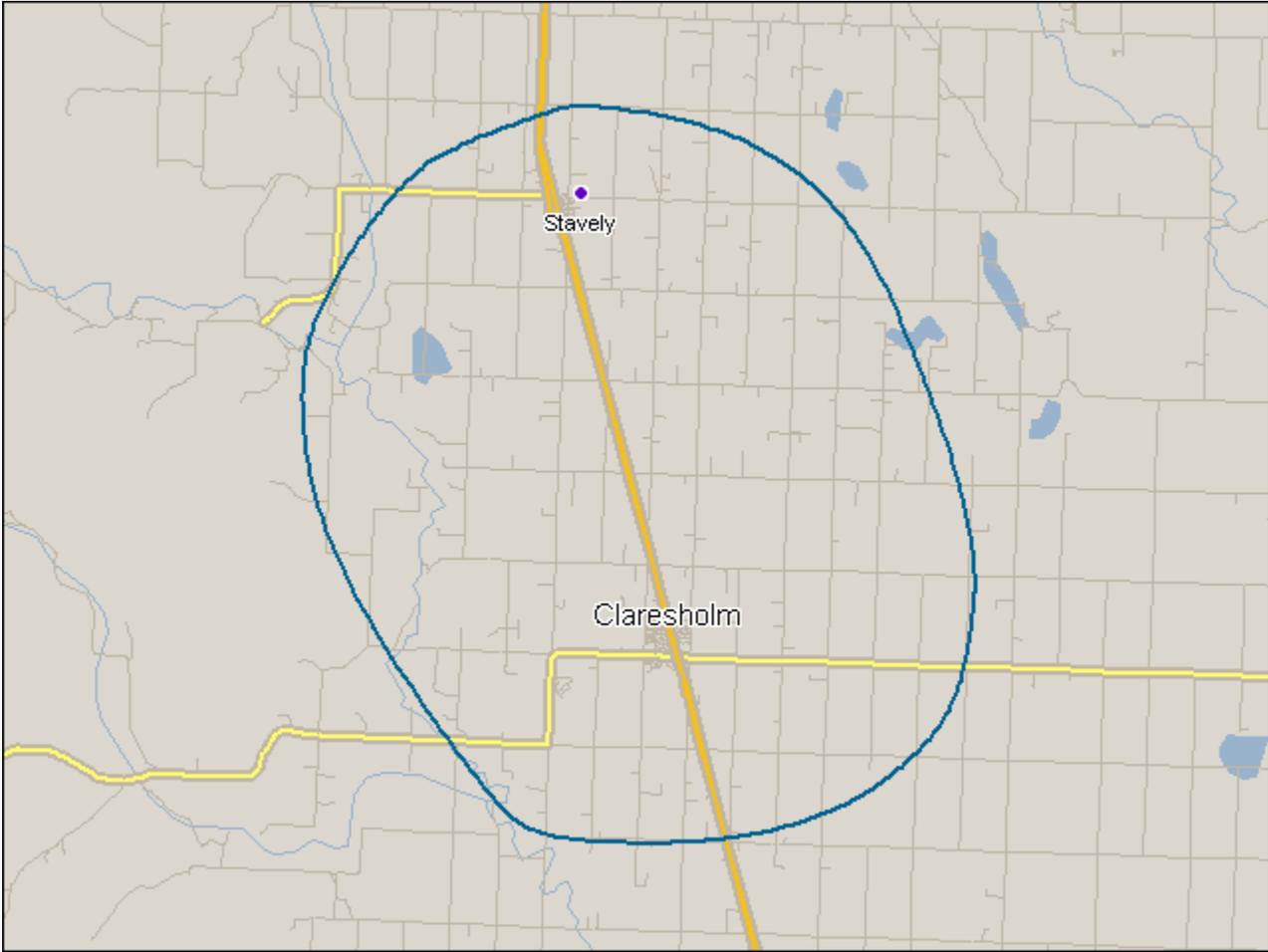


Claresholm Local Press

Publication: Claresholm Local Press
Code: 80044
Market: Claresholm, AB
Population: 3 842
Publishing Day: Wednesday
Source: ComBase 2008/2009 Study

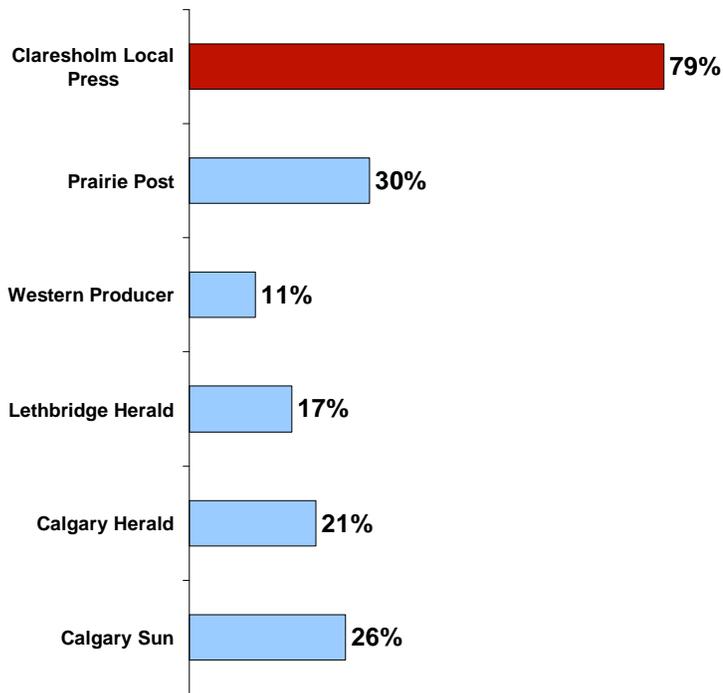


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

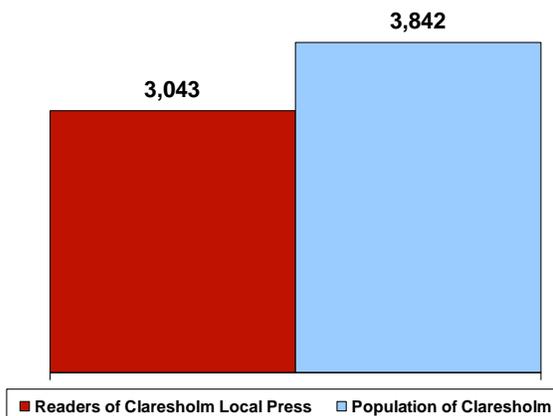
NET READERSHIP*

79% of Claresholm adults read any of the last 4 issues of Claresholm Local Press.



NET READERS

3,043 Claresholm adults read any of the last 4 issues of Claresholm Local Press.



NEWSPAPER READERSHIP

- 83% of Claresholm adults read any community newspaper.
- 47% of Claresholm adults read any daily newspaper.
- 44% of Claresholm adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Claresholm Local Press

- 84% of females read Claresholm Local Press.*

GENDER

| | |
|--------|-----|
| Male | 74% |
| Female | 84% |

AGE

| | |
|-----------------|-----|
| 18-34 years old | 65% |
| 35-49 years old | 77% |
| 50+ years old | 83% |

EDUCATION

| | |
|---------------------|-----|
| High School or less | 75% |
| Tech. or College | 83% |
| University + | 84% |

HOUSEHOLD INCOME

| | |
|----------|-----|
| <\$30K | 68% |
| \$30-49K | 87% |
| >\$50K | 81% |

RESIDENCE

| | |
|----------------|-----|
| Own Residence | 83% |
| Rent Residence | 54% |

FAMILY STATUS

| | |
|------------------|-----|
| With children | 76% |
| Without children | 81% |

* 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

30% of Claresholm Local Press readers said they read their community newspaper for advertising.

| | Claresholm Local Press Readers* | Community Newspaper Readers** |
|-----------------|---------------------------------|-------------------------------|
| Editorial | 35% | 35% |
| Local News | 75% | 75% |
| Local Events | 65% | 64% |
| Classified | 37% | 37% |
| Real Estate | 20% | 20% |
| Jobs/Employment | 16% | 16% |
| Advertising | 30% | 29% |
| Flyers | 18% | 18% |

*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)

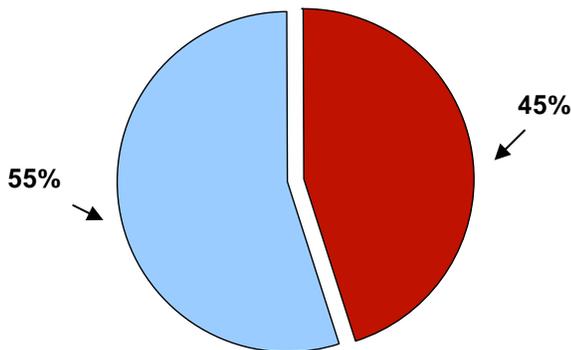
40% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

| | |
|---|-----|
| Automotive Supply or Service | 40% |
| Computer Hardware or Software | 39% |
| Department Stores including Clothing | 66% |
| Drug Store or Pharmacy | 60% |
| Fast Food Restaurant | 36% |
| Furniture or Appliances or Electronics | 58% |
| Grocery Store | 72% |
| Home Improvement Store | 71% |
| Investment or Banking Services | 24% |
| Telecommunication and Wireless Products | 28% |
| Other Products or Services | 56% |

COMMUNITY PRINT MEDIA VS. RADIO

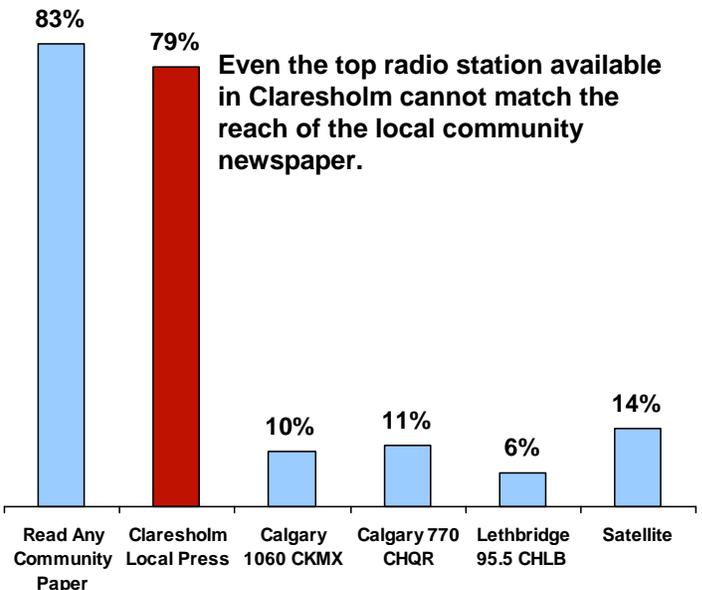
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



45% of Claresholm 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 Claresholm cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009