

IMPORTANT MESSAGE

TO ADVERTISERS:

It has come to my attention that photo-copies of this page in the magazine Community Markets Canada are being circulated in the area, even though our newspapers have been misrepresented in the publication, due to a printing error.

We have been assured by officials of Community Markets Canada that our listing will be corrected in its next publication.

Unfortunately, this is a yearly publication and some of you have been given these figures as a basis for deciding where your advertising dollars can be best spent.

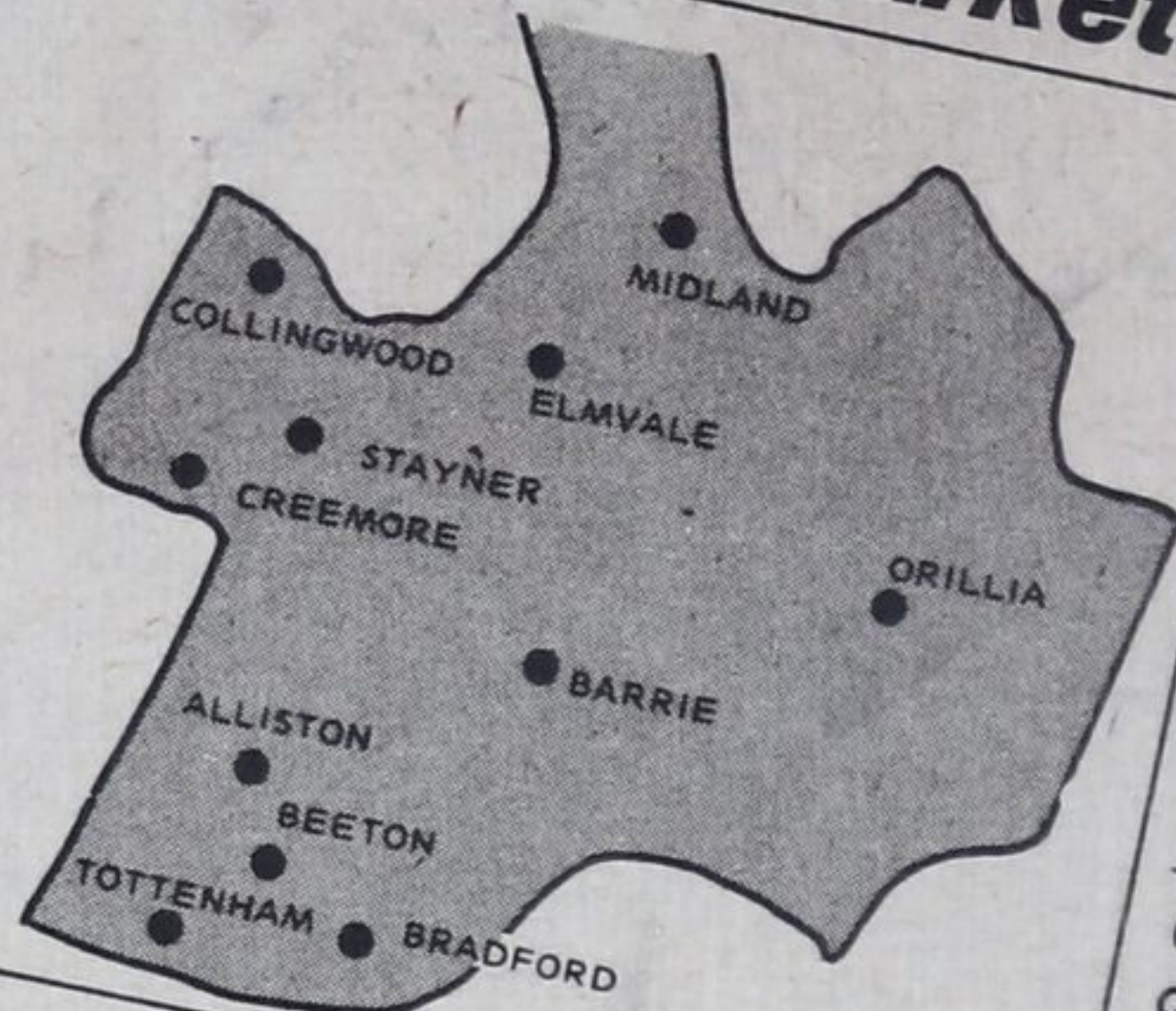
I believe you should know the facts.

This is a copy of our listing in Canadian Advertising Rates and Data (CARD). These are true figures which appeared in the March 1981 issue of CARD, and which are subject to audit by the Audit Bureau of Circulations (ABC).

If you wish to see a copy of this book in its entirety, please do not hesitate to contact me or your local representative from The Midland Times, The Penetanguishene Citizen or The Elmvale Lance.

This book includes all circulation figures for all media in the area.

From Community Markets Canada

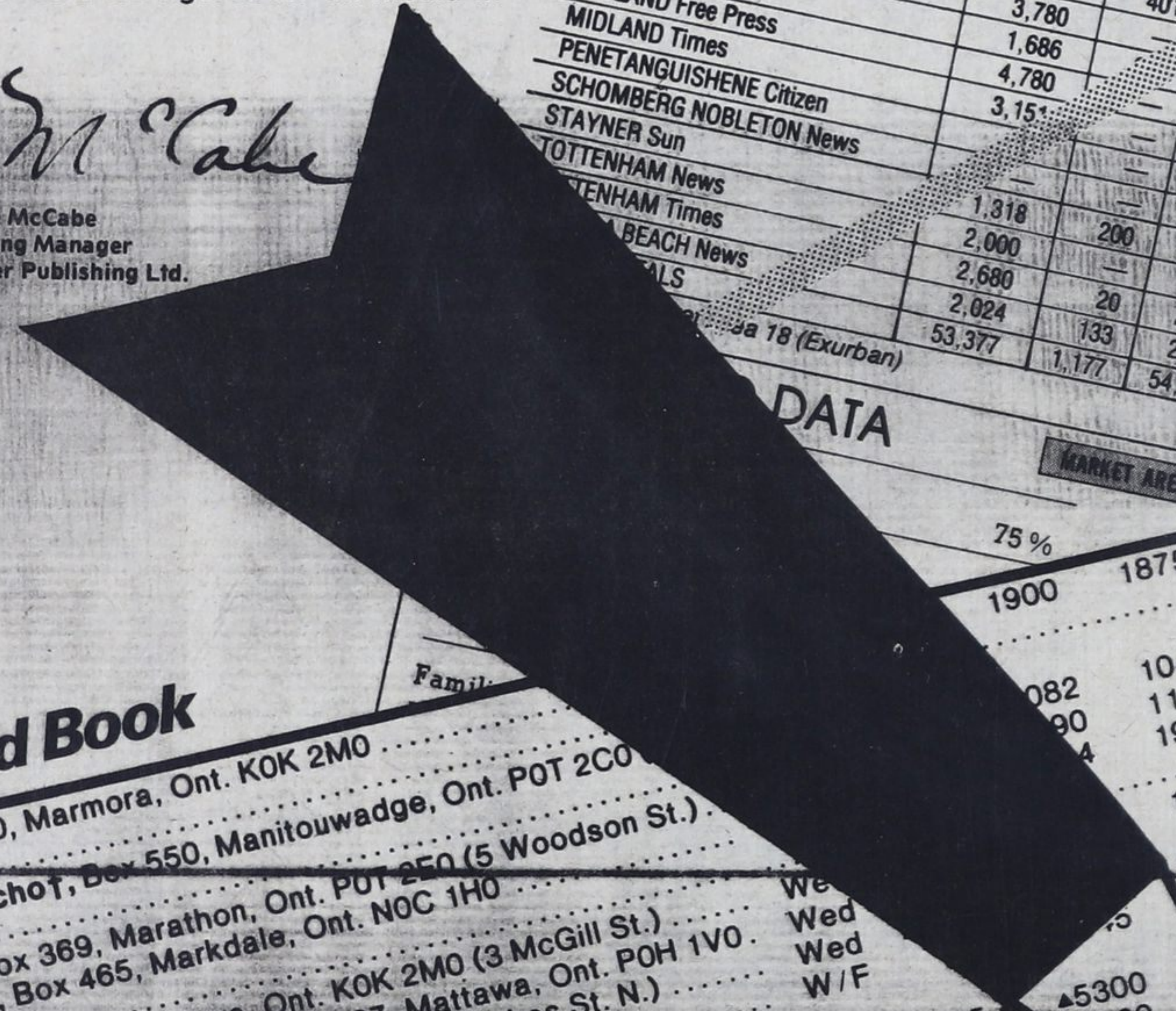


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HOUSEHOLDS ...
POPULATION ...
PERSONAL DISPOS. INCOME (1979)
RETAIL SALES (1979)
Combined Weekly Net circulation in market a
WEEKLY NEWSPAPER CIRCULATION

WEEKLY NEWSPAPERS	CIRCULATION				BASIS	No. Cols
	IN MARKET AREA	IN OTHER NON-METRO AREAS OF SUPER-MARKET	TOTAL IN NON-METRO AREAS OF SUPER-MARKET	OTHER		
ALLISTON Herald	4,045	163	4,208	362	ABC	9
BARRIE Banner	162	—	18,162	—	CCAB	7
BEETON SCHOMBERG Record	1,035	25	1,060	840	SWN	9
Bradford Witness	3,729	40	3,769	296*	SWN	10
Collingwood Enterprise-Bulletin	4,987	—	4,987	—	ABC	8
Collingwood Times	3,780	—	3,780	—	SWN	7
CreeMore Star	1,686	—	1,686	—	ABC	8
Midland Free Press	4,780	—	4,780	—	SWN	6
Midland Times	3,151	—	3,151	—	ABC	9
Penetanguishene Citizen	—	—	—	—	ABC	10
Schomberg Nobleton News	—	—	—	—	SWN	8
Stayner Sun	—	—	—	—	ABC	9
Tottenham News	1,318	—	1,318	—	ABC	10
Tottenham Times	2,000	—	2,000	—	SWN	7
Windsor Beach News	2,680	—	2,680	—	SWN	6
Windsor Star	2,024	—	2,024	—	SWN	6
Windsor Star (Exurban)	53,377	1,177	54,554	3,567	SWN	9

Grace McCabe

Grace McCabe
Advertising Manager
Douglas Parker Publishing Ltd.



From Card Book

- Madoc Review, Box 250, Marmora, Ont. KOK 2M0
- Malton
- Manitouwadge, The Echo†, Box 550, Manitouwadge, Ont. POT 2C0
- Mississauga Dr.)
- Marathon Mercury, Box 369, Marathon, Ont. POT 2E0 (5 Woodson St.)
- Markdale Standard†, Box 465, Markdale, Ont. NOC 1H0
- Markham
- Marmora Herald†, Box 250, Marmora, Ont. KOK 2M0 (3 McGill St.)
- Mattawa Recorder, 341 McConnell St., Box 67, Mattawa, Ont. POH 1V0
- Meaford Express†, Box 700, Meaford NOH 1Y0 (68 Sykes St. N.)
- Midland Free Press†, 248 First St., Midland, Ont. L4R 3N8
- Midland Friday Group (comb.) Box 609, Midland L4R 4LR
- Midland Peninsula Group (combined) Box 609, Midland, Ont. L4R 4L3
- Midland Times†
- Penetanguishene Citizen†
- Elmvale Lance†
- Mildmay Town & Country Crier†, Box 190, Mildmay, Ont. NOG 2J0
- Milton Canadian Champion†, 191 Main St. E., Milton, Ont. L9T 1N7
- Milton Weekly Tribune, 181 Main St. E., Milton, Ont. L9T 1N7
- Milverton Sun†, Box 456, Milverton, Ont. NOK 1M0 (28 Main St. N.)
- Minden, The Highlands Express, R.R. #2, Minden, Ont. KOM 2K0
- Minden, The Times†, Box 97, Minden, Ont. KOM 2K0

MARKET AREA 15	1900	1875	Sw. 3-1-80
75%	1082	1045	Sw. 30-6-80
	190	1177	Sw. 23-5-80
	1934	1375	Sw. 30-11-80
		850	Sw. 2-1-80
		2908	ABC 31-3-80
		5336	ABC 30-9-80
		5300	Sw. 26-9-80
		2100	Sw. 26-9-80
		Total: 7400	Sw. 26-9-80
		2947	ABC 30-9-80
		1119	ABC 30-9-80
		1119	ABC 30-9-80
		Total: 5440	ABC 30-9-80
		6518	Sw. 22-4-80
		512	Sw. 23-6-80
		2240	Sw. 25-4-80
		100	Sw. 1-2-80
		1900	Sw. 9-1-81

FARM DATA

3,02
11,09
\$77.2 Million
Bus-Farmer
3,441
3,236
6,585
1,072
1,765
559

