

THE GLOBE AND MAIL

NADbank Data Shows The Globe and Mail Continues Growth in Newspaper and Online Readership

*Weekday newspaper readership up 3.5 per cent, Saturday up 5.9 per cent,
Online up 12.7 per cent*

Toronto – March 17, 2010 – NADbank today released its readership data from the 2009 calendar year, and The Globe and Mail continues to show significant growth for both newspaper and online.

The Globe and Mail's weekday newspaper readership is up 3.5 per cent year-over-year to 927,700, including a 3.7 per cent increase in Canada's six largest cities (Vancouver, Edmonton, Calgary, Toronto, Ottawa and Montreal). Saturday readership is up 5.9 per cent to 1,049,400, with a 10.6 per cent increase in major markets, including an 18.9 per cent increase in Toronto.

Online readership continues to climb with a 12.7 per cent jump to 1,245,600 average weekly readers, including a 20.3 per cent increase among women and up 24.3 per cent for senior managers/professionals.

The Globe and Mail's combined weekly print and online readership is 2,974,900.

"The Globe and Mail continues to evolve and adapt to a changing market, and that strategy produces year-over-year growth across all of our platforms," said Phillip Crawley, Publisher and CEO, The Globe and Mail. "Our digital products are thriving and the continued growth in newspaper readership demonstrates the enduring power and engagement of a quality newspaper. As our numbers continue to climb, we have created the most sought after brand for today's advertisers."

The Globe has the largest readership of all weekday newspapers in the key demographics. Newspaper readership among university graduates is up 8.2 per cent. Among those with household incomes of \$100,000+ readership is up 5.7 per cent, and up 9.8 per cent for those with personal incomes of over \$100,000. In addition, readership among senior managers and professionals is up 5 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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