



NATIONALEDITION

WEEKDAY AND SATURDAY READERSHIP FACTS



	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
--	------------------------------	-------------------------	------------------

GENDER			
Male	56.0%	51.5%	48.8%
Female	44.0	48.5	51.2

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
--	------------------------------	-------------------------	------------------

AGE DISTRIBUTION			
18-24	5.5%	7.4%	12.5%
25-34	12.9	9.7	18.1
35-49	26.1	25.1	29.3
50-64	33.9	34.8	23.7
65+	21.7	23.1	16.4
Age 25-54	50.8	45.5	56.7
Average Age	51	52	46

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
--	------------------------------	-------------------------	------------------

MARITAL STATUS			
Married/ Living Together	71.3%	69.3%	61.7%
Single/ Widowed/ Separated/ Divorced	27.3	28.9	36.9

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
--	------------------------------	-------------------------	------------------

LEVEL OF EDUCATION			
Some Post-Secondary	23.4%	22.0%	33.4%
University Graduate +	65.1	67.0	33.6
Post-Grad. Degree	30.6	31.1	11.5

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
--	------------------------------	-------------------------	------------------

EMPLOYMENT STATUS			
Self-Employed	17.2%	17.3%	11.1%
Employed by Someone else	50.6	46.0	50.2

SOURCE: NADbank 2010 Readership Study
48 National Readership Markets (Toronto and Kitchener EMA included)

Average Issue Weekday Readership: 948,300
Average Issue Saturday Readership: 1,064,800
Six-day Cumulative Net Reach: 2,457,500

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
--	------------------------------	-------------------------	------------------

OCCUPATION			
Management (Senior/other)	22.9%	19.2%	14.1%
Professionals	8.1	7.1	3.9
Net MPs (Senior/Other mgmt; Professionals)	30.9	26.3	18.0
Other White Collar	19.3	20.1	17.5

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
--	------------------------------	-------------------------	------------------

PERSONAL INCOME			
\$50,000+	59.0%	54.9%	35.8%
\$60,000+	45.5	42.3	23.8
\$75,000+	33.5	30.7	14.4
\$100,000+	20.7	18.3	6.6
Avg. Personal Income	\$68,451	\$64,653	\$46,098

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
--	------------------------------	-------------------------	------------------

HOUSEHOLD INCOME			
\$50,000+	85.7%	84.1%	69.6%
\$60,000+	77.9	75.8	58.9
\$75,000+	65.9	64.5	45.7
\$100,000+	50.0	47.9	28.9
Avg. Household Income	\$100,571	\$98,607	\$77,903

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
--	------------------------------	-------------------------	------------------

HOUSEHOLD COMPOSITION			
Adults only	68.7%	70.6%	63.6%
Adults with children	31.3	29.3	36.3

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
--	------------------------------	-------------------------	------------------

DWELLING			
Own	84.6%	84.9%	74.8%
Rent	13.9	13.8	23.4

CONTACT US

TORONTO

Ontario & Manitoba
tel: 416.585.5111 | toll-free: 1.800.387.9012
fax: 416.585.5698
advertising@globeandmail.com

EASTERN CANADA

(Ottawa region, Quebec & Atlantic Canada)
tel: 514.982.3050 | toll-free: 1.800.363.7526
fax: 514.982.3074
advertisingeasternca@globeandmail.com

BRITISH COLUMBIA, NORTHWEST TERRITORIES AND NUNAVUT

tel: 604.685.0308 | toll-free: 1.800.663.1311
fax: 604.685.7549
advertisingwesternca@globeandmail.com

ALBERTA AND SASKATCHEWAN

tel: (CGY) 403.245.4987 | fax: 403.244.9809
toll-free: (EDM) 1.800.663.1311 ext. 6606
fax: 604.685.7549
toll-free: (SK) 1.800.663.1311 ext. 6639
fax: 604.685.7549
advertisingwesternca@globeandmail.com

UNITED STATES, MEXICO & CARIBBEAN

tel: 858.366.4265
toll-free: 1.866.744.9890
fax: 866.355.5990
rlaplante@media-corps.com

Contact directory

globelink.ca/directory

Newspaper information

globelink.ca/newspaper

Creative formats

globelink.ca/newspaper/adformats

Production specifications

globelink.ca/newspaper/productioncentre

Upload completed advertising

globelink.ca/adforward

Download Globe and Mail tearsheets and invoices
globebilling.ca

YOU ALSO NEED TO KNOW Any advertising published by The Globe and Mail in the newspaper or any of its other publications may, at our discretion, be published, displayed, retained and archived by us and anyone authorized (including any form of licence) by us, as many times as we and those authorized by us wish, in or on any product, media and archive (including print, electronic and otherwise).

All advertising must meet Globe and Mail terms and conditions, available from globelink.ca/termsandconditions, or request a printed copy from your advertising representative.