

Brooks Bulletin

Publication: Brooks Bulletin

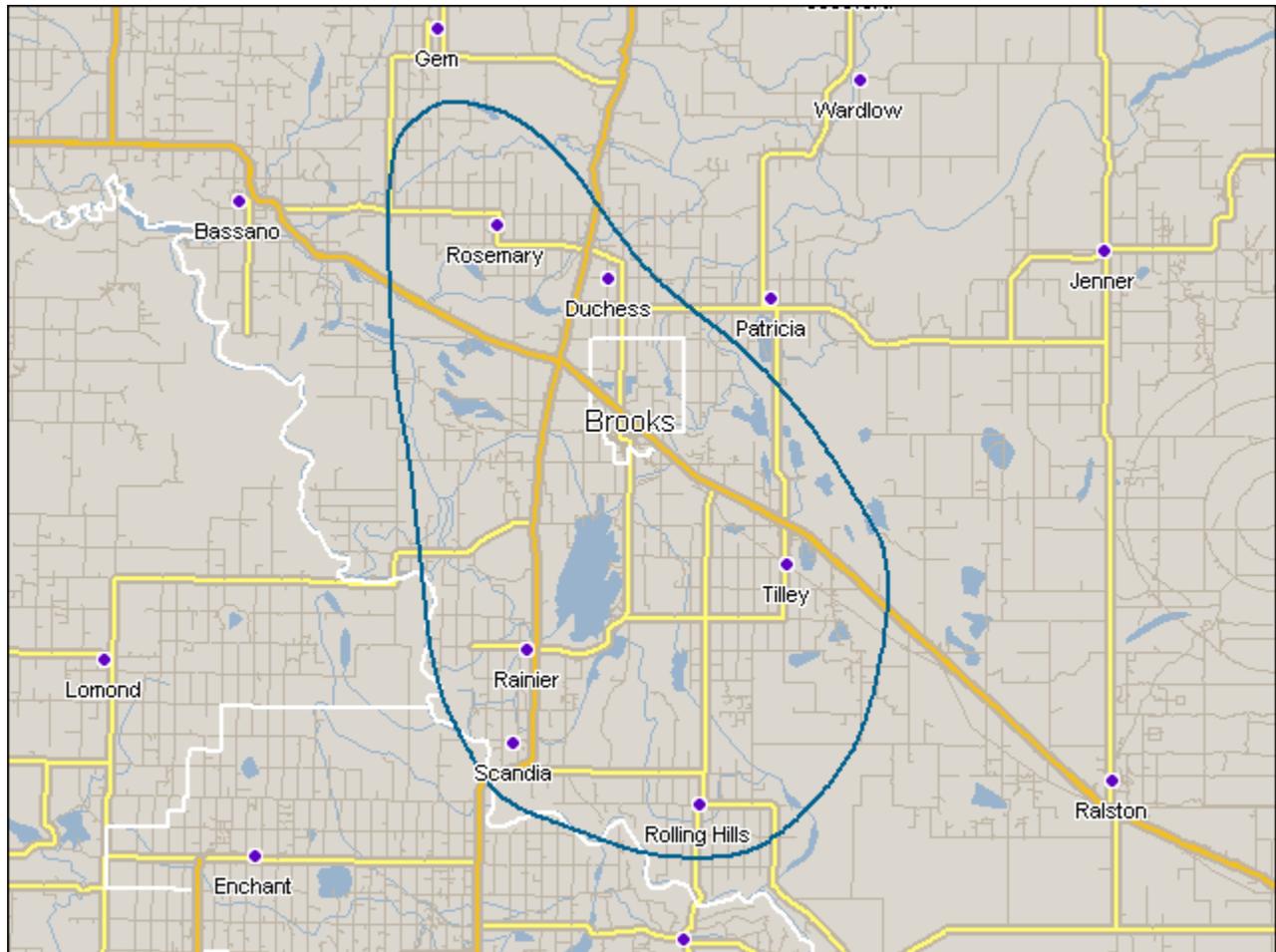
Code: 80172

Market: Brooks, AB

Population: 14 237

Publishing Days: Tuesday, Wednesday

Source: ComBase 2008 Study

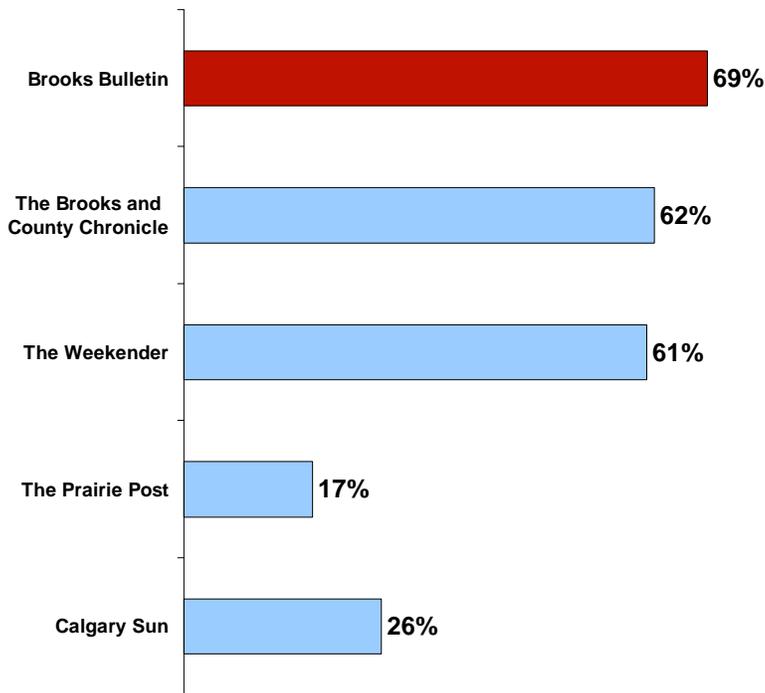


The measurement geography is based on data from Brooks Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

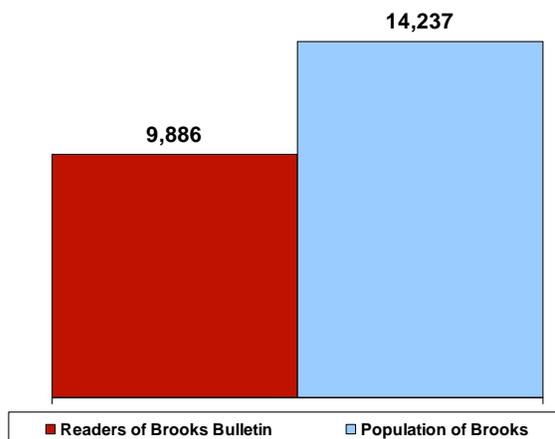
NET READERSHIP*

69% of Brooks adults read any of the last 4 issues of Brooks Bulletin.



NET READERS

9,886 Brooks adults read any of the last 4 issues of Brooks Bulletin.



NEWSPAPER READERSHIP

- 83% of Brooks adults read any community newspaper.
- 37% of Brooks adults read any daily newspaper.
- 49% of Brooks adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Brooks Bulletin

- 74% of females read Brooks Bulletin.*

GENDER

Male	65%
Female	74%

AGE

18-34 years old	56%
35-49 years old	69%
50+ years old	84%

EDUCATION

High School or less	69%
Tech. or College	70%
University +	74%

HOUSEHOLD INCOME

<\$30K	48%
\$30-49K	71%
>\$50K	76%

RESIDENCE

Own Residence	78%
Rent Residence	47%

FAMILY STATUS

With children	71%
Without children	68%

* 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

41% of Brooks Bulletin readers said they read their community newspaper for advertising.

	Brooks Bulletin Readers*	Community Newspaper Readers**
Editorial	42%	37%
Local News	84%	81%
Local Events	69%	64%
Classified	50%	50%
Real Estate	35%	33%
Jobs/Employment	27%	25%
Advertising	41%	39%
Flyers	36%	35%

*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)

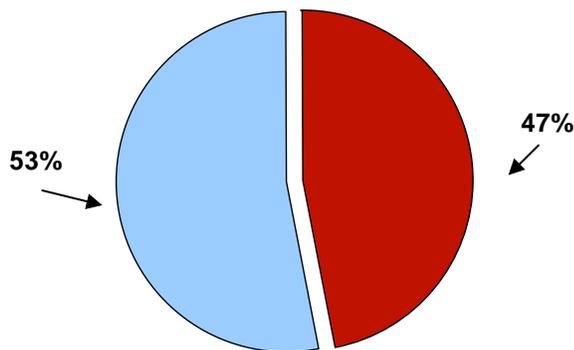
44% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	44%
Computer Hardware or Software	43%
Department Stores including Clothing	61%
Drug Store or Pharmacy	57%
Fast Food Restaurant	38%
Furniture or Appliances or Electronics	65%
Grocery Store	70%
Home Improvement Store	60%
Investment or Banking Services	24%
Telecommunication and Wireless Products	32%
Other Products or Services	51%

COMMUNITY PRINT MEDIA VS. RADIO

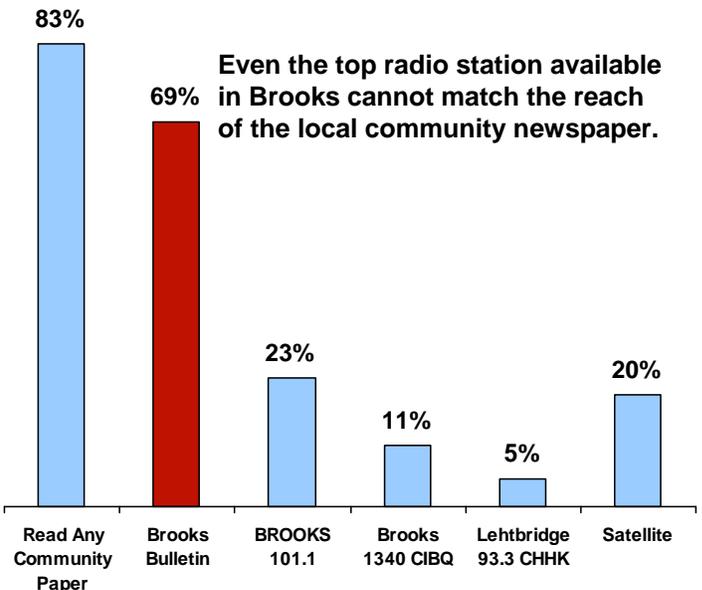
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



47% of Brooks adults cannot be reached with commercial radio.

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



Source: ComBase 2008