



Vancouver

24 hours Vancouver is the number one free daily in Vancouver, chosen by 610,500 readers a week for its one-stop resource for news, entertainment, weather and outstanding local content. Readership has grown by over 22% in the past year, gaining 47,100 new weekly readers. 24 hours reaches both men and women, with an 50:50 reader ratio. Over two-thirds of our readers are between the ages of 18 and 49, with an average age of 42. In addition, our readers are well-educated, with almost 80% having some post secondary education or more. 24 hours offers multiple creative solutions to reach these vital, urban, active readers. Furthermore 24 hours has developed multiple local partnership to deliver brand activation locally.



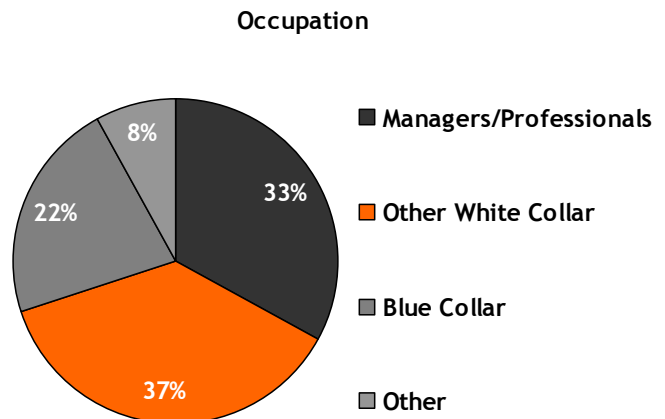
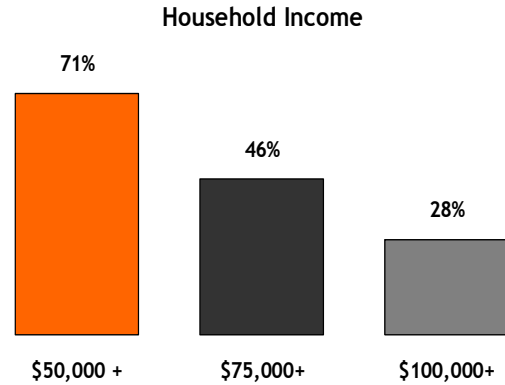
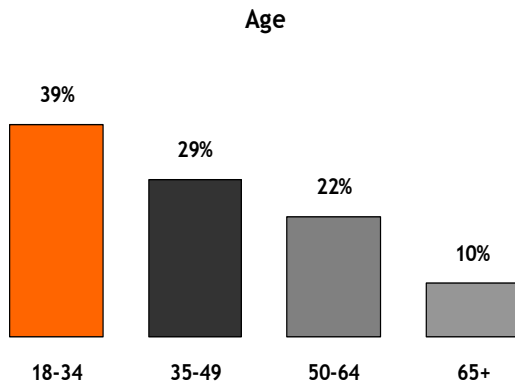
This newspaper is available online and receives approx. 8,049 Unique Visitors and 157,357 Page Views (Source: Google Analytics October 2011)

Circulation	
Monday-Friday Average	132,216
Readership	
Monday to Friday	272,700
5 Day CUME	610,500
Weekly Print & Online	617,600

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

- 68% are adults 18-49
- 50:50 Male/Female Split
- 70% own their home
- 79% have some post secondary plus



Last update Nov. 2011