



# Toronto SUN

Toronto Sun readership grew by over 10% in 2010, reaching 628,200 adults 18+ on an average weekday and over 1.5 million in an average week. The Toronto SUN is an active media sponsor of professional sports, including the Toronto FC, the Toronto Rock lacrosse team, the NFL, and the Toronto Argonauts.



## Circulation

Weekday Average	186,904
Saturday	153,743
Sunday	268,798

## Readership

Monday to Friday	628,200
Saturday	522,900
Sunday	661,400
7 Day CUME	1,526,300
Weekly Print & Online	1,659,700

## Editorial Features

	M	T	W	TH	F	SA	SU
Autonet							█
Jobboom			█				
Money		█	█	█	█		
Break		█	█	█	█		
ENT							█
Life		█	█	█	█		
Travel			█				
Homes					█		█
Sports		█	█	█	█		
Digital					█		
Health		█					

## Demographic Highlights

- 62% are adults 18-49
- 62% are married/living together
- 78% are home owners
- 64% have at least some post secondary education

