

The Chronicle Herald Media Kit



The Chronicle Herald

➔ Content

- Atlantic Canada's most trusted & best source for local news
- Award winning newsroom servicing 3 editions: Metro, Provincial, & Cape Breton
- Emerging custom content capabilities

➔ Audience

- Daily Readers – 235,000
- Weekly Readers – 335,000

➔ Strength

- Visual – graphics, brand, & detail
- Flexible – unique placements, sizes, and shapes
- Reach – largest print readership in Nova Scotia



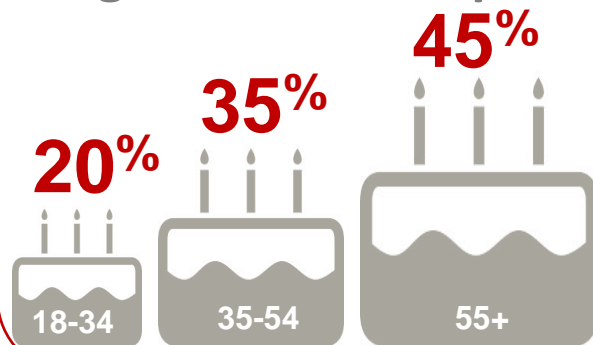
Our Audience



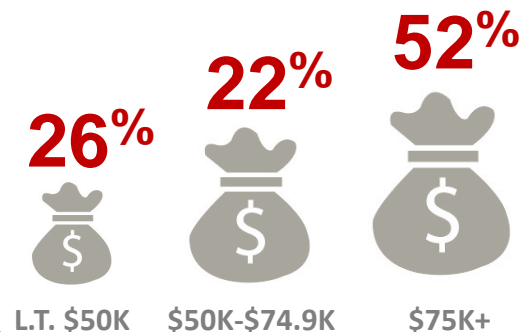
52%
Women

48%
Men

Age of Readership



Household Income



Education



75%

At least some college/university education

Home Ownership



82%

Homeowners

We reach 435,000 readers every week.*

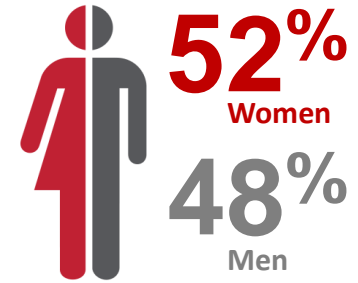
*Print and digital.

Our Audience

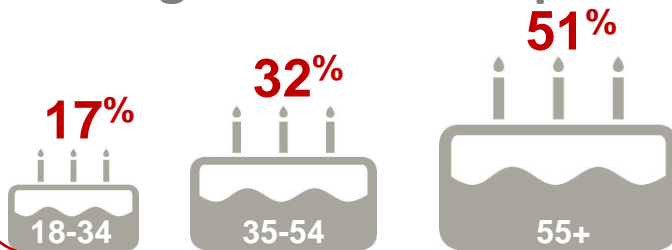
Print



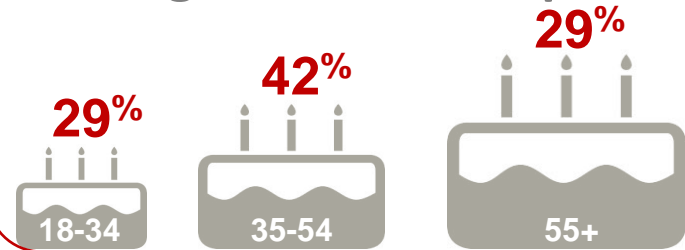
Digital



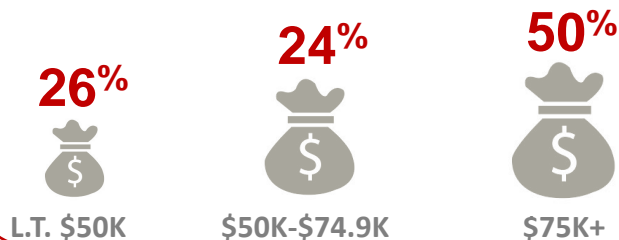
Age of Readership



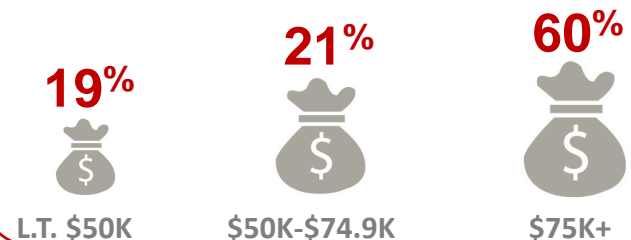
Age of Readership



Household Income



Household Income



We reach 335,000 print readers every week.

We reach 261,000 digital readers every week.