



# Edmonton SUN

Recent improvements to the Edmonton SUN's editorial and visual appeal have proved beneficial to the paper which has had a weekday readership increase of 3.6% in 2010. The Edmonton SUN is a leader in its market, reaching more adult readers between the ages of 25 and 49 than the Journal. And, the Edmonton SUN continues to deliver more male readers between 18 and 49 than the Journal.

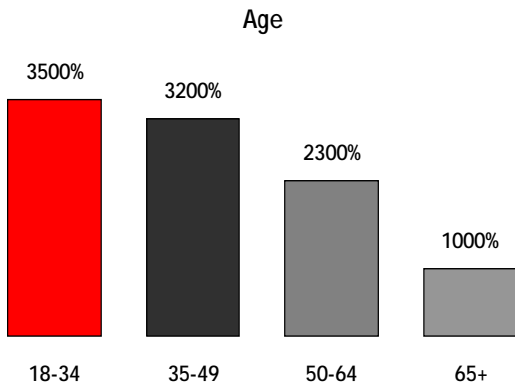


Circulation	
Weekday Average	51,547
Saturday	47,103
Sunday	59,566
Readership	
Monday to Friday	166,300
Saturday	132,000
Sunday	151,500
7 Day CUME	356,700
Weekly Print & Online	381,700

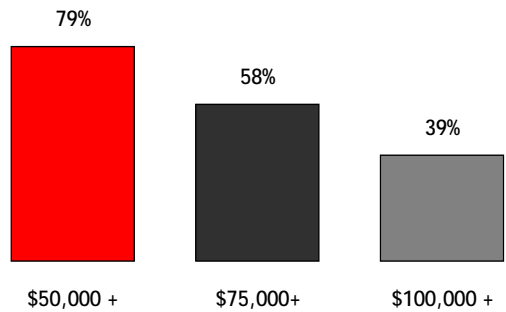
Editorial Features	M	T	W	TH	F	SA	SU
Autonet							
Careers							
Health							
ENT							
Weekend							
Life							
Homes							
Sports							
Digital							
Travel							

## Demographic Highlights

- 67% are adults 18-49
- 59% are married/living together
- 78% are home owners
- 61% have at least some post secondary education



Household Income



Occupation

