

The Brandon Sun

Proudly serving our readers since 1882.

brandonsun.com @thebrandonsun



The Brandon Sun

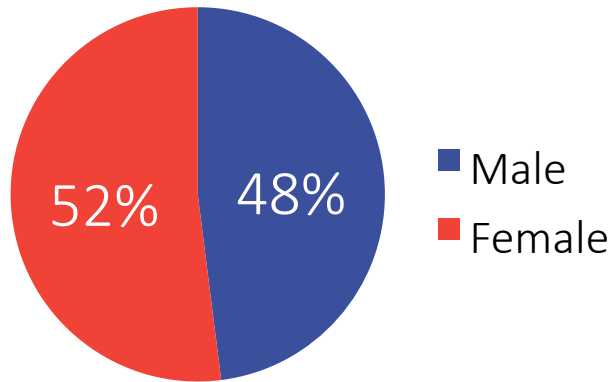
The **Brandon Sun** ranks second in the country at reaching readers, with 77% weekly penetration.....

Ranking of Newspapers By Percent Reach in Home Market			
Source: Vividata Fall 2021; Base: 18+			
Rank	Market	Title	Weekly Print/Digital
1	Cape Breton	Cape Breton Post	82%
2	Brandon	The Brandon Sun	77%
3	Charlottetown	The Guardian	75%
4	Windsor	The Windsor Star	70%
5	Granby	La Voix de l'Est	68%
7	Victoria	Times Colonist	65%

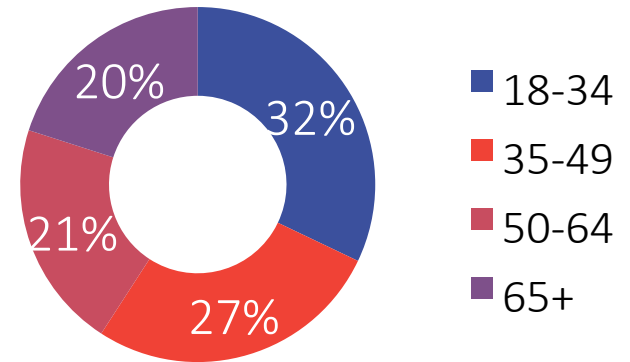
Brandon Market Composition

Adult (18+) Population: 52,000

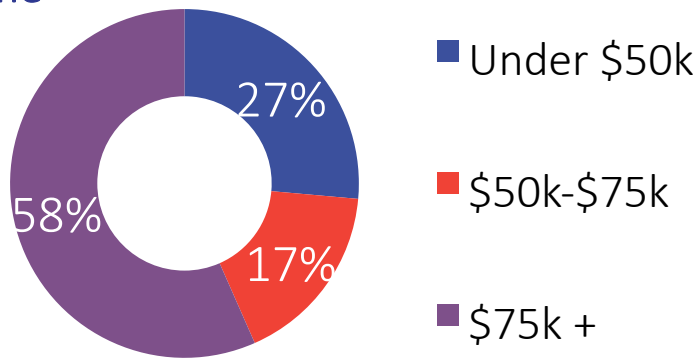
Gender



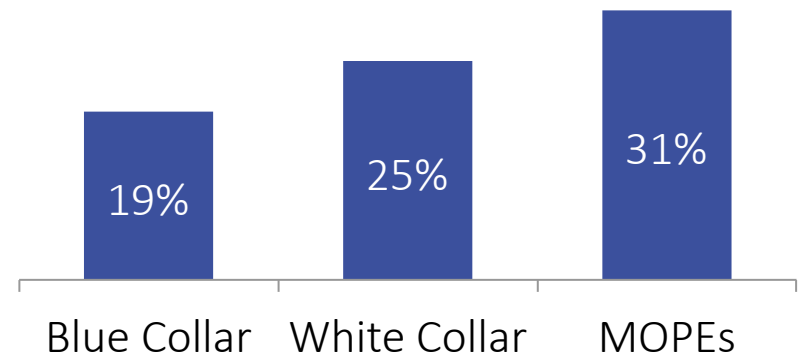
Age



HH Income



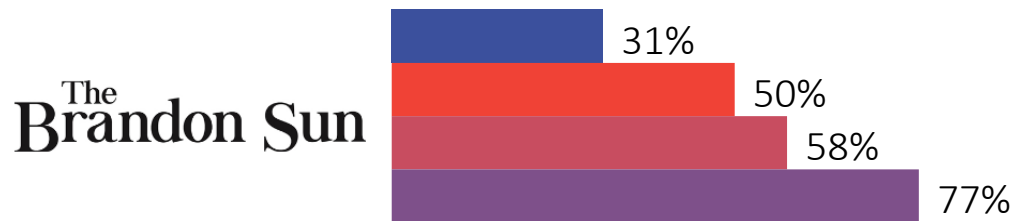
Occupation



Readership of The Brandon Sun

- 26,000 Daily Readers (Print/Digital)
- 23,000 Readers for Saturday Edition (Print)
- 40,000 Weekly Readers (Print/Digital) = 77% of Adults in Brandon
- 94% of our Weekday Print Readers are Exclusive to The Brandon Sun

We're Brandon's most read daily newspaper.



Brandon, 18+
Reach (%)



AUDIENCE	Daily Print	Daily Print/Digital	5-Day Print	Weekly Print/Digital
The Brandon Sun	16,000	26,000	30,000	40,000
Globe and Mail	-	*1,000	*2,000	*7,000
National Post	-	-	-	*4,000

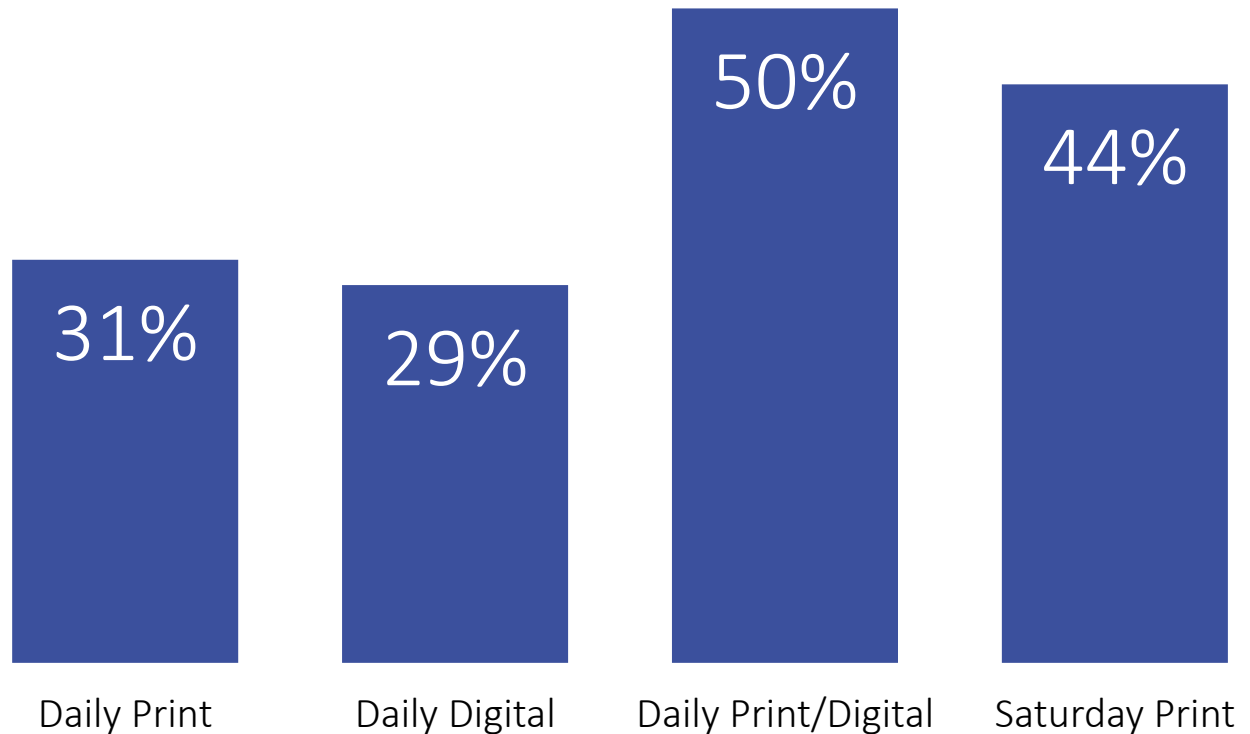
■ Daily Print
■ 5-Day Print

■ Daily Print/Digital
■ Weekly Print/Digital

We reach readers across platforms.

Brandon, 18+
Average Issue Reach (%)

- Our digital platforms add a 19%-point increase to our daily readership

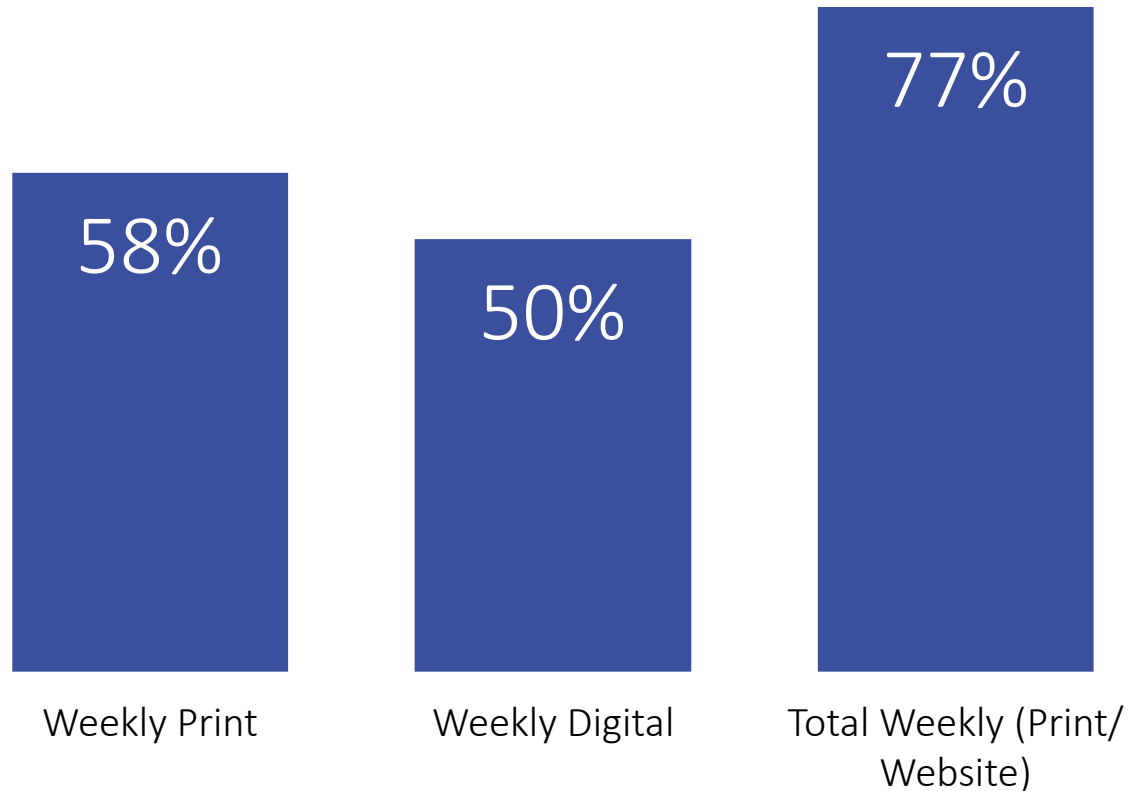


AUDIENCE	Daily Print	Daily Digital	Daily Print/Digital	Saturday Print
The Brandon Sun	16,000	15,000	26,000	23,000

We reach readers across platforms.

Brandon, 18+
Weekly Reach (%)

- 31% of our weekly readers read both our print and digital platforms.



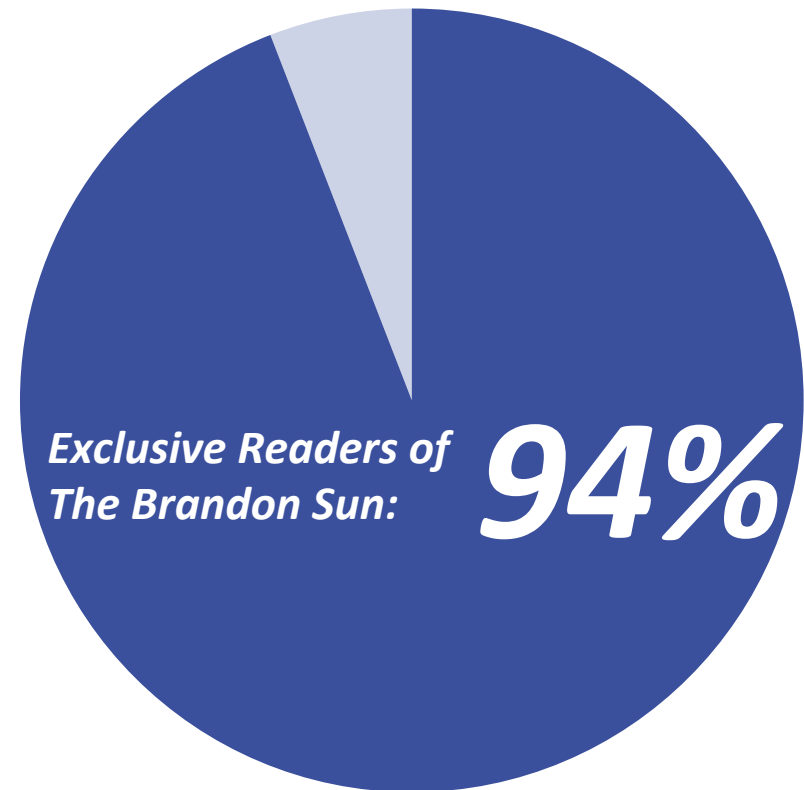
AUDIENCE	Weekly Print (6-Day)	Weekly Print and Digital	Weekly Digital	Weekly Print/Digital
The Brandon Sun	30,000	16,000	26,000	40,000

Strength of Our Exclusive Daily Readership

Brandon, 18+

Average Daily (M-F) Print Readers

- 94% of our *weekday print readers* are exclusive readers of The Brandon Sun.



Strength of Our Exclusive Weekly Readership

Brandon, 18+

Average Weekly Print Readers

- 90% of our *weekly print readers* are exclusive readers of The Brandon Sun.



We reach the more educated, and home owners in Brandon.

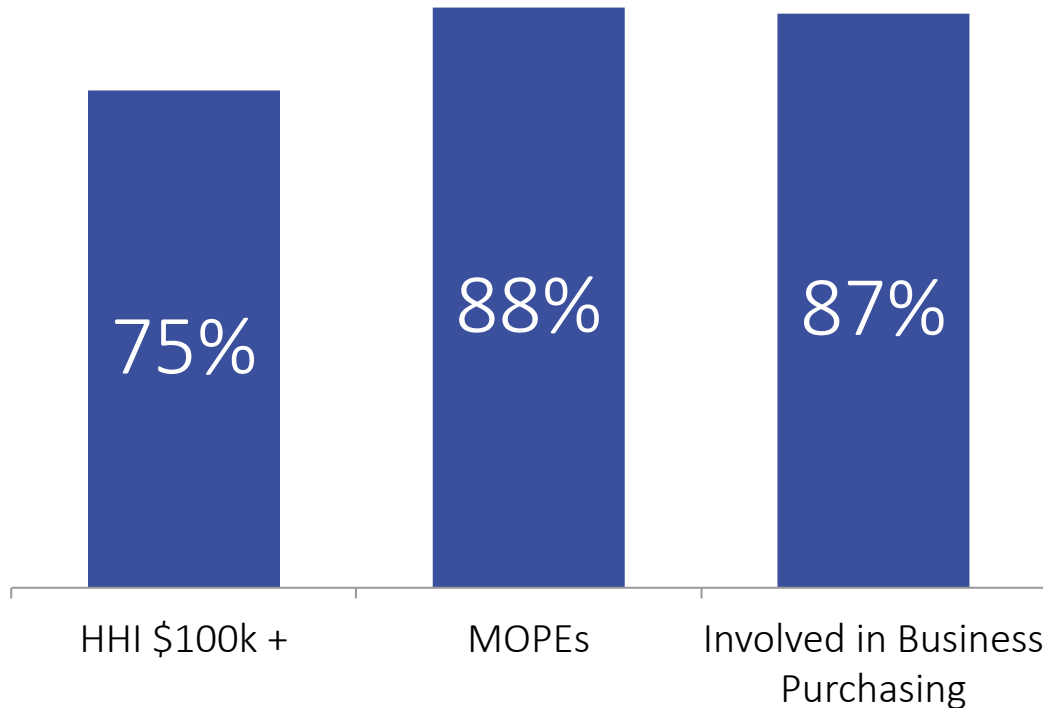
POWER OF REACH

Brandon (18+)	Brandon <i>Compositio n of Population</i>	The Brandon Sun <i>Composition of Weekly Readers (Print/ Digital)</i>	The Brandon Sun <i>Reach of Weekly Readers (Print/ Digital)</i>
Male	48%	49%	80%
Female	52%	51%	70%
University Grad Plus	33%	38%	88%
Adults With Children	50%	53%	81%
Home Owner	79%	80%	78%



We reach decision makers and high income earners.

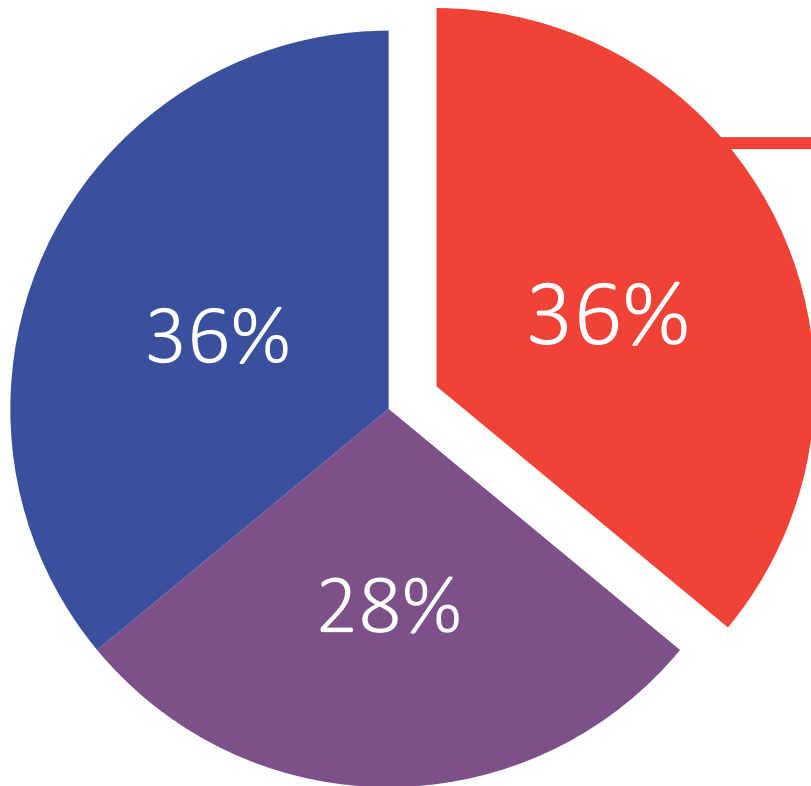
Brandon, 18+
Average Weekly Readership (Print/Digital)
Reach (%)



Audience	The Brandon Sun Weekly Print/Digital
HHI \$100k +	12,000
MOPEs	14,000
Business Purchasing	13,000

Our readers are your potential customers.

Brandon, 18+
Composition of Weekly Print/Digital Readers (%)



- Our 50+ readers have an average of \$241,000 in securities and savings.



Composition (%)	Brandon Market	The Brandon Sun Weekly Print/Digital
18-34	33%	36%*
35-49	27%	28%
50+	42%	36%

The Brandon Sun reaches...

Brandon, 18+, Avg. Weekly Readership (Print/Digital) Reach (%)



74% of households that made any **home improvements** in the past 2 year.



11,732 avg. spent on **home improvements** of principal residence.



67% of households that bought **home improvement items** in the past year.



71% of households that intend to purchase a **large appliance** in the next year.

The Brandon Sun reaches...



75% of adults that intend to **travel within Canada** in the next year.



\$1,227 intend to spend on the next domestic trip.



75% of adults that intend to **travel outside Canada** in the next year.



\$2,356 intend to spend on the next domestic trip.

Brandon, 18+
Avg. Weekly Readership
(Print/Digital)
Reach (%)

The Brandon Sun reaches...

Brandon, 18+, Avg. Weekly Readership (Print/Digital) Reach (%)



73% of adults that **own a vehicle**.



70% of adults that personally bought **automotive services/supplies/products** in the past year.



\$756 avg. spent on services, supplies or products in the past year.

Automobile Ownership of The Brandon Sun Readers

Household Automobile
Ownership by
Manufacturing Country:

The Brandon Sun Weekly
Print/Digital Readers
(% of Households, 18+)

The Brandon Sun Weekly
Print/Digital Readers
(# of Households, 18+)

Japanese Make

37%

7,000

European Make

5%*

1,000

Domestic Make

47%

9,000

Korean Make

11%*

2,000

#1 Daily Newspaper in Brandon, reaching 77% of adults each week.

Advertising in **The Brandon Sun** is an effective method of reaching your current and potential customers.

We're convinced,

- We can help you maximize your marketing opportunities,
- And provide you a large and effective coverage of Brandon.



*Our readers are the
people you want!*

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