



Edmonton

24 hours Edmonton has had remarkable readership growth in the past year, with over 50% new daily readers reaching for it's one-stop resource for news, weather and exceptional local content. 24 hours reaches over 134,000 adults in Edmonton every week. The average reader is 44 years old and has a personal annual income higher than the national average, at almost \$49,000. 24 hours offers multiple creative solutions to our advertisers to reach these vital, urban, active readers.



This newspaper is available online and receives approx. 1,762 Unique Visitors and 23,587 Page Views (Source: Google Analytics October 2011)

Circulation	
Monday-Friday average	31,128

Readership	
Monday to Friday	46,000
5 Day CUME	134,000
Weekly Print & Online	135,100

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

Demographic Highlights

- 61% are adults 18-49
- 57:43 Male/Female Split
- 72% own their home
- 65% have some post secondary plus

