



Since 1908, **The Vancouver Courier** has been committed to bringing Vancouverites relevant, accurate and timely community news. We have remained true to our mission while adapting to meet current market demands. With the acquisitions of the Vancouver Echo and the West End Times, we offer the most complete coverage of Vancouver.

Our successful special features, such as *Health, Home and Garden*, and *Style* have grown significantly in recent years. Our special integrated inserts for Kerrisdale Days, Kitsilano Days and other community events are popular with local merchants and Business Association's who advertise in **The Vancouver Courier** as a vehicle to attract readers to these events.

The Vancouver Courier has built a strong presence in the communities we service. We believe in the importance of giving back and each year sponsor numerous charitable events, festivals, parades, and community days. In addition, we have recently partnered with The City of Vancouver in their recycling efforts.

We have won numerous awards for excellence in journalism, design, advertising, and classifieds. Our extensive client base includes many long-time advertisers. Their loyalty is testament to our proven leadership, highly skilled designers, and extensive reach. These factors combine to deliver maximum return for advertising dollars. **The Vancouver Courier** is the only community newspaper that can deliver an advertisers message to all of Vancouver's distinct areas in one complete comprehensive package.

Circulation

Wednesday: 133,150
Sunday: 132,000

Readership*

More than 155,000 adults read the Courier on an average weekday

Editorial

Award-winning writers cover stories the dailies haven't discovered yet

Advertising

East Side, West Side and Downtown editions available

Format

Tabloid product with a full page image area of 10.25" x 14" with single and full color capabilities.

Awards

The Vancouver Courier has won numerous awards in a range of categories



* ComBase 2003 Readership Survey



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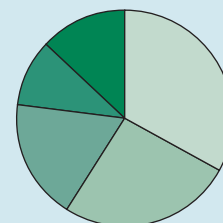
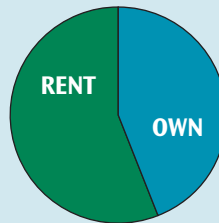
**There are 238,290 households in the community served by
The Vancouver Courier.**

Age, Housing and Income Averages ⁽¹⁾

AGE GENDER		% OF TOTAL MARKET POPULATION
Youth Under 18	96,874	17.5%
Adults 18 Plus	456,956	82.5%
18 to 24	47,816	8.6%
25 to 34	108,350	19.6%
35 to 44	99,345	17.9%
45 to 54	82,605	14.9%
55 to 64	47,515	8.6%
65 to 74	37,550	6.8%
75 Plus	33,775	6.1%
All Females	282,265	51.0%
All Males	271,655	49.1%
Total Population	553,830	

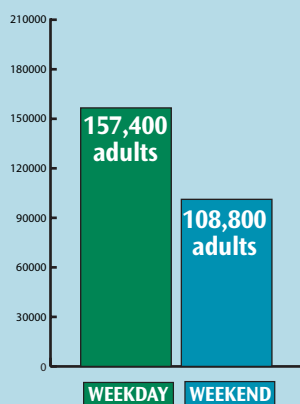
HOUSEHOLDS	
Vancouver Courier	
Base = 238,290 households	
Owned	44%
Rented	56%
SFH	45%
APT	55%

HOUSEHOLD INCOME	
Average Household	\$52,872.00
Less than \$46,000	32.9%
\$46,000 to 57,000	26.3%
\$57,001 to \$67,000	17.8%
\$67,001 to \$80,000	9.7%
Over \$80,000	13.4%



- Less than \$46,000
- \$46,001 - \$57,001
- \$57,001 - \$67,000
- \$67,001 - \$80,000
- Over \$80,000

Readership ⁽²⁾



Spending Habits ⁽³⁾

SELECTED EXPENDITURES	AVERAGE ANNUAL HOUSEHOLD EXPENDITURE	ESTIMATED MARKET EXPENDITURE
Food	\$5,983.99	\$1,160,066,555.70
Food purchased from stores	\$4,763.69	\$877,919,575.35
Food purchased from restaurants	\$1,610.20	\$280,447,313.15
Shelter	\$11,734.58	\$2,253,352,869.25
Household operation	\$2,392.62	\$454,980,766.45
Household furnishings and equipment	\$1,456.87	\$254,942,920.10
Clothing	\$1,909.81	\$381,766,236.50
Transportation	\$6,781.64	\$1,226,286,251.55
Recreation	\$3,035.57	\$561,443,242.65

(1, 3) VanNet Buying Power Guide (Selected Expenditures) Source: Surveys of Household Spending 1998, 2000, Income Statistics Division Statistics Canada Clustered and Projected by Family, Household and Income Data Census 1996, 2001 Analysis by Jim Holt (jholt@Van.Net)

(2) ComBase 2003 Readership Survey



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