



Toronto



24 hours Toronto is designed and edited to appeal to busy, active people of all ages and is being chosen by Toronto adults for it's one-stop resource for news, entertainment, weather and exceptional local content. This is evidenced by our double-digit readership growth in this highly competitive newspaper market, rising over 27% in the past year to reach 808,000 weekly readers. 24 hours reaches both men and women, with a 51:49 male/female reader ratio. Our readers skew 18-49, with an average age of 42. And – our readers are well-educated, with over 75% having some college/university or more education, indexing higher than Toronto's adult population. 24 hours offers multiple creative solutions to our advertisers to reach these vital, urban, active, captive readers.

This newspaper is available online and receives approx. 22,974 Unique Visitors and 477,014 Page Views (Source: Google Analytics October 2011)

Circulation	
Monday-Friday average	265,225

CMA Readership	
Monday to Friday	352,500
5 Day CUME	808,000
Weekly Print & Online	870,800

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

- 68% are adults 18-49
- 51:49 Male/Female Split
- 69% own their home
- 74% have some post secondary plus

