

FACTS ABOUT

The Manitoba Free Press

Winnipeg

Growth of Circulation

Sworn Average Circulation of the Daily Free Press

1901	13,562
1902	15,311
1903	18,824
1904	25,693
1905	30,018
1906	31,559
1907 (11 months)	36,970

Sworn Average Circulation of the Weekly Free Press and Prairie Farmer

1902	19,672
1903	13,619
1904	15,801
1905	15,654
1906	21,300
1907 (11 months)	28,798

Volume of Advertising carried by the Daily Free Press.

	Lines Display	Lines Classified	Total Lines
1905	5,829,150	2,192,625	8,021,775
1906	6,067,950	2,117,625	8,185,575
1907 (11 months)	5,791,950	2,785,650	8,577,600

Press Capacity

The figures given represent the number of 16-page papers which can be printed in an hour

1900 (Six Duplex, Built 8 pages)	4,000
1901 (The Pony Quad)	10,000
1902	10,000
1903	10,000
1904 (The Pony Quad and Fall Quad)	24,000
1905	31,000
1906 (The Quad and The Sixtriple)	60,000
1907 (Two The Sixtriple)	72,000

Paper Consumption by the Manitoba Free Press Co.

1899	550,000 Pounds
1900	644,640 "
1901	909,215 "
1902	1,200,492 "
1903	1,972,098 "
1904	2,791,356 "
1905	3,573,704 "
1906	4,160,398 "
1907 (11 months)	4,500,508 "

The Daily Free Press covers the City of Winnipeg more thoroughly than any other city in America is covered by one paper, while the combined use of the Daily Free Press and the Weekly Free Press and Prairie Farmer gives the advertiser greater publicity in Western Canada than any other medium or combination of mediums which he might employ.

The Free Press does business on the basis of a uniform flat rate, and hence is an ideal medium for an advertiser who approaches Western Canada for the first time and wishes to conduct an experimental campaign.