

TABLE 6. MEDIA INTERESTS OF THE THOMSON GROUP

| Newspapers   | Circulation | Extent of |
|--|-------------|-----------|
|  |             | Interest  |
|  |             | %         |
| <i>Dailies</i>                                       |             |           |
| <i>Daily Sentinel</i> (Kamloops).....                | 9,493       | 100       |
| <i>Daily Courier</i> (Kelowna).....                  | 8,115       | 100       |
| <i>Daily Free Press</i> (Nanaimo).....               | 9,342       | 100       |
| <i>Herald</i> (Penticton).....                       | 6,317       | 100       |
| <i>Times-Herald</i> (Moose Jaw).....                 | 9,318       | 100       |
| <i>Daily Herald</i> (Prince Albert).....             | 8,189       | 100       |
| <i>Examiner</i> (Barrie).....                        | 10,183      | 100       |
| <i>Daily Times &amp; Conservator</i> (Brampton)..... | 7,863       | 100       |
| <i>Daily News</i> (Chatham).....                     | 15,129      | 100       |
| <i>Standard-Freeholder</i> (Cornwall).....           | 14,447      | 100       |
| <i>Evening Reporter</i> (Galt).....                  | 13,824      | 100       |
| <i>Mercury</i> (Guelph).....                         | 17,519      | 100       |
| <i>Northern Daily News</i> (Kirkland Lake).....      | 6,460       | 100       |
| <i>Daily Packet and Times</i> (Orillia).....         | 7,953       | 100       |
| <i>Times</i> (Oshawa).....                           | 24,452      | 100       |
| <i>Observer</i> (Pembroke).....                      | 7,861       | 100       |
| <i>Examiner</i> (Peterborough).....                  | 23,026      | 99        |
| <i>Observer</i> (Sarnia).....                        | 18,603      | 100       |
| <i>Star</i> (Sudbury).....                           | 35,362      | 100       |
| <i>Daily Times-Journal</i> (Thunder Bay).....        | 17,105      | 100       |
| <i>News-Chronicle</i> (Thunder Bay).....             | 15,766      | 100       |
| <i>Daily Press</i> (Timmins).....                    | 11,779      | 100       |
| <i>Evening Tribune</i> (Welland).....                | 19,409      | 100       |
| <i>Daily Sentinel-Review</i> (Woodstock).....        | 10,229      | 100       |
| <i>Chronicle-Telegraph</i> (Quebec).....             | 4,523       | 100       |
| <i>Evening News</i> (New Glasgow).....               | 10,055      | 100       |
| <i>Guardian</i> (Charlottetown).....                 | 16,414      | 100       |
| <i>Evening Patriot</i> (Charlottetown).....          | 4,478       | 100       |
| <i>Western Star</i> (Corner Brook).....              | 7,884       | 99.9      |
| <i>Telegram</i> (St. John's).....                    | 29,517      | 99.9      |
| <i>Weeklies</i>                                      |             |           |
| <i>Enterprise</i> (Yorkton).....                     | 7,578       | 100       |
| <i>Chronicle</i> (Arnprior).....                     | 2,828       | 100       |
| <i>Enterprise-Bulletin</i> (Collingwood).....        | 4,485       | 100       |
| <i>Chronicle</i> (Dunnville).....                    | 3,521       | 100       |
| <i>Standard</i> (Elliot Lake).....                   | 2,500       | 100       |
| <i>Standard</i> (Espanola).....                      | 2,159       | 100       |
| <i>Herald</i> (Georgetown).....                      | 4,589       | 100       |
| <i>Post</i> (Hanover).....                           | 3,271       | 100       |
| <i>Post and News</i> (Leamington).....               | 5,158       | 100       |
| <i>Banner</i> (Orangeville).....                     | 4,523       | 100       |
| <i>Northern Light</i> (Bathurst).....                | 5,296       | 100       |
| <i>Bi-weeklies</i>                                   |             |           |
| <i>News</i> (Vernon).....                            | 6,617       | 100       |
| <i>Sun</i> (Swift Current).....                      | 6,589       | 100       |
| <i>Free Press Herald</i> (Midland).....              | 5,848       | 100       |
| <i>Tri-weeklies</i>                                  |             |           |
| <i>Trentonian</i> (Trenton).....                     | 7,313       | 100       |

SOURCE: *Canadian Advertising Rates and Data*, December, 1969