

The Red River Valley Echo

Publication: The Red River Valley Echo

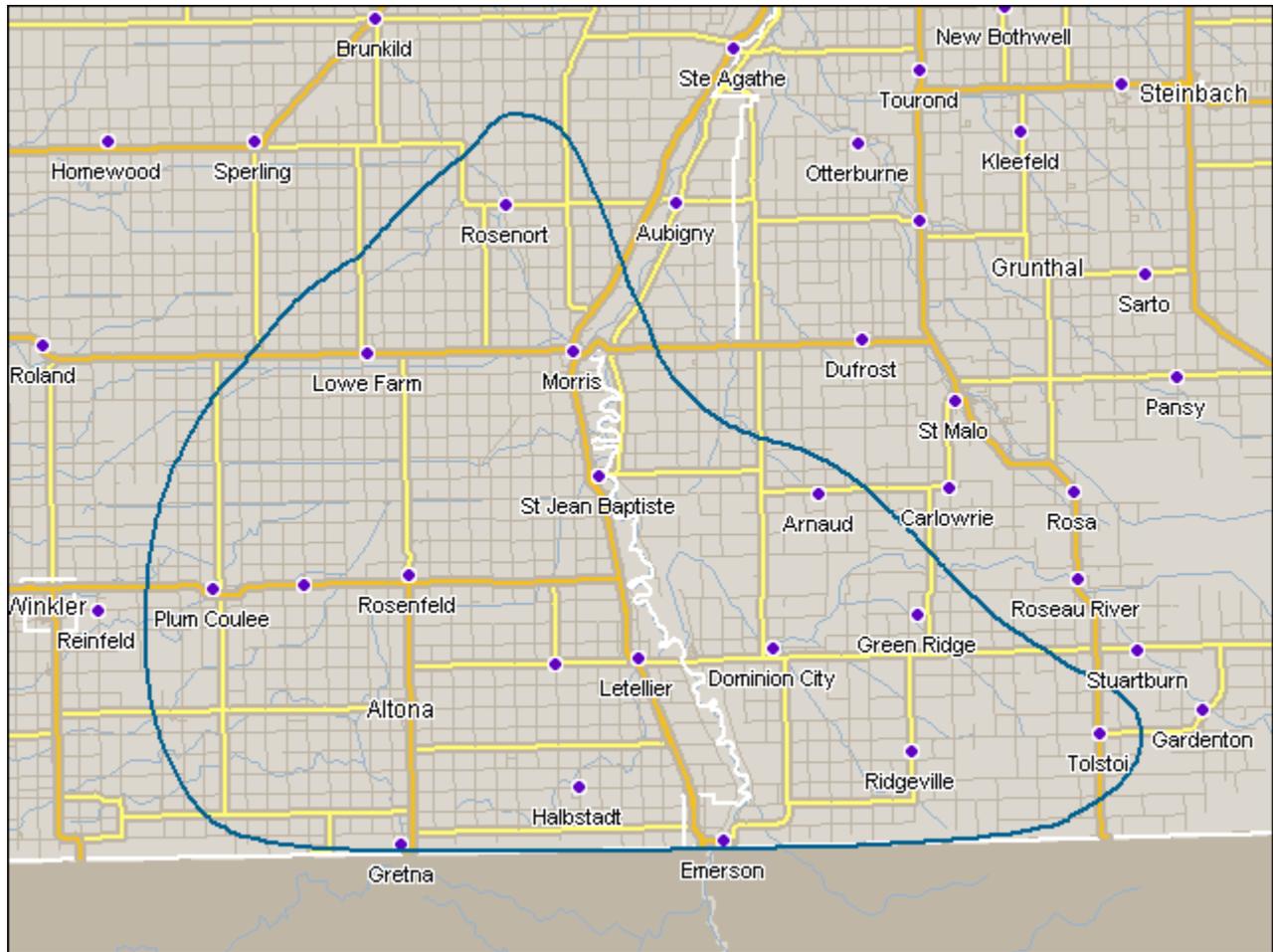
Code: 60042

Market: Altona, MB

Population: 11 291

Publishing Day: Friday

Source: ComBase 2008/2009 Study

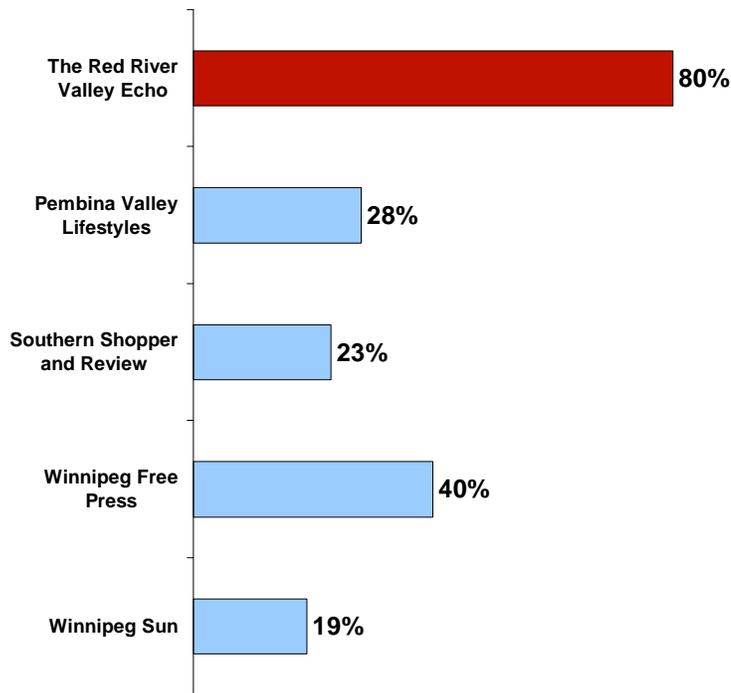


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

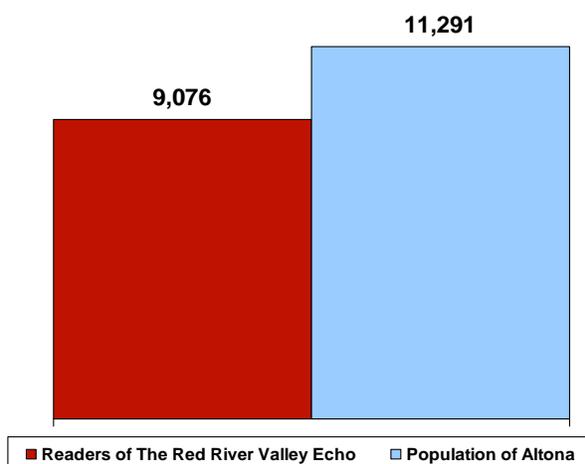
NET READERSHIP*

80% of Altona adults read any of the last 4 issues of The Red River Valley Echo.



NET READERS

9,076 Altona adults read any of the last 4 issues of The Red River Valley Echo.



NEWSPAPER READERSHIP

- 88% of Altona adults read any community newspaper.
- 49% of Altona adults read any daily newspaper.
- 45% of Altona adults can only be reached with community newspapers.

READER DEMOGRAPHICS: The Red River Valley Echo

- 84% of females read The Red River Valley Echo.*

GENDER

Male	77%
Female	84%

AGE

18-34 years old	72%
35-49 years old	75%
50+ years old	90%

EDUCATION

High School or less	78%
Tech. or College	79%
University +	94%

HOUSEHOLD INCOME

<\$30K	70%
\$30-49K	92%
>\$50K	83%

RESIDENCE

Own Residence	82%
Rent Residence	60%

FAMILY STATUS

With children	76%
Without children	84%

* 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 The Red River Valley Echo readers said they read their community newspaper for advertising.

	The Red River Valley Echo Readers*	Community Newspaper Readers**
Editorial	34%	36%
Local News	88%	87%
Local Events	55%	56%
Classified	36%	39%
Real Estate	17%	17%
Jobs/Employment	22%	22%
Advertising	30%	31%
Flyers	27%	26%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

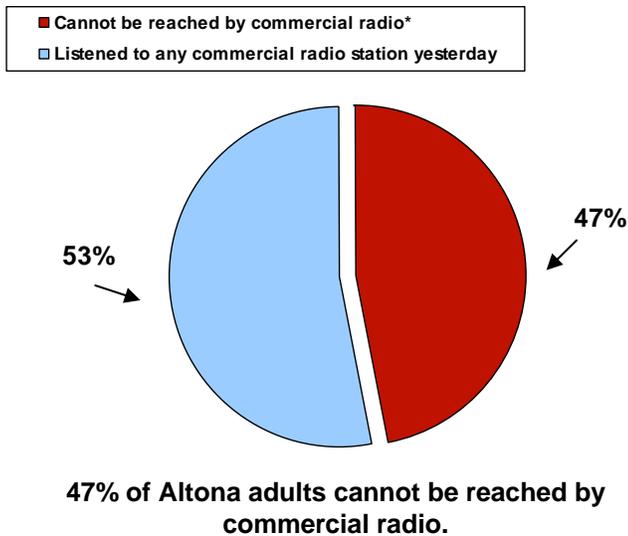
(Read Always Or Sometimes)

48% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	48%
Computer Hardware or Software	41%
Department Stores including Clothing	73%
Drug Store or Pharmacy	62%
Fast Food Restaurant	47%
Furniture or Appliances or Electronics	73%
Grocery Store	78%
Home Improvement Store	74%
Investment or Banking Services	30%
Telecommunication and Wireless Products	29%
Other Products or Services	54%

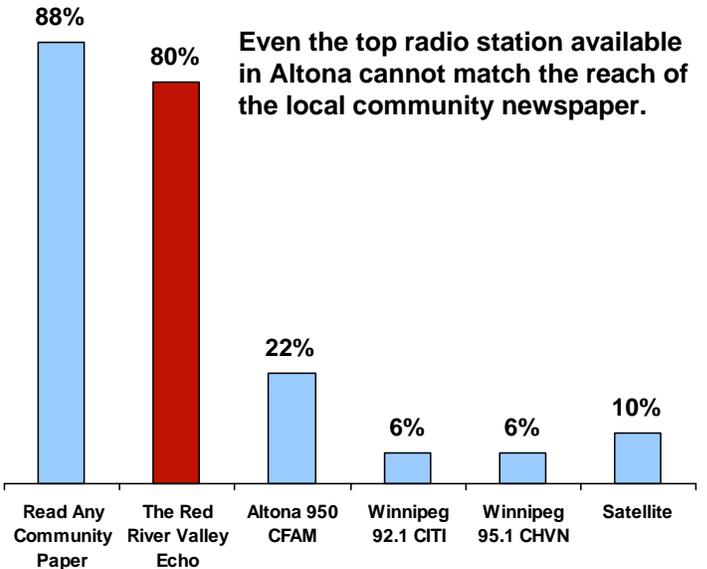
COMMUNITY PRINT MEDIA VS. RADIO

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.



47% of Altona adults cannot be reached by commercial radio.

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



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

Source: ComBase 2008/2009