

9 Community Newspapers TOWN CRIER

www.MyTownCrier.ca

The *Town Crier* group of Community Newspapers has been a part of Toronto's core communities for over 30 years. Eight monthly neighbourhood editions, plus a successful mid-month Mid Town edition, cover diverse and interesting people and issues of local concern to local residents. Home-delivered free to over 215,000 homes and businesses, *Town Crier* boasts better treatment of political news that matters to local residents, and regular insights into community groups and topical city planning issues. *Town Crier* is committed to showcasing individuals who make a difference in their neighbourhoods; and deserved attention to recreation information and community sports are exemplified in special series and ongoing editorial. Special bi-annual, dynamic supplements include the Education and Camp, Home & Garden Guides and Holiday Gift Guide.

Promotions & Sponsorships Circulation & Distribution

- Town Crier Athlete of the Year
- Education Guides
- Holiday Gift Guides
- Health & Wellness Focus
- Best In Town
- Local Shopping Initiatives
- Home & Garden

Town Crier's circulation is controlled with virtually every household in each *Town Crier* neighbourhood receiving a paper each month.

Town Crier Editions:

- North York
- North Toronto*
- Forest Hill*
- Bayview-Mills*
- Leaside-Rosedale*
- Midtown
- Bloor West
- Riverdale-East York
- Beach-South Riverdale

*Neighbourhood also receives Midtown Edition

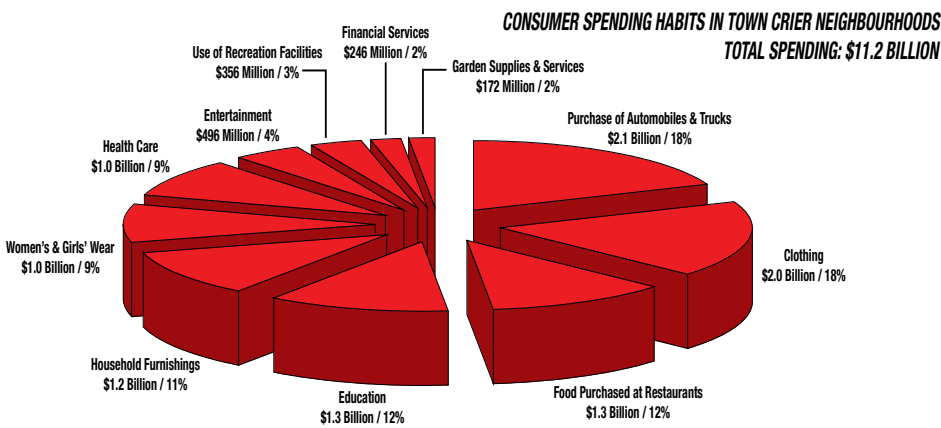
Circulation: 215,000 +



READERSHIP

Monthly (through all 9 editions)
1,000,000+ readers

SELECTED DEMOGRAPHICS



- 74% of Torontonians read community newspapers compared to 44% who read dailies
- Town Crier average household income is \$90,000 with over 18% earning \$150,000
- *76% of adults with household incomes over \$75,000 are regular readers of community newspapers
- Average readership per household is 3.5 people
- 65% of Town Crier readers are aged 18-49
- 75% of Town Crier readers are female
- 77% of Town Crier readers are affluent Canadians
- *75% of Town Crier area households read the paper every month

Source: Statistics Canada, Census 2006
*Community Media Special Report 2008

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Online readers have opportunities to connect, feedback, and share much of the site's content. Local news can also be filtered by local neighbourhoods. The free TownHALL membership allows readers to receive an opt-in weekly Newsletter, send E-cards, submit events to our popular online Community Calendar, and more.



CONTACT US

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