

# Le Bulletin d'Aylmer

**The Bulletin d'Aylmer** is the cultural bridge between the Francophone and Anglophone populations of the city of Aylmer. The mission statement of **The Bulletin**, displayed on the top of every page in the date line is "Ensemble en harmonie / Together, in harmony". This reflects the reality of life in Aylmer: two heritages that have created a growing and vibrant community.

**The Bulletin d'Aylmer** is an independently owned high quality weekly newspaper devoted to its community. Lively editorial and letters pages attest to a high level of reader input and response. **The Bulletin d'Aylmer's** advantage is its total market bilingual coverage of one of the most lucrative markets in the Quebec.

The home of embassies and civil servants, Aylmer is a growing bilingual community with a highly educated and affluent population. Statistics support these observations. **The Bulletin**, since its first issue over 20 years ago, has grown to be recognized as the preferred vehicle for local and regional advertisers to reach this market.



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## READER PROFILE

*Reaches the Anglophone and Francophone population of the territory covered.*

<b>CIRCULATION &amp; FREQUENCY</b>	<b>DISTRIBUTION</b>	<b>MARKET</b>	<b>QTY</b>
17 246	METHOD	AYLMER	
WEEKLY	DOOR TO DOOR	J9H	10 258
BILINGUAL		J9J	3 580
		HULL	
<b>CERTIFICATION</b>		J9A	3 408
VCC	SUBSCRIBERS		560
	DROP POINTS		894