

Yellowknifer

Publication: Yellowknifer

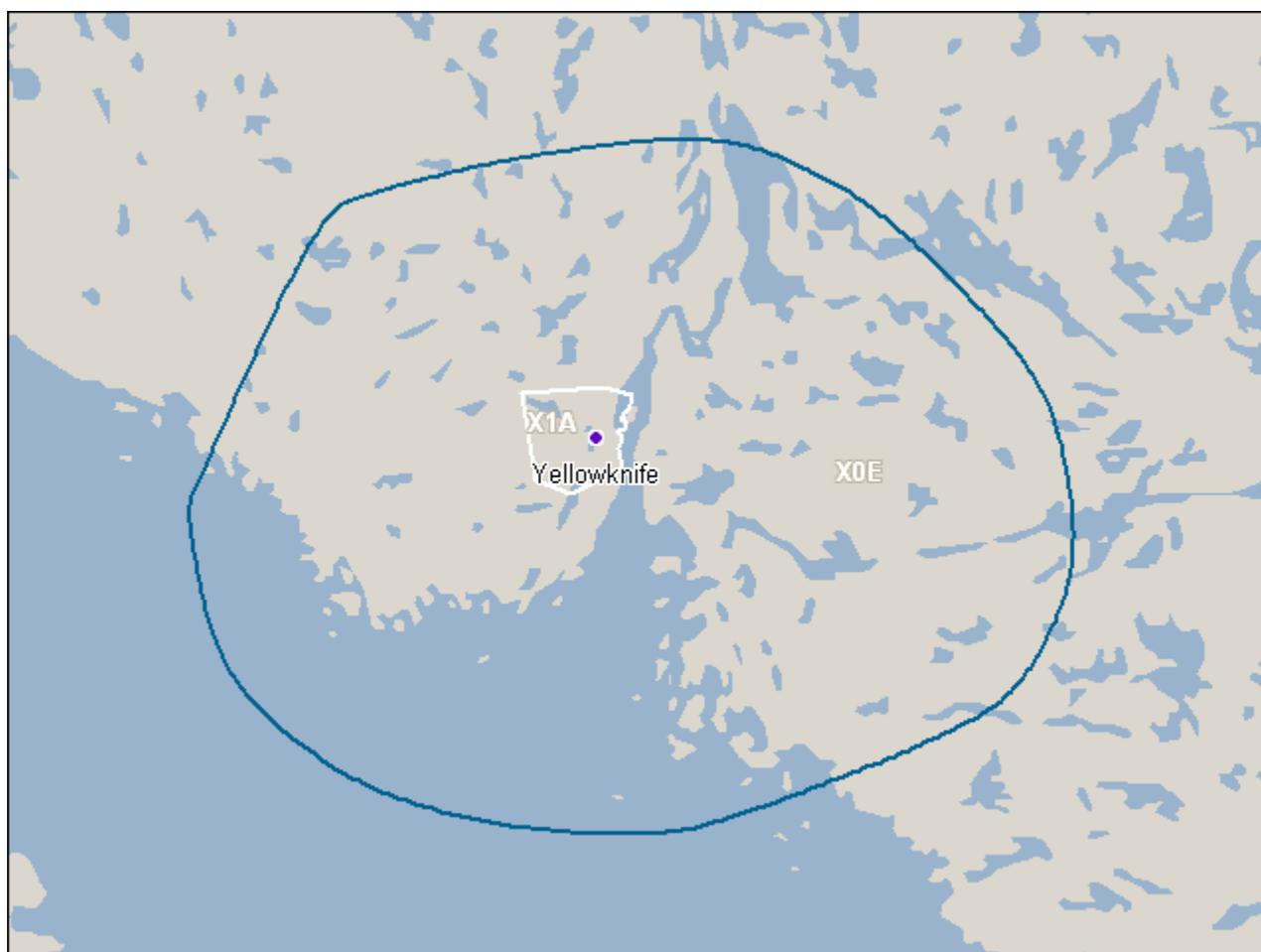
Code: 80005

Market: Yellowknife, NT

Population: 13 070

Publishing Day: Wednesday, Friday

Source: ComBase 2008/2009 Study

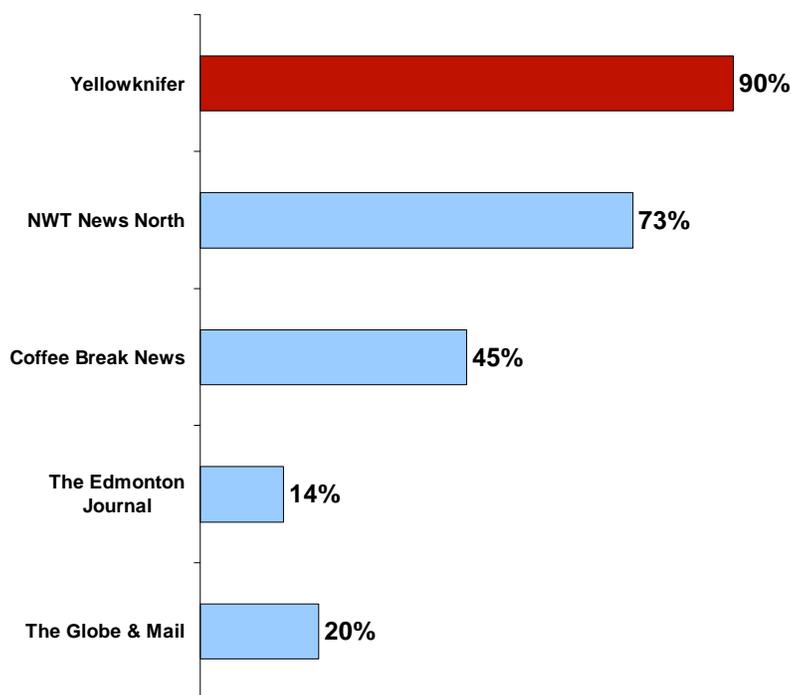


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

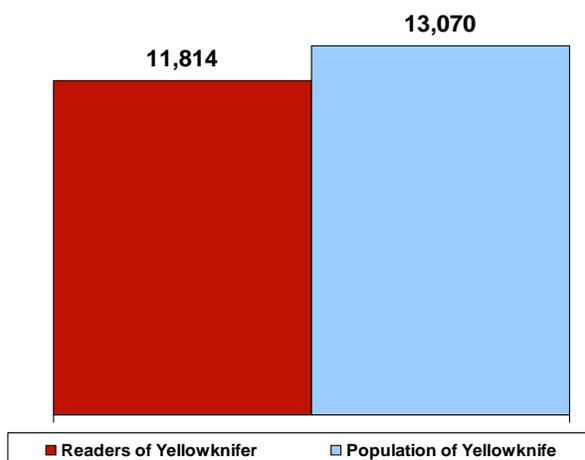
NET READERSHIP*

90% of Yellowknife adults read any of the last 4 issues of Yellowknifer.



NET READERS

11,814 Yellowknife adults read any of the last 4 issues of Yellowknifer.



NEWSPAPER READERSHIP

- 96% of Yellowknife adults read any community newspaper.
- 33% of Yellowknife adults read any daily newspaper.
- 64% of Yellowknife adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Yellowknife

- 92% of females read Yellowknifer.*

GENDER

| | |
|--------|-----|
| Male | 89% |
| Female | 92% |

AGE

| | |
|-----------------|-----|
| 18-34 years old | 83% |
| 35-49 years old | 95% |
| 50+ years old | 91% |

EDUCATION

| | |
|---------------------|-----|
| High School or less | 83% |
| Tech. or College | 94% |
| University + | 92% |

HOUSEHOLD INCOME

| | |
|----------|------|
| <\$30K | 80% |
| \$30-49K | 100% |
| >\$50K | 90% |

RESIDENCE

| | |
|----------------|-----|
| Own Residence | 92% |
| Rent Residence | 84% |

FAMILY STATUS

| | |
|------------------|-----|
| With children | 92% |
| Without children | 89% |

* 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 Yellowknifer readers said they read their community newspaper for advertising.

| | Yellowknifer Readers* | Community Newspaper Readers** |
|-----------------|-----------------------|-------------------------------|
| Editorial | 31% | 31% |
| Local News | 86% | 84% |
| Local Events | 67% | 66% |
| Classified | 47% | 47% |
| Real Estate | 31% | 32% |
| Jobs/Employment | 34% | 34% |
| Advertising | 30% | 30% |
| Flyers | 20% | 21% |

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

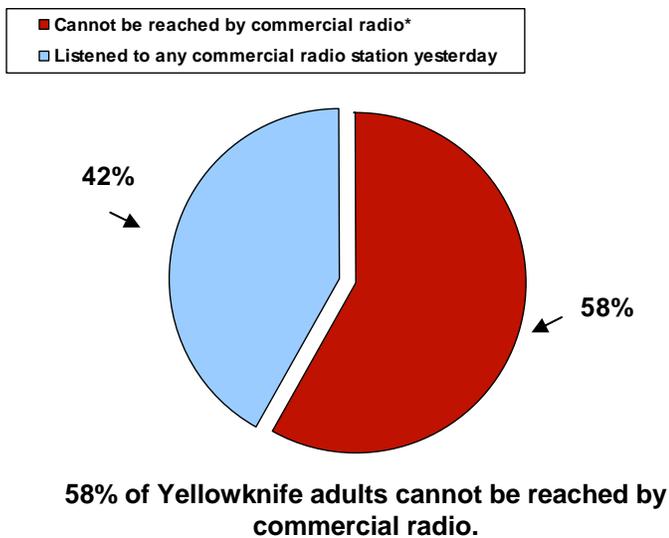
(Read Always Or Sometimes)

43% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

| | |
|---|-----|
| Automotive Supply or Service | 43% |
| Computer Hardware or Software | 56% |
| Department Stores including Clothing | 56% |
| Drug Store or Pharmacy | 54% |
| Fast Food Restaurant | 43% |
| Furniture or Appliances or Electronics | 71% |
| Grocery Store | 60% |
| Home Improvement Store | 62% |
| Investment or Banking Services | 27% |
| Telecommunication and Wireless Products | 30% |
| Other Products or Services | 55% |

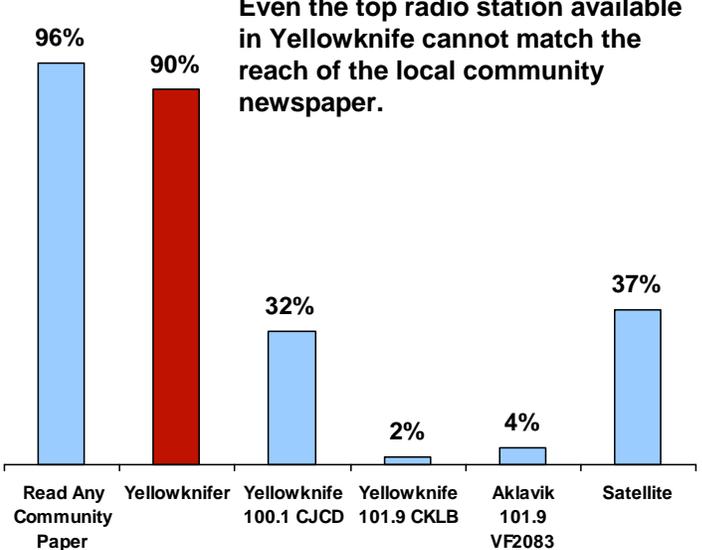
COMMUNITY PRINT MEDIA VS. RADIO

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

Even the top radio station available in Yellowknife cannot match the reach of the local community newspaper.



Source: ComBase 2008/2009