

Vermilion Standard

Publication: Vermilion Standard

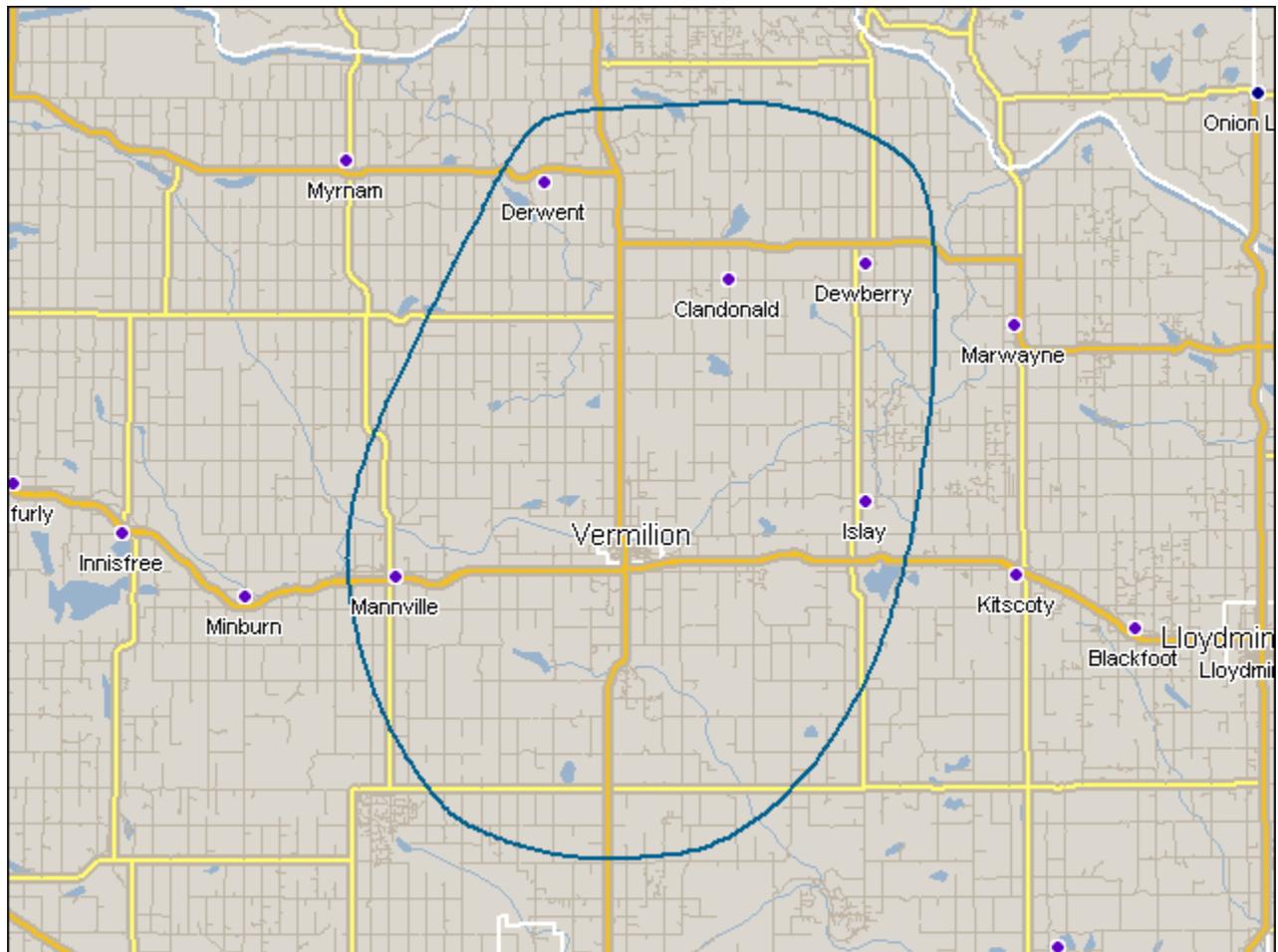
Code: 80063

Market: Vermilion, AB

Population: 6 262

Publishing Days: Tuesday

Source: ComBase 2008/2009 Study

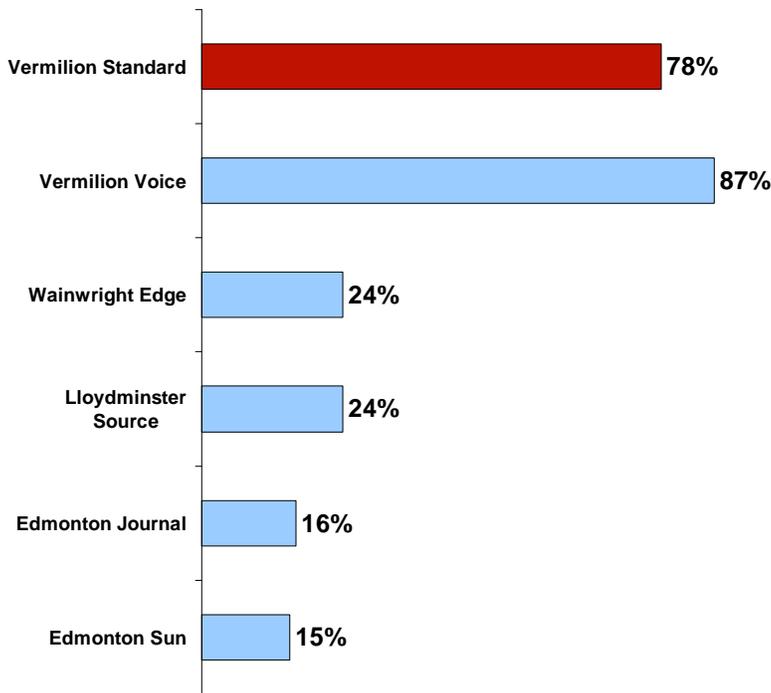


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

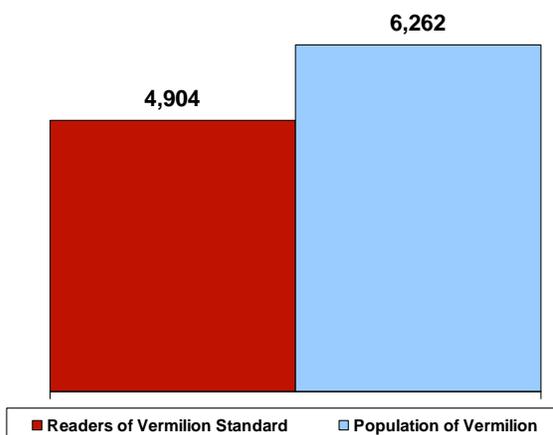
NET READERSHIP*

78% of Vermilion adults read any of the last 4 issues of Vermilion Standard.



NET READERS

4,904 Vermilion adults read any of the last 4 issues of Vermilion Standard.



NEWSPAPER READERSHIP

- 92% of Vermilion adults read any community newspaper.
- 27% of Vermilion adults read any daily newspaper.
- 67% of Vermilion adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Vermilion Standard

- 84% of females read Vermilion Standard.*

GENDER

Male	71%
Female	84%

AGE

18-34 years old	74%
35-49 years old	84%
50+ years old	81%

EDUCATION

High School or less	75%
Tech. or College	82%
University +	81%

HOUSEHOLD INCOME

<\$30K	76%
\$30-49K	91%
>\$50K	87%

RESIDENCE

Own Residence	79%
Rent Residence	73%

FAMILY STATUS

With children	87%
Without children	72%

* 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

52% of Vermilion Standard readers said they read their community newspaper for advertising.

	Vermilion Standard Readers*	Community Newspaper Readers**
Editorial	51%	49%
Local News	85%	84%
Local Events	77%	76%
Classified	54%	53%
Real Estate	37%	36%
Jobs/Employment	40%	38%
Advertising	52%	51%
Flyers	33%	33%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

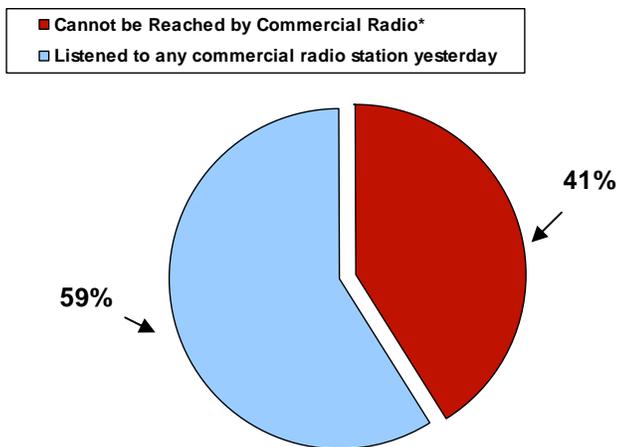
(Read Always Or Sometimes)

37% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	37%
Computer Hardware or Software	36%
Department Stores including Clothing	65%
Drug Store or Pharmacy	69%
Fast Food Restaurant	39%
Furniture or Appliances or Electronics	65%
Grocery Store	80%
Home Improvement Store	63%
Investment or Banking Services	31%
Telecommunication and Wireless Products	25%
Other Products or Services	53%

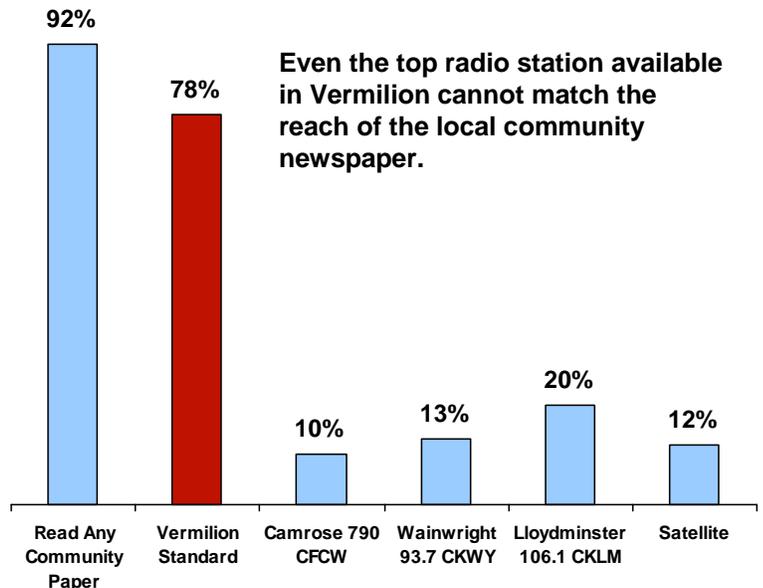
COMMUNITY PRINT MEDIA VS. RADIO

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.



41% of Vermilion 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 Vermilion cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009