

THE GLOBE AND MAIL

NADbank Data Shows Continuing Newspaper and Online Readership Growth for Globe and Mail

Overall growth plus increases in key demographics

Toronto – September 23, 2009 – NADbank today released its interim Fall 08/Spring 09 readership data which shows The Globe and Mail growing significantly both in-print and online. This report covers the six largest Canadian markets (Vancouver, Edmonton, Calgary, Toronto, Ottawa and Montreal.)

Weekday newspaper readership is up 8 per cent year-over-year including 36 per cent growth in Vancouver alone. Saturday readership is holding steady. Online readership continues to soar with a readership increase of 21 per cent across the six markets.

“Our investments in our products and our integrated print and online strategy are paying dividends for us and our advertisers as readership grows,” said Phillip Crawley, Publisher and CEO, The Globe and Mail. “Projects like our current Behind the Veil series and last year’s Talking to the Taliban – which just this week won an Emmy – demonstrate how we can take full advantage of our print and online capabilities to deliver ground-breaking, quality content that attracts and engages readers.”

The details of the NADbank report underscore The Globe’s reach with key demographics. Online readership among women is up 37 per cent; a reflection of new product and content developments including Globe Life. Online readership among university graduates and higher is up 22 per cent, among managers/professionals up 7 per cent, among those with household incomes of \$100,000+ up 21 per cent, and among those with personal incomes of \$100,000+ up 16 per cent.

For the newspaper, weekday readership among women is up 10 per cent, among university graduates and higher up 8 per cent, among senior managers up 11 per cent, among those with household incomes of \$100,000+ up 7 per cent, and among those with personal incomes of \$100,000+ up 11 per cent.

The Globe and Mail, Canada's national newspaper, is a division of CTVglobemedia, a dynamic multi-media company, which also owns CTV Inc., Canada's number-one private broadcaster.

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For more information, please contact: Nancy Evans 416-969-2704;
nevans@enviroicspr.com.