

Brooks and County Chronicle

Publication: Brooks and County Chronicle

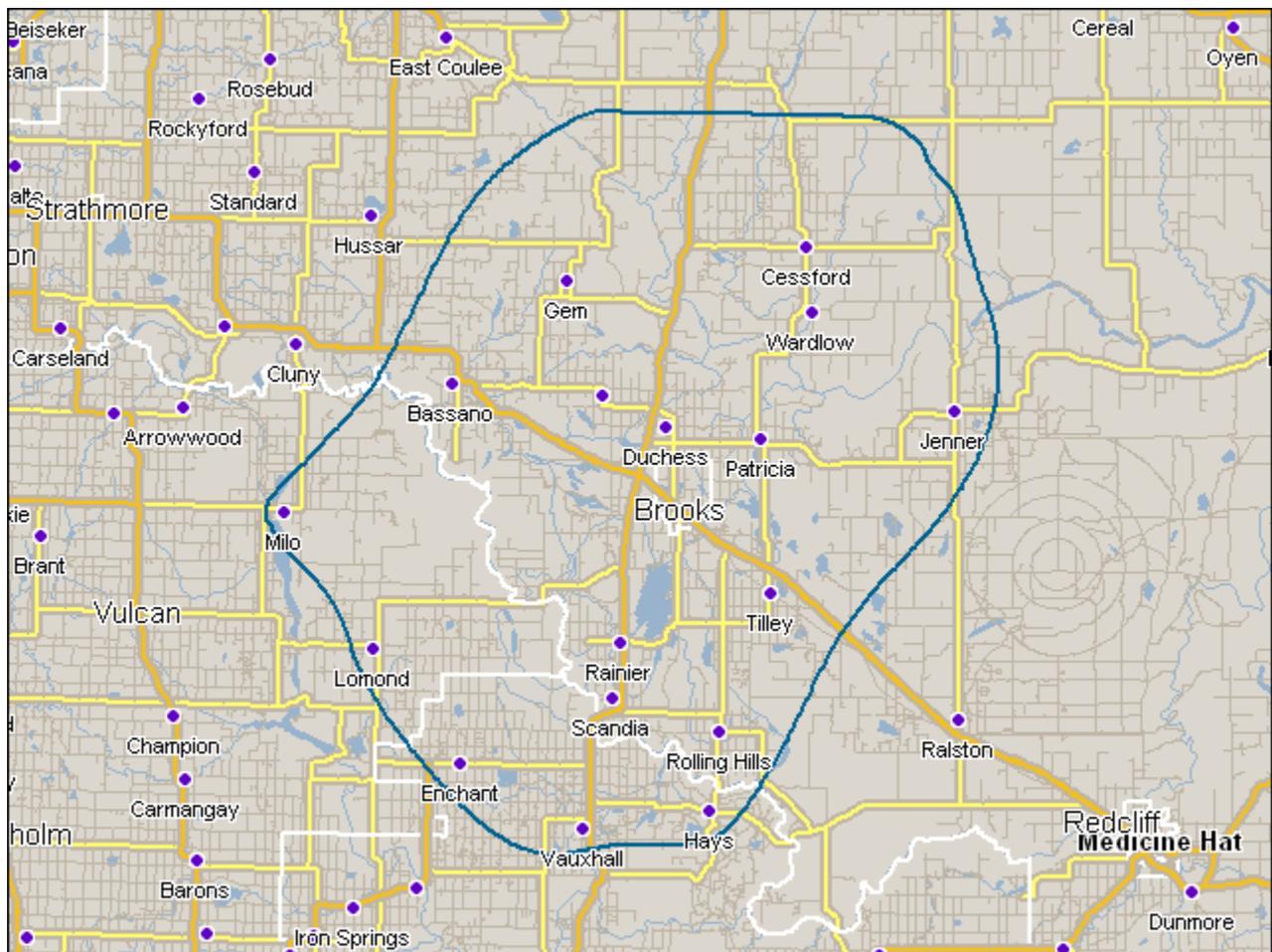
Code: 80041

Market: Brooks and area, AB

Population: 18 866

Publishing Day: Sunday

Source: ComBase 2008/2009 Study

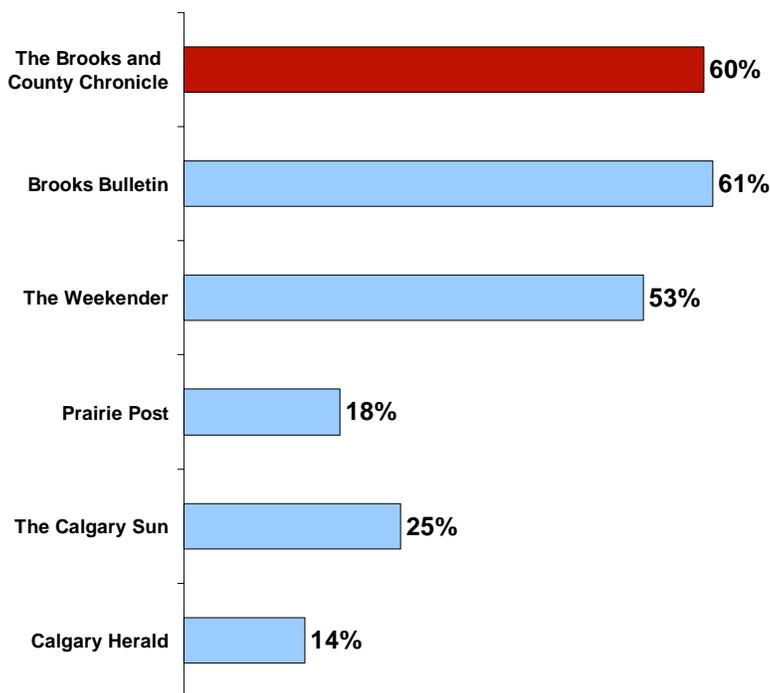


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

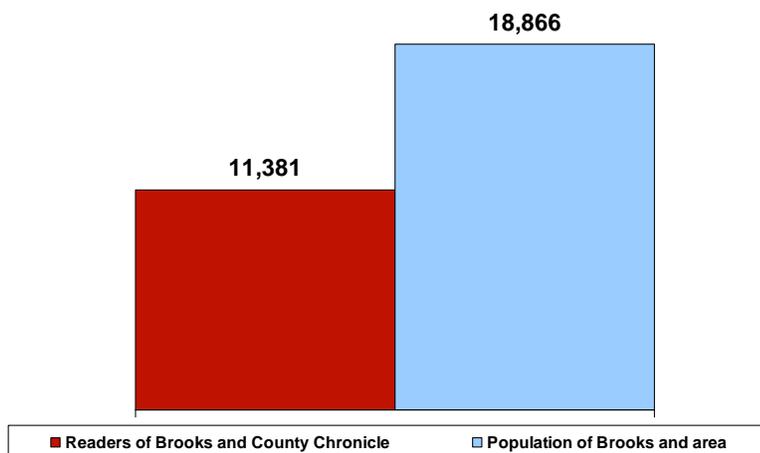
NET READERSHIP*

60% of Brooks and area adults read any of the last 4 issues of Brooks and County Chronicle.



NET READERS

11,381 Brooks and area adults read any of the last 4 issues of Brooks and Chronicle County.



NEWSPAPER READERSHIP

- 82% of Brooks and area adults read any community newspaper.
- 37% of Brooks and area adults read any daily newspaper.
- 49% of Brooks and area adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Brooks and Chronicle County

- 65% of females read Brooks and Chronicle County.*

GENDER

Male	56%
Female	65%

AGE

18-34 years old	39%
35-49 years old	71%
50+ years old	71%

EDUCATION

High School or less	54%
Tech. or College	70%
University +	71%

HOUSEHOLD INCOME

<\$30K	53%
\$30-49K	56%
>\$50K	69%

RESIDENCE

Own Residence	66%
Rent Residence	43%

FAMILY STATUS

With children	59%
Without children	61%

* 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

40% of Brooks and County Chronicle readers said they read their community newspaper for advertising.

	Brooks and County Chronicle Readers*	Community Newspaper Readers**
Editorial	34%	32%
Local News	87%	83%
Local Events	64%	64%
Classified	47%	45%
Real Estate	30%	31%
Jobs/Employment	21%	23%
Advertising	40%	37%
Flyers	33%	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)

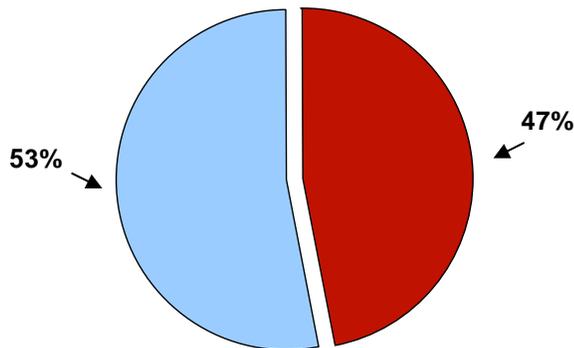
41% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	41%
Computer Hardware or Software	40%
Department Stores including Clothing	59%
Drug Store or Pharmacy	55%
Fast Food Restaurant	36%
Furniture or Appliances or Electronics	63%
Grocery Store	70%
Home Improvement Store	61%
Investment or Banking Services	23%
Telecommunication and Wireless Products	29%
Other Products or Services	49%

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.

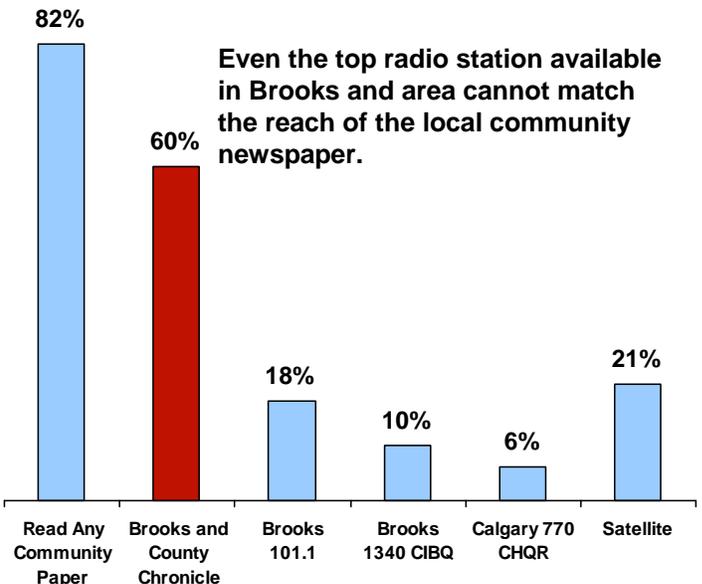
■ Cannot be Reached by Commercial Radio*
 ■ Listened to any commercial radio station yesterday



47% of Brooks 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