

THE GLOBE AND MAIL

Redesign Fuels Double Digit Readership Growth for The Globe and Mail in Top Markets: NADbank Survey

Combined print and online readership rises 10 percent in seven key markets ~ New look Globe grows core audience, attracts more women and young adults

Toronto – September 28, 2011 – NADbank today released new data revealing that The Globe and Mail's redesign one year ago has resulted in a 10 percent increase in combined print and online weekly readership, to 2,284,000 readers across Toronto, Montréal, Vancouver, Ottawa-Gatineau, Calgary, Edmonton and Halifax. The survey also shows that in addition to growing its core audience of managers and professionals, The Globe and Mail has also enjoyed double digit growth among women and young adults.

"We have received extremely positive feedback from readers and advertisers since our redesign last year, and this data puts hard numbers behind those sentiments," said Phillip Crawley, Publisher and CEO, The Globe and Mail. "We will build on this growth and momentum in the year ahead, and look forward to widening the gap over our competitors."

On the print side, The Globe and Mail's six-day cumulative readership in the seven markets covered by the study rose eight percent to 1,736,000 readers. At the same time, weekly online readership has soared 24 percent to 1,086,000, fuelled by new editorial content and technological improvements. In Toronto, combined print and online weekly readership is up 12 percent to 1,166,000 readers, while Vancouver's combined readership rose 20 percent to 404,000.

According to NADbank's research, The Globe and Mail significantly increased its weekly combined print and online readership among a number of key demographic groups in the seven cities measured, including:

- Women up 11 percent to 1,026,000
- Readers ages 18-49 up 16 percent to 1,366,000
- Readers with a household income of \$100,000 or more up 14 percent to 1,119,000
- Managers and professionals up 10 percent to 731,000
- University graduates up 15 percent to 1,486,000

"The Globe and Mail's redesign pushed the boundaries of what is possible in print and online for our advertisers, and now we know it also extended their reach to an even larger, valuable audience," said Andrew Saunders, Vice President of Advertising at The Globe and Mail. "Our investment in quality journalism, creative design and technological innovation is paying off, and the winners are our readers and the advertisers that want to reach them."

The 2010/11 NADbank Fall Readership Study includes readership data from the fall of 2010 and the spring of 2011 for the following million-plus markets: Toronto, Montréal, Vancouver, Ottawa-Gatineau, Calgary, Edmonton, as well as Halifax.

The Globe and Mail is Canada's national newspaper, delivering trusted national and international news, business, arts, sports, lifestyle and automotive content to engaged Canadians through its portfolio of newspaper, magazine, online and mobile assets. The Globe and Mail is 85% owned by Woodbridge, the investment arm of the Thomson family, and Bell Canada (15%).

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