

INTRIGUED

INFORMED

INSPIRED

INDUBITABLE

INTEGRITY

INFLUENTIAL

INDIVIDUAL



THE WINDSOR STAR
An INTEGRAL part of our community.

Welcomed into more homes than anyone else.



INCREDIBLE REACH

Number 1 – not just in the City, not just in the Province –

NUMBER 1 in CANADA!

The highest readership of any metro daily newspaper.

54% of adults read the Windsor Star every day.

82% of adults read the Windsor Star every week.

The Windsor Star is where Windsor goes to get the news, and it's where you should go to reach Windsor.



INCOMPARABLE IMPACT

Fragmentation is the buzz-word of the advertising world, but in Windsor, it's an epidemic.

Windsor is a unique market, unlike any other in Canada. Because of our proximity to Detroit and the major broadcast organizations centred there, Windsor is reached by more television and radio stations than any other metro market in Canada. There are 26 strong-signal radio stations in the marketplace, with more than 40 others bombarding our airwaves. Nearly 70 radio stations!

In addition, at least 10 television stations are available with a simple TV-top antenna. As a result, Windsor has one of the lowest cable subscription percentages in the country - nearly 40% of Windsor residents don't have access to cable. And, if you add a satellite dish – there are hundreds of stations available.

There is **one primary print media source in the market** – one daily newspaper – **The Windsor Star**.

INFORMATION

Blue collar, low income, lunch bucket town – unlikely:

City	Median Total Income
Windsor	\$70,000
London	\$68,400
Saskatoon	\$68,300
Winnipeg	\$64,700
Toronto	\$63,800
Vancouver	\$62,900

Source: Statistics Canada

Inexpensive:

City	Average Cost, Detached Bungalow
Windsor	\$166,054
London	\$223,300
Saskatoon	\$340,000
Winnipeg	\$199,777
Toronto	\$451,494
Vancouver	\$667,875

Source: Royal LePage Survey of Canadian House Prices

INFORMATION

Interesting, involved and inimitable

- Canada's southernmost community, with long, hot summers
- A cultural mosaic of more than 90 ethnic groups
- Over 400 kilometres (250 miles) of shoreline – much of it sandy beaches
- Vegas-style gaming, open 7 days a week, 24 hours a day
- Home to more than 20 festivals. Every summer more than one million spectators gather from both sides of the Detroit River to witness Red Bull Air Races, Macy's Fireworks, Festival Epicure, Bluesfest and many more events in celebration of international friendship.
- Nineteen conservation areas with rare Carolinian forests
- World class golf courses
- Southwestern Ontario's wine route, with more than a dozen wineries with a growing climate to match that of the best wine producing European countries
- More than 400 restaurants – sample authentic cuisine from virtually anywhere in the world



INVALUABLE AUDIENCE



INCOME:

- 70% of our readers have a household income of \$50K +



EDUCATION:

- 83% of our readers have a college education or better



FAMILIES

- 82% of people with children in the household read The Windsor Star weekly



HOMES:

- 79% of homeowners read The Windsor Star weekly



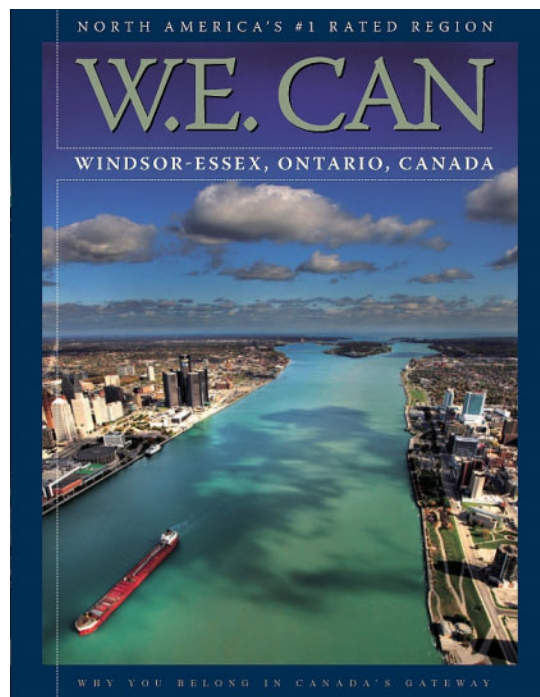
EMPLOYMENT:

- Our readership is evenly split between professionals and blue collar workers

INNOVATION & INTEGRATION

As part of Canwest, one Canada's largest media companies, The Windsor Star has the ability to offer innovative, solidly performing marketing initiatives. At the same time, we're small-town enough to offer **flexible, partnership-based solutions for our advertisers**, both locally and nationally.

We are very proud of our city, and our most recent demonstration is our Believe Windsor initiative. This first class magazine showcases Windsor-Essex as the place to live, work, play, learn and invest. Utilizing the power of the Canwest properties to distribute Believe Windsor will maximize the impact across Canada and Michigan. We believe in our community.



THE WINDSOR STAR

INSIDE


Body+Health
The Windsor Star
June 21, 2007
\$3

HEALTH BRIEFS
New research linking health to level of social support



Life
The Windsor Star
June 21, 2007
\$3

FOOD
Pasta recipes for the weekend lunch



The Windsor Star Classified
just a phone call away
255-5544

The Windsor Star
June 21, 2007



MEMO MOM
To all those moms, the grand ones too

Write it down



Let's do LUNCH!
Simple, minimal ingredient meals in just 10 minutes



Discover
LIFESTYLE | Check out the singinas on our list (Page F1)

The Bahamas
A beach within reach



Nassau attracts celebrities but it's not just a playground for the rich



The Scene
Sights, Sounds, Styles & Views

CD BREAKDOWN

30 UNDER THIRTY

For racism?
can be done for positive race relations

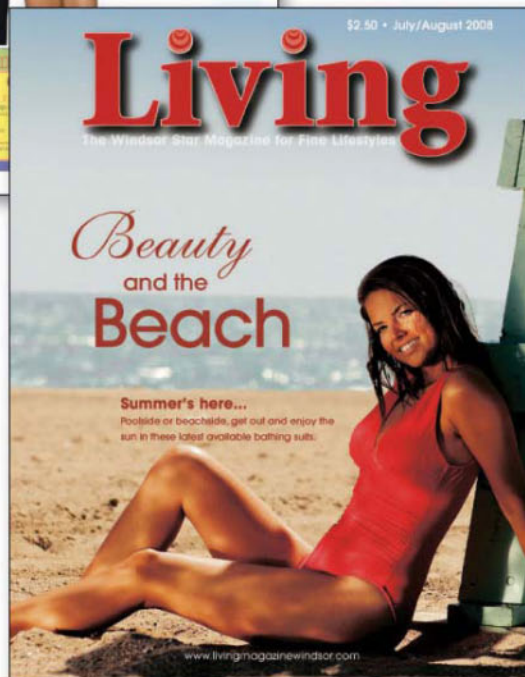
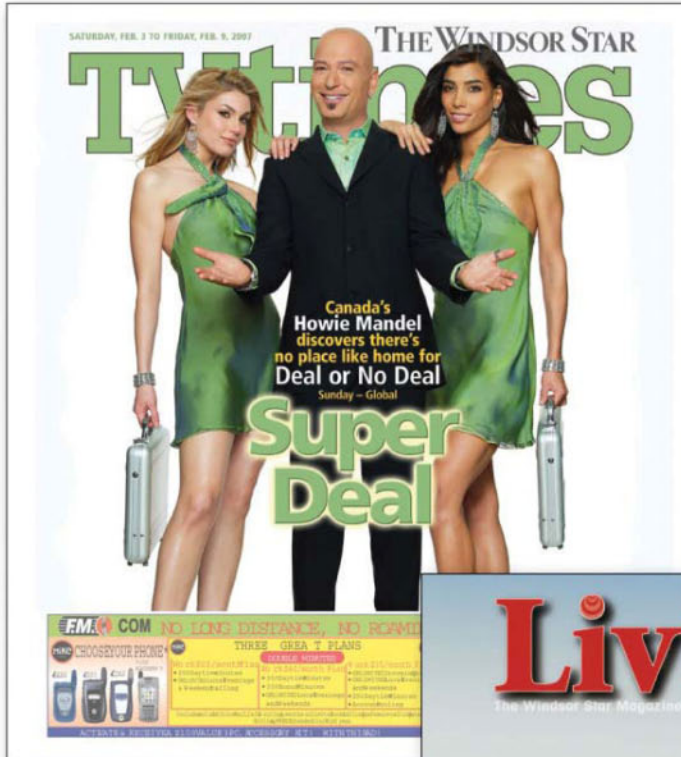
matter at Zen garden



UNIVERSAL Sudoku Puzzle

7	1	5	4	8	
2	6	8	1	6	
8	7	3	4		
3	2	9	1	2	
8	3	4	2	9	5
5		8	7	6	2

INSIDE



INTO THE FUTURE

Extend the reach of your Windsor Star buy through the pages of The Windsor Star online edition at windsorstar.com.

With more than 3,500,000 page views monthly, and an average of 150,000 monthly unique visitors windsorstar.com is a valuable addition to your traditional print buy. And, the website is averaging 50% more traffic year over year.

The screenshot shows the Windsor Star website in a Microsoft Internet Explorer browser window. The browser's address bar displays "http://www.windsorstar.com/". The website's header features the "THE WINDSOR STAR" logo, a weather widget showing "-1°C" and "Light flurries Detailed Forecast", and a search bar. A navigation menu includes links for Home, News, Opinion, Business, Sports, Entertainment, Life, Health, Technology, Travel, Jobs, Cars, Homes, and Classifieds. Below the navigation, there are "Don't miss" links for Holiday Guide, Windsor Spillfires, W.E. Report, Breaking news alerts, and Movie Guide. A banner reads "See WHAT'S new Welcome to our redesigned site... More to discover. Easier to explore. Your world, your community, this minute." The main content area features a "LATEST UPDATES" sidebar with headlines like "Two missing after Que. helicopter crash" and "Indian airports on high alert: Officials". The main headline is "April Fool's joke finally comes true" with a photo of a woman and a man holding a newspaper. To the right, there are sections for "Printed Edition", "Subscriber Services", and "COMING SOON IN THE WINDSOR STAR" featuring a promotional image for "New Episode Friday EVERYTHING ENTERTAINMENT". The browser's taskbar at the bottom shows several open applications, including Microsoft Outlook, Microsoft PowerPoint, and the Windsor Star website.

THE WINDSOR STAR

INTERESTED?

CONTACT US TODAY!

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