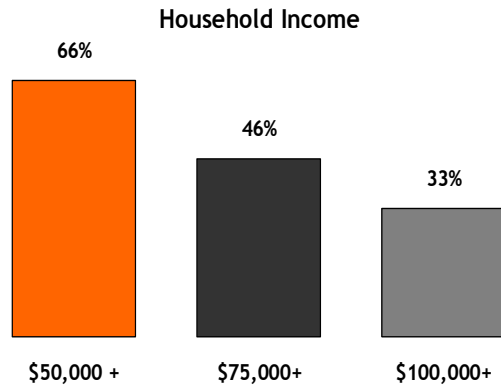
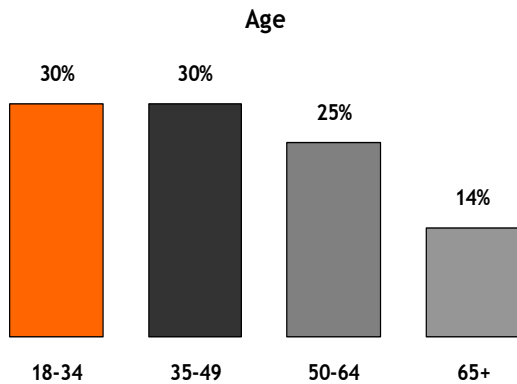
Circulation	
Monday-Friday average	40,815

Readership	
Monday to Friday	67,200
5 Day CUME	159,100
Weekly Print & Online	164,500

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

Demographic Highlights

- 61% are adults 18-49
- 49:51 Male/Female Split
- 65% own their home
- 67% have some post secondary plus



Last update Nov. 2011