

Stony Plain Reporter

Publication: Stony Plain Reporter

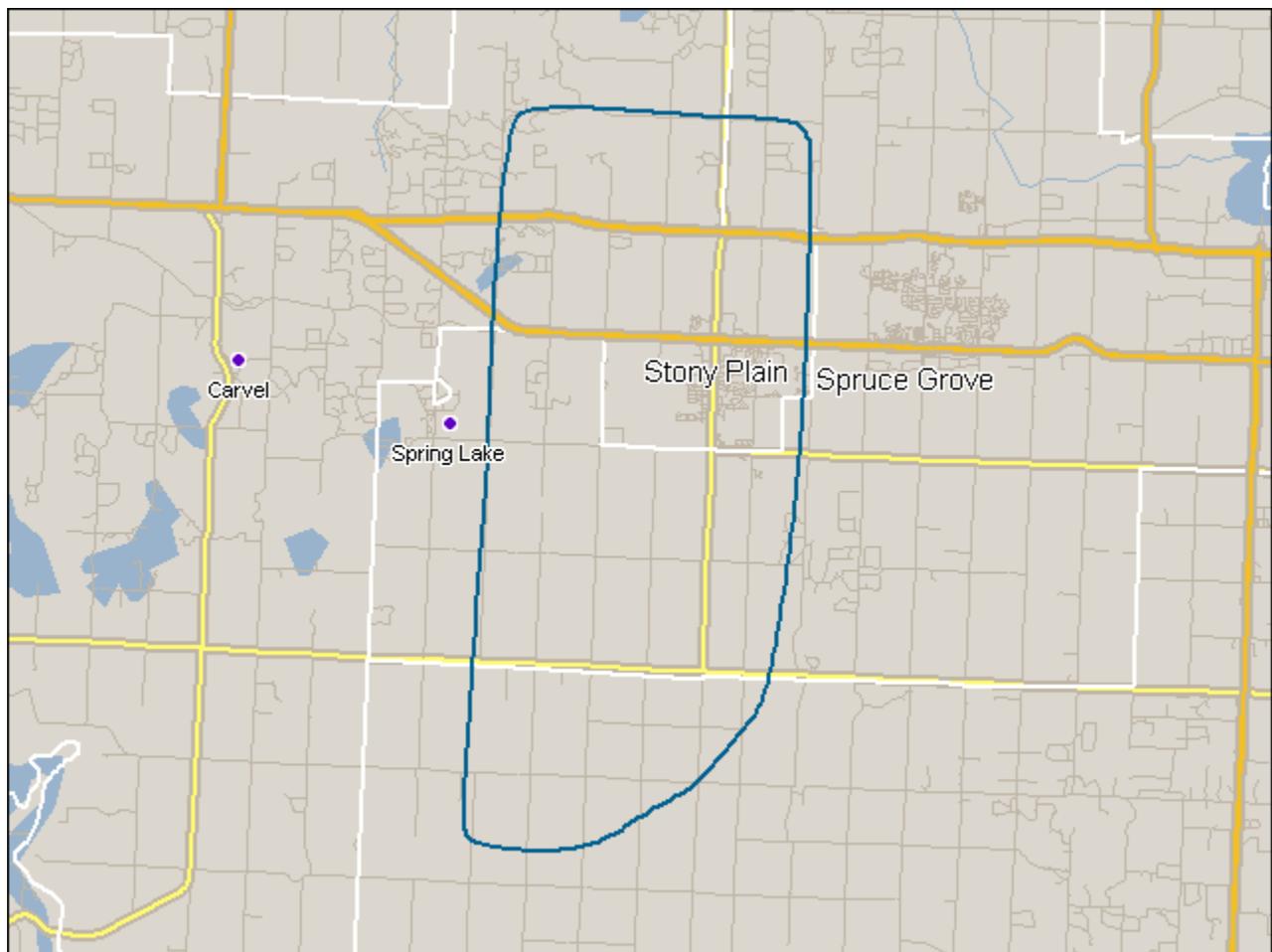
Code: 80202

Market: Stony Plain, AB

Population: 11 088

Publishing Day: Friday

Source: ComBase 2008/2009 Study

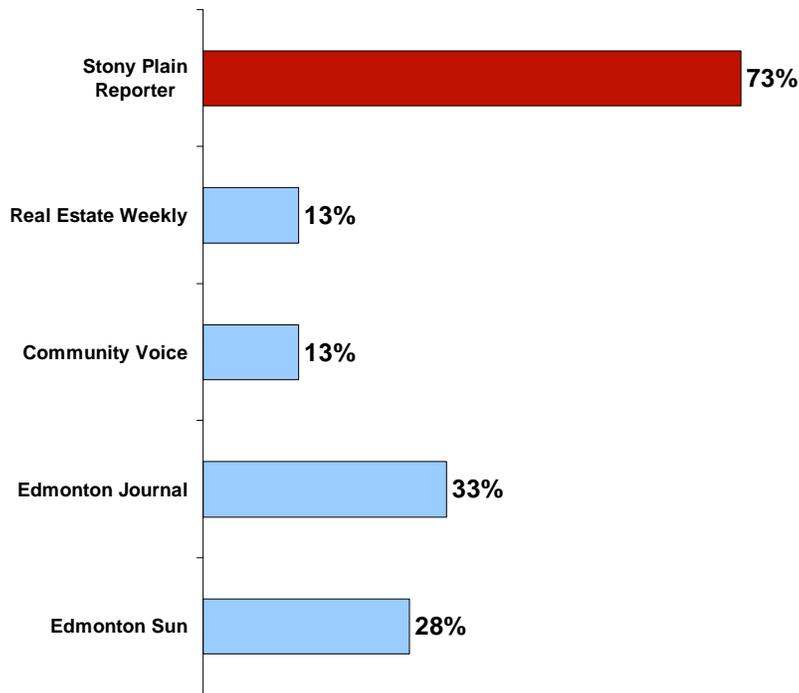


The measurement geography is based on data from Stony Plain Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

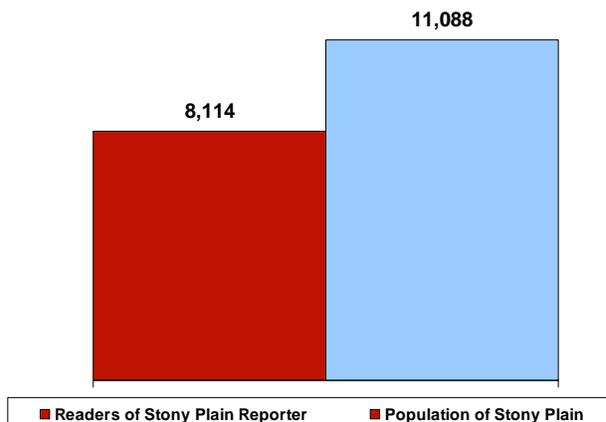
NET READERSHIP*

73% of Stony Plain adults read any of the last 4 issues of Stony Plain Reporter.



NET READERS

8,114 Stony Plain adults read any of the last 4 issues of Stony Plain Reporter.



NEWSPAPER READERSHIP

- 76% of Stony Plain adults read any community newspaper.
- 53% of Stony Plain adults read any daily newspaper.
- 33% of Stony Plain adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Stony Plain Reporter

- 83% of females read Stony Plain Reporter.*

GENDER

Male	63%
Female	83%

AGE

18-34 years old	65%
35-49 years old	79%
50+ years old	72%

EDUCATION

High School or less	71%
Tech. or College	70%
University +	82%

HOUSEHOLD INCOME

<\$30K	77%
\$30-49K	69%
>\$50K	75%

RESIDENCE

Own Residence	76%
Rent Residence	48%

FAMILY STATUS

With children	77%
Without children	70%

* 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

24% of Stony Plain Reporter readers said they read their community newspaper for advertising.

	Stony Plain Reporter Readers*	Community Newspaper Readers**
Editorial	24%	24%
Local News	82%	80%
Local Events	54%	52%
Classified	29%	29%
Real Estate	29%	28%
Jobs/Employment	17%	16%
Advertising	24%	24%
Flyers	30%	29%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

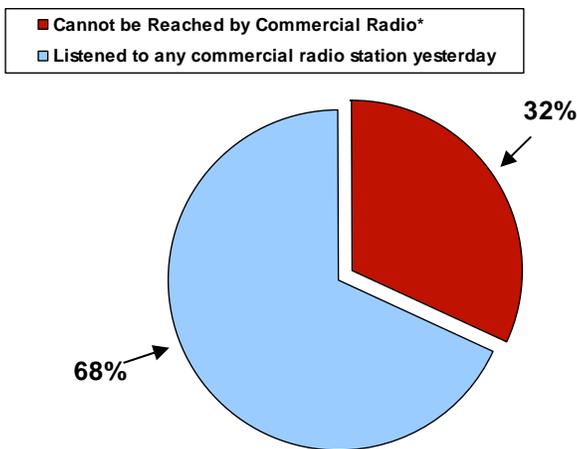
(Read Always Or Sometimes)

47% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	47%
Computer Hardware or Software	45%
Department Stores including Clothing	76%
Drug Store or Pharmacy	60%
Fast Food Restaurant	47%
Furniture or Appliances or Electronics	68%
Grocery Store	82%
Home Improvement Store	78%
Investment or Banking Services	38%
Telecommunication and Wireless Products	35%
Other Products or Services	70%

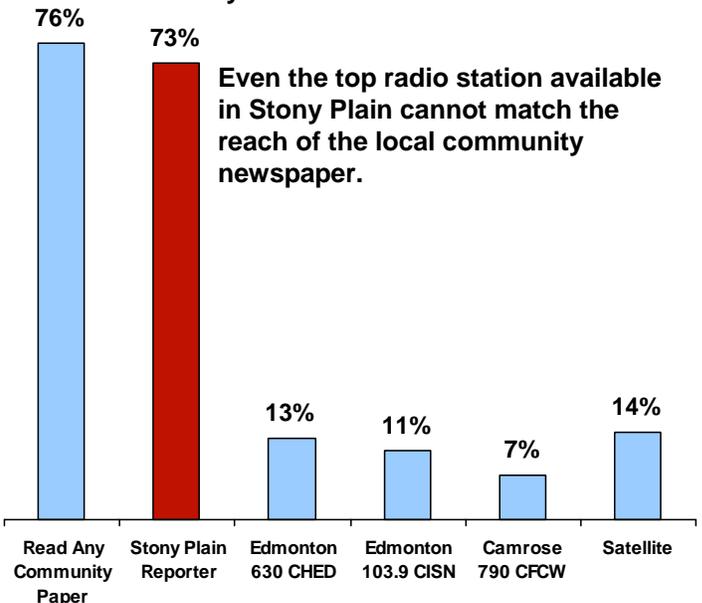
COMMUNITY PRINT MEDIA VS. RADIO

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.



32% of Stony Plain adults cannot be reached with commercial radio.

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



Source: ComBase 2008/2009