

Westwind Weekly News

Publication: Westwind Weekly News

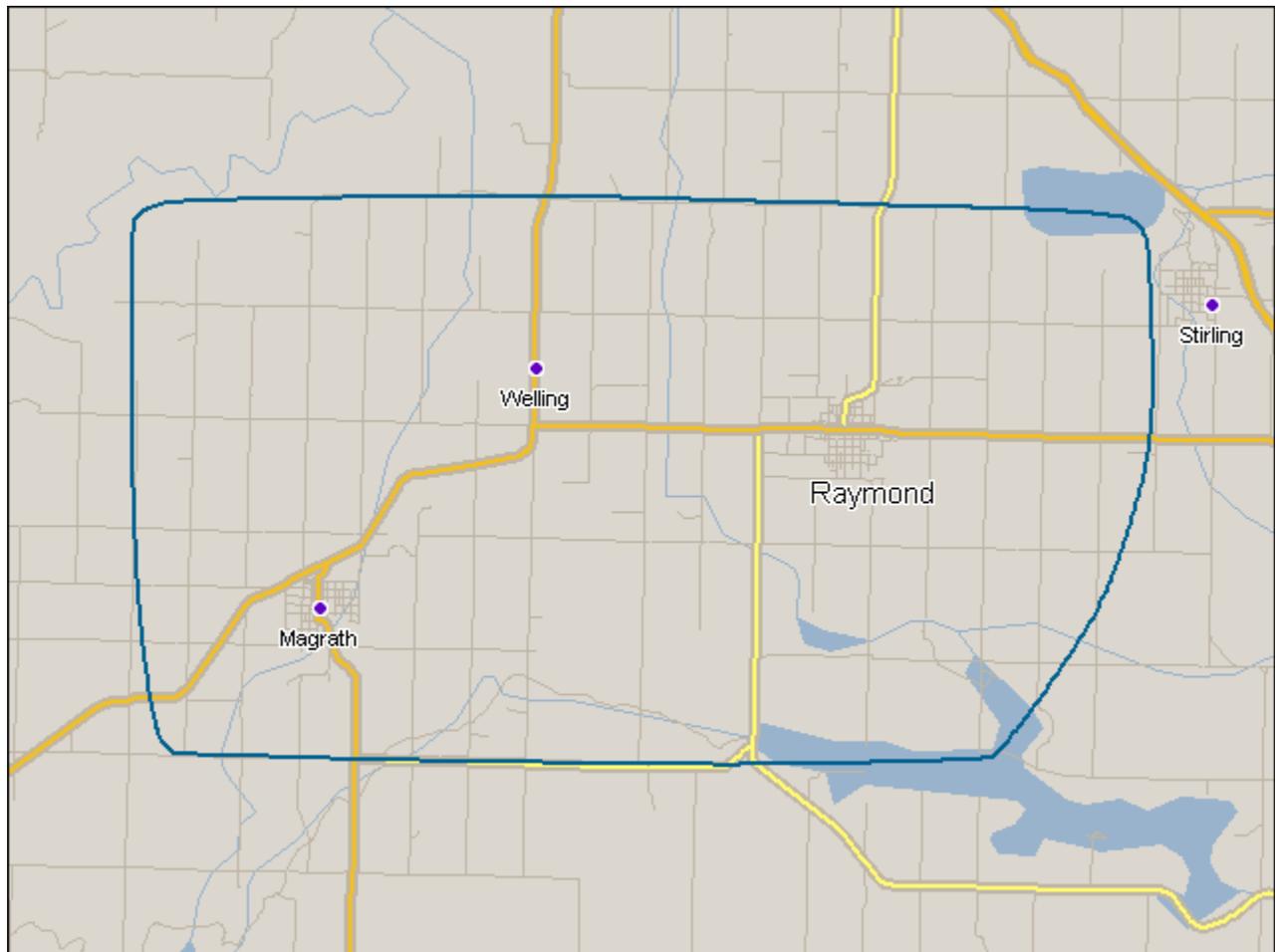
Code: 80980

Market: Magrath, AB

Population: 4 544

Publishing Day: Thursday

Source: ComBase 2008/2009 Study

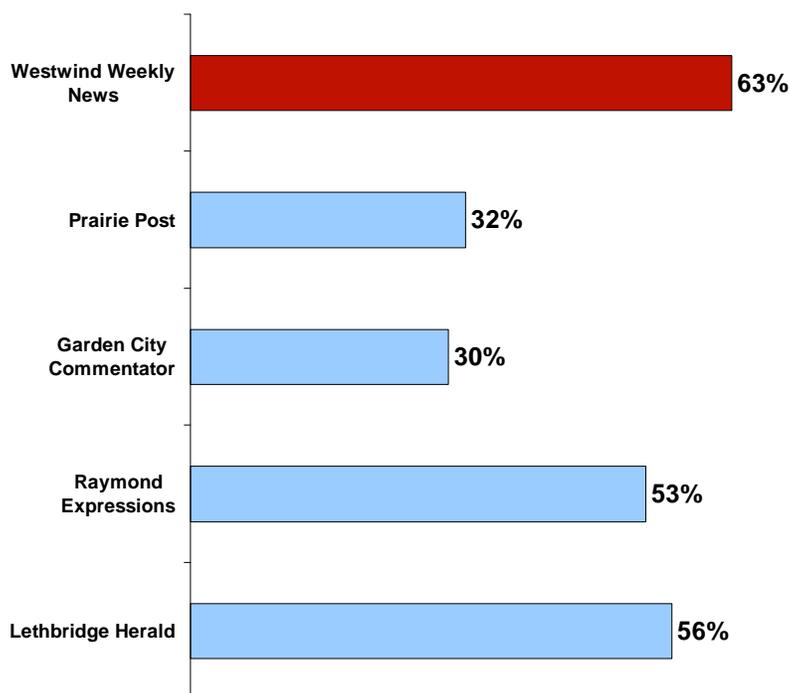


The measurement geography is based on data from Magrath Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

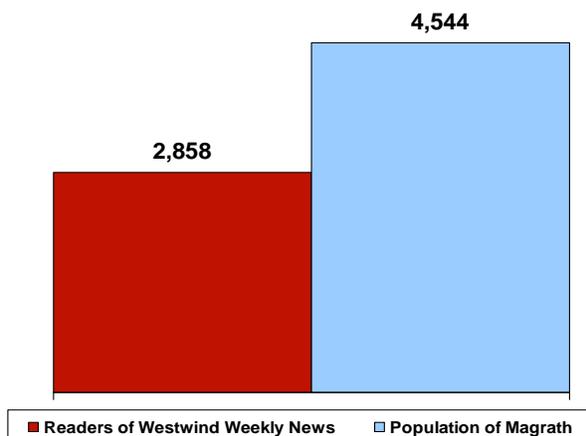
NET READERSHIP*

63% of Magrath adults read any of the last 4 issues of Westwind Weekly News.



NET READERS

2,858 Magrath adults read any of the last 4 issues of Westwind Weekly News.



NEWSPAPER READERSHIP

- 81% of Magrath adults read any community newspaper.
- 53% of Magrath adults read any daily newspaper.
- 31% of Magrath adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Westwind Weekly News

- 68% of females read Westwind Weekly News.*

GENDER

Male	57%
Female	68%

AGE

18-34 years old	56%
35-49 years old	70%
50+ years old	63%

EDUCATION

High School or less	53%
Tech. or College	82%
University +	68%

HOUSEHOLD INCOME

<\$30K	57%
\$30-49K	73%
>\$50K	72%

RESIDENCE

Own Residence	65%
Rent Residence	51%

FAMILY STATUS

With children	67%
Without children	60%

* 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

29% of Westwind Weekly News readers said they read their community newspaper for advertising.

	Westwind Weekly News Readers*	Community Newspaper Readers**
Editorial	29%	24%
Local News	77%	75%
Local Events	56%	53%
Classified	39%	33%
Real Estate	18%	16%
Jobs/Employment	23%	19%
Advertising	29%	28%
Flyers	25%	22%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

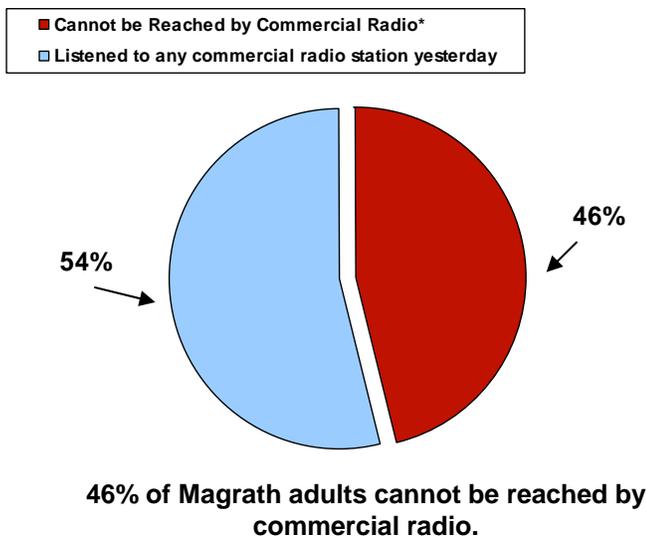
(Read Always Or Sometimes)

51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

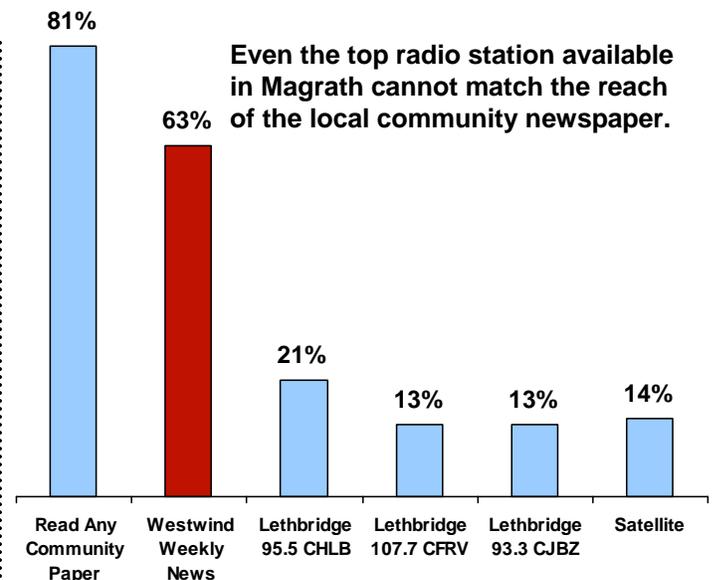
Automotive Supply or Service	51%
Computer Hardware or Software	50%
Department Stores including Clothing	74%
Drug Store or Pharmacy	59%
Fast Food Restaurant	43%
Furniture or Appliances or Electronics	73%
Grocery Store	82%
Home Improvement Store	77%
Investment or Banking Services	28%
Telecommunication and Wireless Products	37%
Other Products or Services	73%

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.



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



Source: ComBase 2008/2009