

The Weekender

Publication: The Weekender

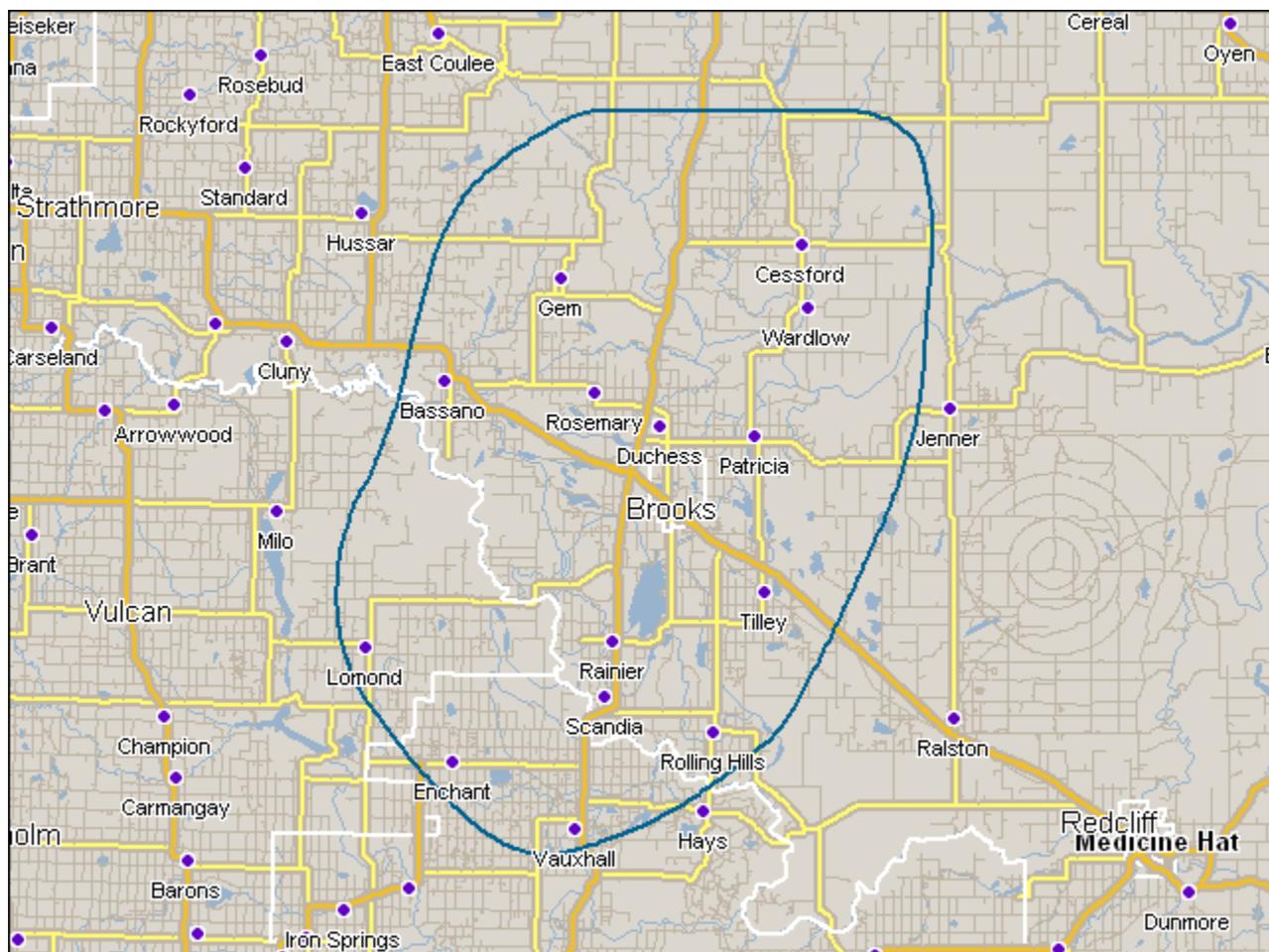
Code: 80311

Market: Brooks and area, AB

Population: 18 105

Publishing Day: Friday

Source: ComBase 2008/2009 Study

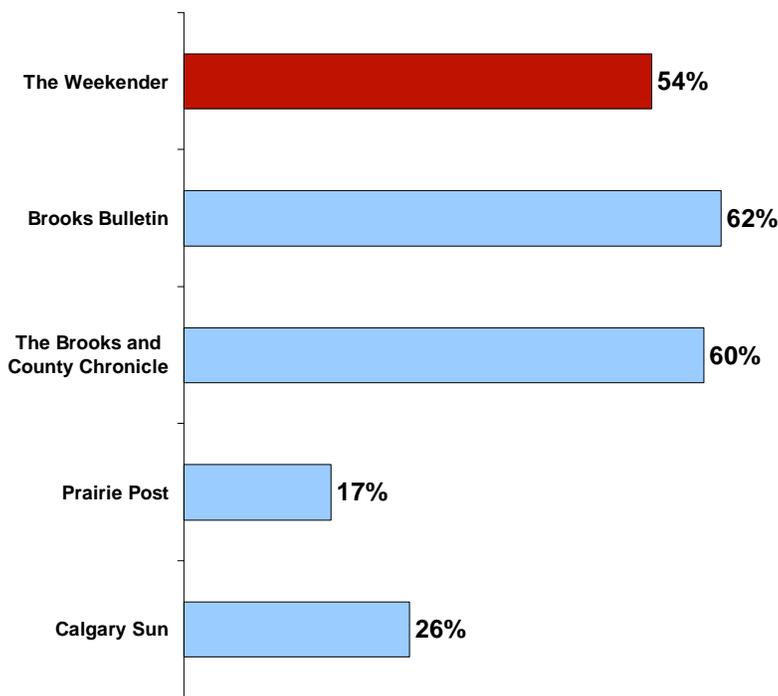


The measurement geography is based on data from Brooks Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

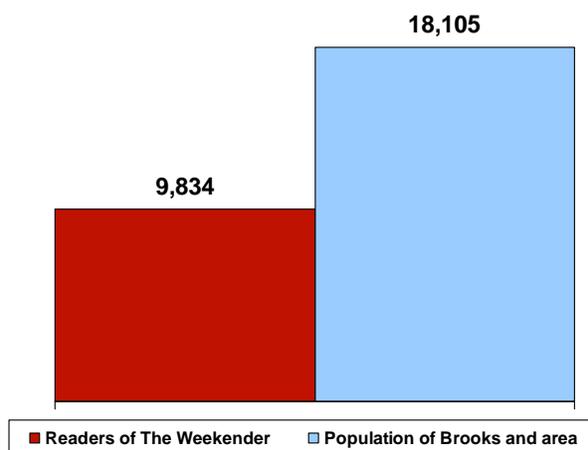
NET READERSHIP*

54% of Brooks and area adults read any of the last 4 issues of The Weekender.



NET READERS

9,834 Brooks and area adults read any of the last 4 issues of The Weekender.



NEWSPAPER READERSHIP

- 82% of Brooks and area adults read any community newspaper.
- 37% of Brooks and area adults read any daily newspaper.
- 48% of Brooks and area adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

The Weekender

- 60% of females read The Weekender.*

GENDER

| | |
|--------|-----|
| Male | 49% |
| Female | 60% |

AGE

| | |
|-----------------|-----|
| 18-34 years old | 41% |
| 35-49 years old | 59% |
| 50+ years old | 62% |

EDUCATION

| | |
|---------------------|-----|
| High School or less | 52% |
| Tech. or College | 57% |
| University + | 64% |

HOUSEHOLD INCOME

| | |
|----------|-----|
| <\$30K | 46% |
| \$30-49K | 55% |
| >\$50K | 60% |

RESIDENCE

| | |
|----------------|-----|
| Own Residence | 57% |
| Rent Residence | 48% |

FAMILY STATUS

| | |
|------------------|-----|
| With children | 53% |
| Without children | 55% |

* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

Media Habits

REASONS FOR READING COMMUNITY NEWSPAPERS

38% of The Weekender readers said they read their community newspaper for advertising.

| | The Weekender Readers* | Community Newspaper Readers** |
|-----------------|------------------------|-------------------------------|
| Editorial | 38% | 33% |
| Local News | 84% | 83% |
| Local Events | 69% | 65% |
| Classified | 49% | 46% |
| Real Estate | 30% | 31% |
| Jobs/Employment | 25% | 24% |
| Advertising | 38% | 37% |
| Flyers | 35% | 32% |

*read any of the last four issues of community newspaper
 ** read any community newspaper

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

(Read Always Or Sometimes)

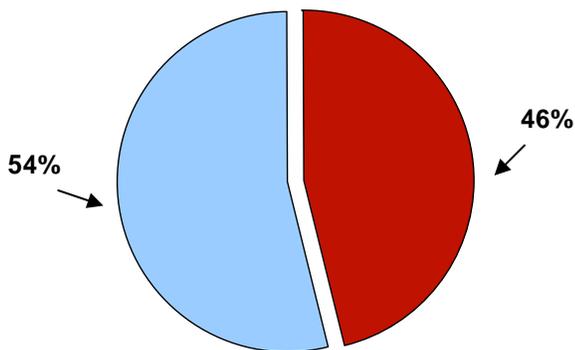
42% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

| | |
|---|-----|
| Automotive Supply or Service | 42% |
| Computer Hardware or Software | 42% |
| Department Stores including Clothing | 59% |
| Drug Store or Pharmacy | 57% |
| Fast Food Restaurant | 36% |
| Furniture or Appliances or Electronics | 64% |
| Grocery Store | 70% |
| Home Improvement Store | 61% |
| Investment or Banking Services | 23% |
| Telecommunication and Wireless Products | 30% |
| Other Products or Services | 50% |

COMMUNITY PRINT MEDIA VS. RADIO

A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the Brooks.

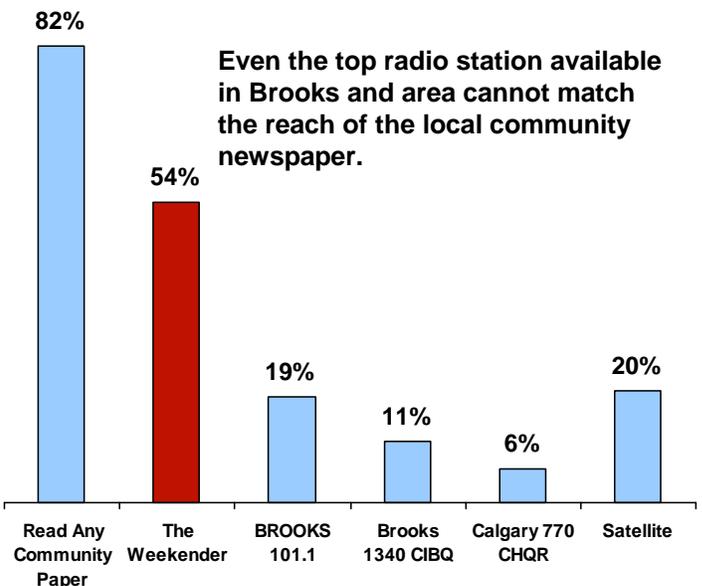
■ Cannot be Reached by Commercial Radio*
 ■ Listened to any commercial radio station yesterday



46% of Brooks and area adults cannot be reached with commercial radio.

*did not listen to radio yesterday or listened to CBC only

Even the top radio station available in Brooks and area cannot match the reach of the local community newspaper.



Source: ComBase 2008/2009