

Publication Series: Total Print Distribution

Halifax Metro News (Fridays)

New Homes & Renovations (all four editions*) distributed as an exclusive insert

Area/Region	FSA	Quantity/Copies
Halifax Downtown Hand Promoter Truck 1	B3H, B3J, B3K	2200
Enfield Elmsdale Airport Fall River	B2T, B2S	800
Sackville	B4C, B4E, B4G	1800
Downtown Dartmouth-Highfield Park Dr	B3A	1200
Burnside Dartmouth Crossing	B3B	900
Dartmouth South-Main Street	B3A, B2X, B2W	2600
Cole Harbour to End Main Street Dartmouth	B2Y, B2W, B2Z	2600
Halifax South End	B3H, B3J, B3K	2100
Bayers Lake	B3S	700
Halifax North End	B3K	1800
Bedford - Hammond Plains	B4A, B4B	2000
Halifax West End	B3L, B3M, B3N	2400
Herring Cove, Lakeside, Tantallon, Timberlea	B3T, B3Z, B3P, B3R, B3V	700
Halifax Downtown Hand Promoter Truck 2	B3H, B3J, B3K	2000
Woodside to Eastern Passage	B3G, B2V	600
Prospect-White's Lake	B3T, B3Z	100
Total Metro News Copies		24500

*Based on most recent publication (Friday, October 3, 2014). Actual number can fluctuate between 20,000 and 25,000 depending on edition.

The Chronicle Herald (Saturdays)

New Homes & Renovations (all four editions†) distributed to paid home delivery subscribers

Area/Region	FSA	Quantity/Copies
HRM Subscribers		
Colby Village	B2V	1289
Portland Estates	B2W	3948
Montebello	B2X	952
Downtown Dartmouth / Manor PK.	B2Y	2217
North End Dartmouth	B3A	661
Eastern Passage	B3G	653
South End / Downtown Halifax	B3H/J	2036
North End Halifax	B3K	1357
West End Halifax	B3L	1559
Clayton Park	B3M	2572
Fairview / Armdale	B3N	1263
Purcell's Cove	B3P	910
Spryfield	B3R	386
Clayton Park West	B3S	1001
Timberlea/Lakeside URBAN	B3T 1	579
Hammonds Plains Rd to Tantallon	B3Z 1	1002
Bedford / Hammonds Plains	B4A	1906
Kingswood	B4B	737
Lower Sackville	B4C	1445
Middle/ Upper Sackville	B4E	1120
Beaverbank	B4G	266
Tantallon - Peggy's Cove	B3Z 2	465
Hubbards	B0J	72
Waverley	B2R 2	345
Fall River to Enfield	B2T	1200
Elmsdale to Lantz	B2S	287
Middle Musquodoboit	B0N	711
Porters Lake	B3E	570
Lake Echo	B2Z	76
Total Copies: HRM		31585

Provincial Subscribers		
Bridgewater, Lunenburg, Mahone Bay, Blockhouse	B4V, BOJ 3M0 /2C0/2E0	2141
Chester, New Ross, Hubbards	BOJ 1J0, BOJ 2M0	854
Kingston, Wilmot, Greenwood	BOP 1R0 / 1N0/ 1W0	488
Aylesford/Bridgetown, New Minas, Kentville, Coldbrook, Berwick	BOP 1C0/BOS 1M0B4N/B4R/ BOP 1E0	3394
Antigonish, South River	B2G	440
New Glasgow, Sutherlands River	B2H	1166
Kentville, New Minas, Wolfville, Port Williams, Greenwich, Hantsport, Canaan, Canning	B4N, BOP 1T0/B4P/BOP 1L0/1H0/BOJ 1J0	1954
Windsor, St. Croix, Ellershouse	BON 2B0 / 2E0 / 1L0/ 2T0	760
Mt. Uniacke	BON 1Z0	151
Truro & area, Bible Hill, Masstown	B2N	3029
Brookfield, Stewiacke	BON 1C0	722
Kennetcook	BON 1P0	28
Upper Rawdon	BON 2N0	138
Noel	BON 2C0	205
Kennetcook, Maitland	BON 1P0 / 2L0	91
Nine Mile River	B2S	175
Truro Service	B2N, B6L, BON	50
Total Copies: Provincial		15786
Total Chronicle Herald Copies		47371

*Based on most recent publication Saturday, October 4, 2014). Actual number can fluctuate between 45,000 and 50,000 depending on edition.

Additional/Miscellaneous Distribution		
Specialized distribution per edition in addition to paid circulation:		
Specialized distribution (by Edition)	Area/Description	Quantity/Copies
The Real Home Show (Feb/Mar)	<i>* this is a three-day event (Fri, Sat, Sun)</i>	
Copies distributed to public/visitors of the show	Hand delivered on location	7500
NSHBA office & member copies	NSHBA meetings/luncheons/seminars	250
Total Additional Copies: Home Show Edition		7750
New Homes & Renovations, Spring (Apr)		
NSHBA Public Home Building Seminar Attendees	Bridgewater, Sydney, Wolfville, Truro, Halifax	750
Kent Building Centres	Halifax, Dartmouth (2), Sackville	1000
Home Depot	Halifax & Dartmouth Locations	500
Rona/Peirceys/Home Hardware	Various HRM, Elmsdale, Enfield	500
Miscellaneous retailers, advertisers, members	Misc retail locations & offices	250
NSHBA office & member copies	NSHBA meetings/luncheons/seminars	250
Total Additional Copies: Spring NH&R		3250
Energy-Efficiency Showcase of Homes (May/Jun)	<i>* this is a three-week event (weekends)</i>	
Showcase Homes & builder members, NSAR office, Realtor offices/Realtors across greater Halifax	Homes on tour in South Shore, Valley, Eastern Shore, Metro, outlying HRM areas	4000
NSHBA office & member copies	NSHBA meetings/luncheons/seminars	250
Total Additional Copies: Showcase of Homes		4250
New Homes & Renovations, Fall (Oct)		
NSHBA Public Home Renovation Seminar Attendees	Bridgewater, Sydney, Wolfville, Truro, Halifax	750
Kent Building Centres	Halifax, Dartmouth (2), Sackville	1000
Home Depot	Halifax & Dartmouth Locations	500
Rona/Peirceys/Home Hardware	Various HRM, Elmsdale, Enfield	500
Miscellaneous retailers, advertisers, members	Misc retail locations & offices	250
NSHBA office & member copies	NSHBA meetings/luncheons/seminars	250
Total Additional Copies: Fall NH&R		3250

Above all based on actual 2014 distribution. Future copies may vary depending on season and schedule changes.