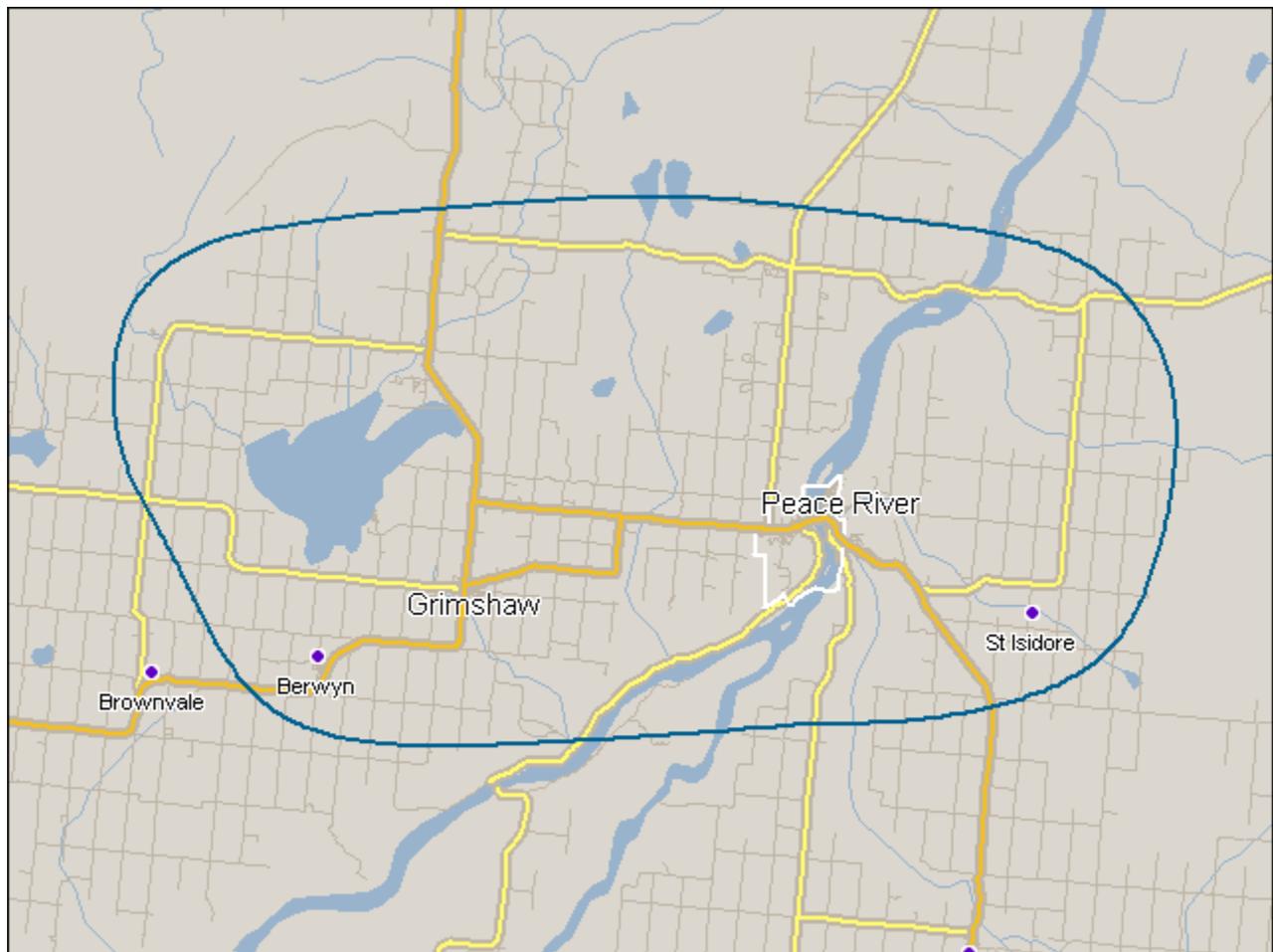


Record-Gazette

Publication: Record-Gazette
Code: 81000
Market: Peace River, AB
Population: 8 951
Publishing Day: Tuesday
Source: ComBase 2008/2009 Study

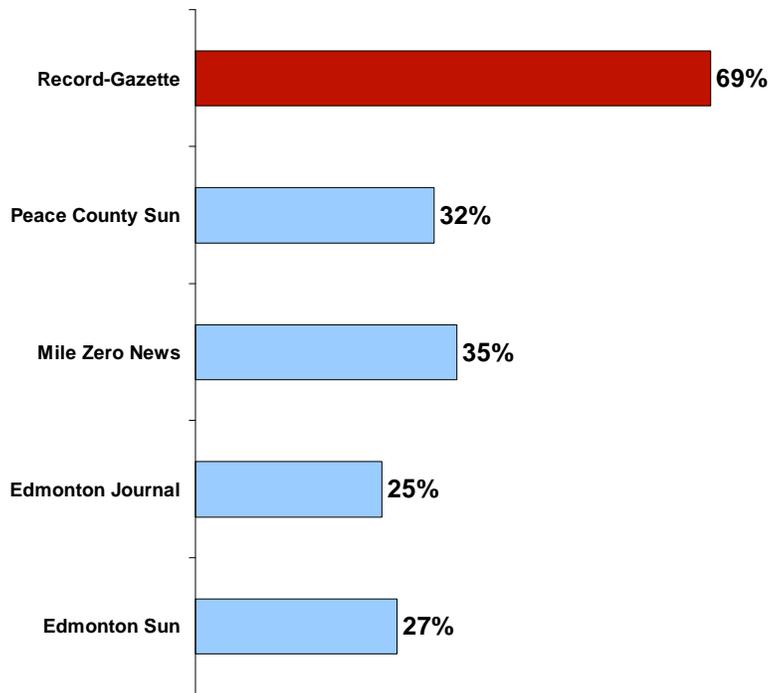


The measurement geography is based on data from Peace River Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

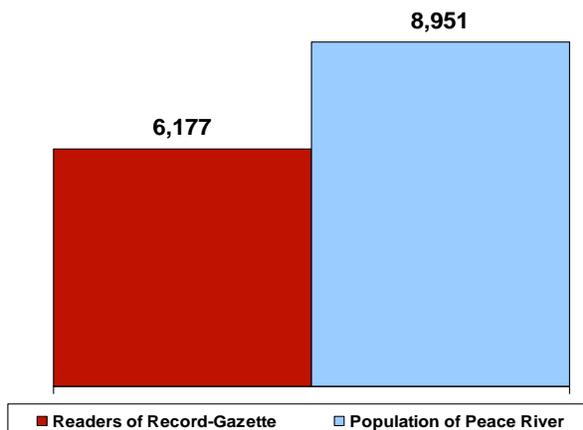
NET READERSHIP*

69% of Peace River adults read any of the last 4 issues of Record-Gazette.



NET READERS

6,177 Peace River adults read any of the last 4 issues of Record-Gazette.



NEWSPAPER READERSHIP

- 80% of Peace River adults read any community newspaper.
- 44% of Peace River adults read any daily newspaper.
- 43% of Peace River adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Record-Gazette

- 76% of females read Record-Gazette.*

GENDER

| | |
|--------|-----|
| Male | 62% |
| Female | 76% |

AGE

| | |
|-----------------|-----|
| 18-34 years old | 68% |
| 35-49 years old | 65% |
| 50+ years old | 73% |

EDUCATION

| | |
|---------------------|-----|
| High School or less | 67% |
| Tech. or College | 60% |
| University + | 79% |

HOUSEHOLD INCOME

| | |
|----------|-----|
| <\$30K | 48% |
| \$30-49K | 76% |
| >\$50K | 75% |

RESIDENCE

| | |
|----------------|-----|
| Own Residence | 72% |
| Rent Residence | 53% |

FAMILY STATUS

| | |
|------------------|-----|
| With children | 69% |
| Without children | 69% |

* 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

21% of Record-Gazette readers said they read their community newspaper for advertising.

| | Record-Gazette Readers* | Community Newspaper Readers** |
|-----------------|-------------------------|-------------------------------|
| Editorial | 32% | 30% |
| Local News | 77% | 76% |
| Local Events | 55% | 54% |
| Classified | 28% | 28% |
| Real Estate | 23% | 21% |
| Jobs/Employment | 23% | 21% |
| Advertising | 21% | 20% |
| Flyers | 18% | 16% |

*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)

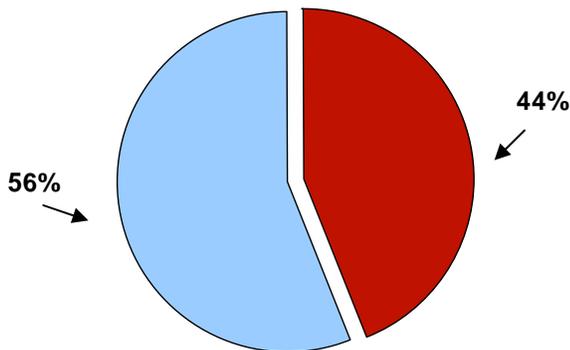
39% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

| | |
|---|-----|
| Automotive Supply or Service | 39% |
| Computer Hardware or Software | 38% |
| Department Stores including Clothing | 62% |
| Drug Store or Pharmacy | 58% |
| Fast Food Restaurant | 32% |
| Furniture or Appliances or Electronics | 64% |
| Grocery Store | 67% |
| Home Improvement Store | 66% |
| Investment or Banking Services | 26% |
| Telecommunication and Wireless Products | 32% |
| Other Products or Services | 61% |

COMMUNITY PRINT MEDIA VS. RADIO

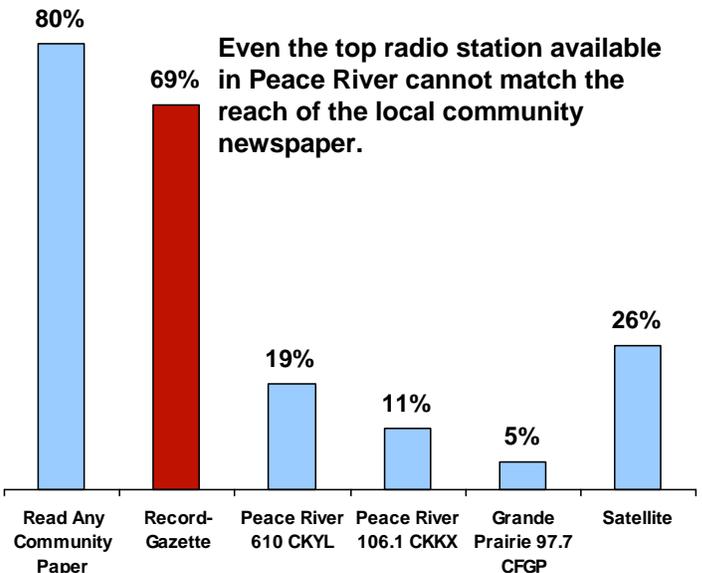
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



44% of Peace River adults cannot be reached by commercial radio.

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



Even the top radio station available in Peace River cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009