

STAR METRO TORONTO

591,000
Daily Readers

1,610,000
Weekly Readers

#1 reach of Adults 25-49

#1 reach of Millennials (Adults 18-34)

Speak to your target

45/55
Men/Women

53%
Bachelor's Degree+

58%
Adults 18-49

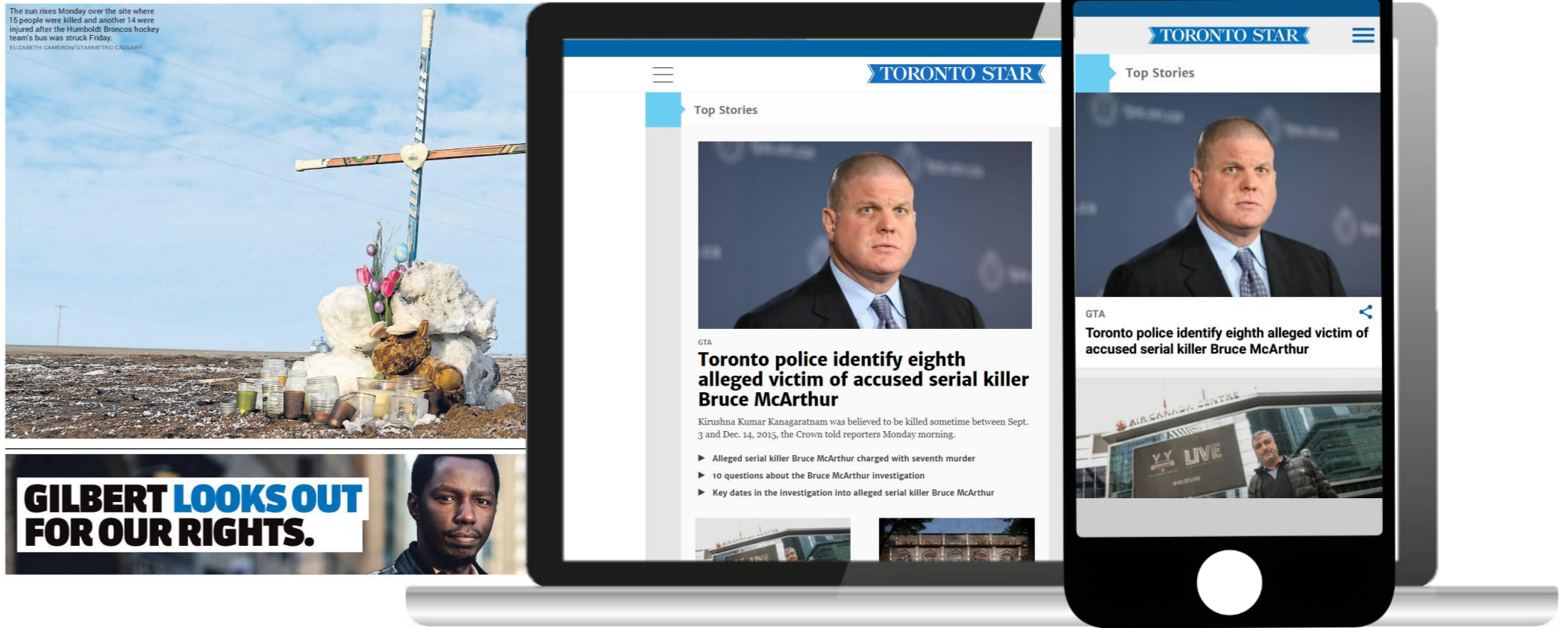
56%
Married/Living Together

60%
Homeowners

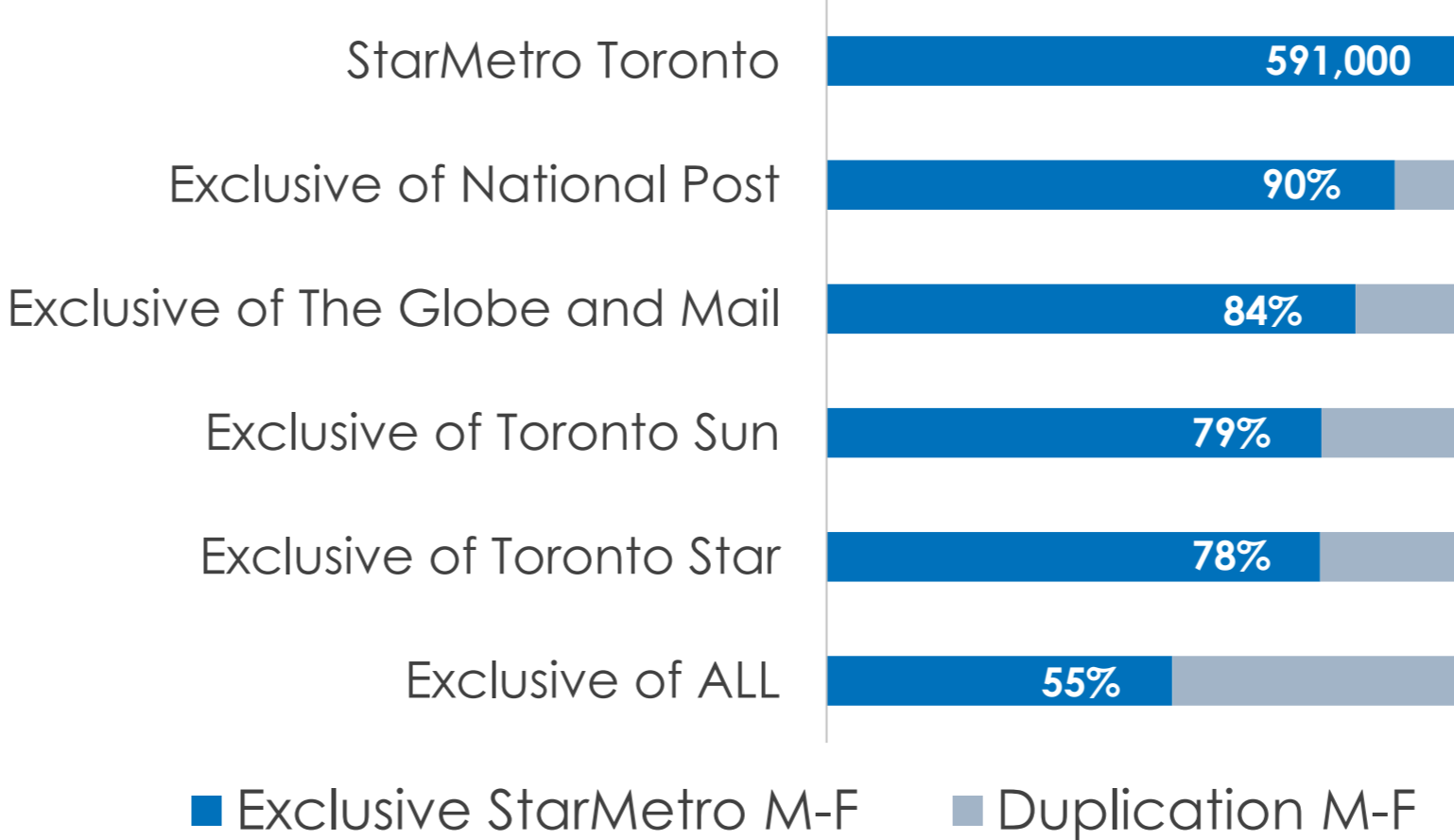
\$79.8K
Average HHI

INVESTIGATE. REPORT. EFFECT CHANGE.
STAR METRO TORONTO
TUESDAY, APRIL 10, 2018 V3 WWW.THESTAR.COM

A silence has fallen



StarMetro Toronto's exclusive print newspaper audience



Extend your reach with digital:

666K
Weekday Print/Digital

1.7M
Weekly Print/Digital

Source: Vividata Spring 2018, Toronto CMA, A18+, read print yesterday (unless specified). Digital = PDF/Web/APP