

The Clipper Weekly

Publication: The Clipper Weekly

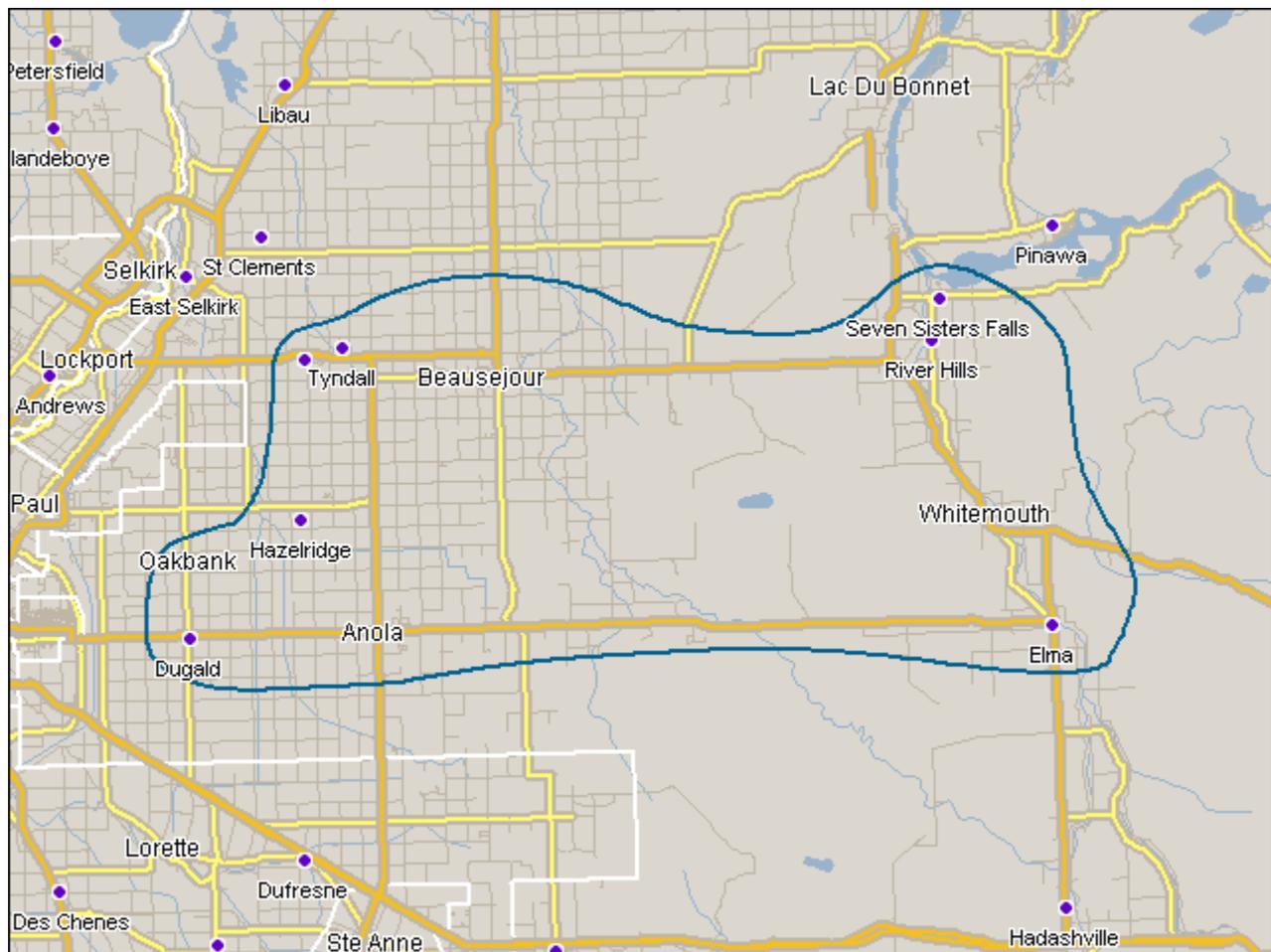
Code: 60021

Market: Beausejour, MB

Population: 11 715

Publishing Day: Monday

Source: ComBase 2008/2009 Study

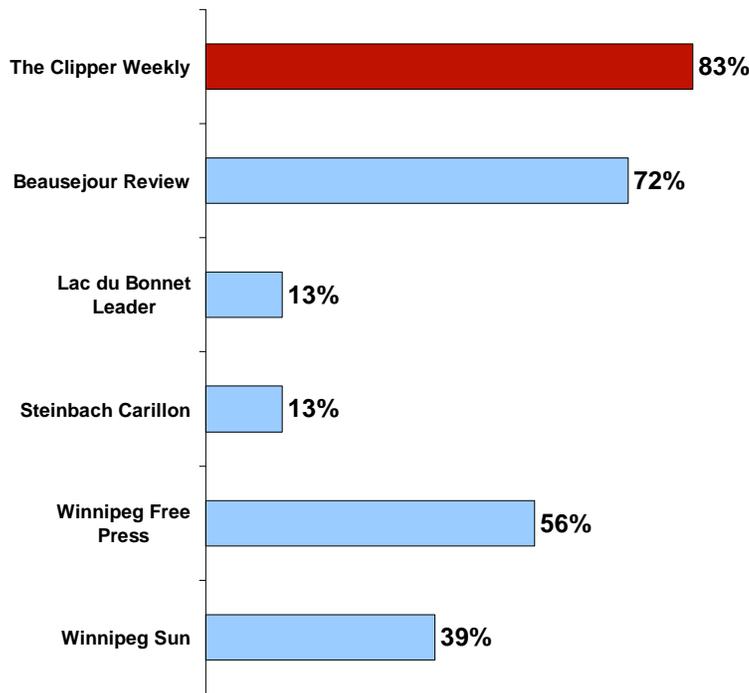


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

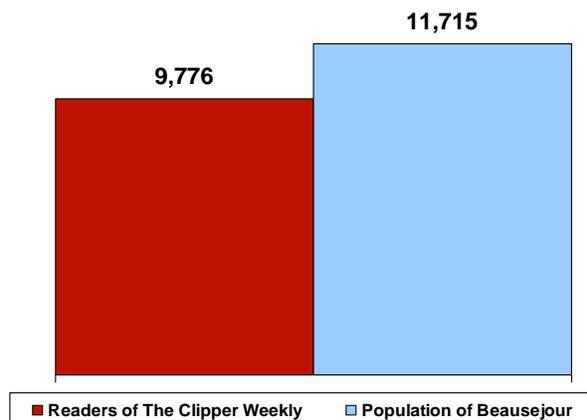
NET READERSHIP*

83% of Beausejour adults read any of the last 4 issues of The Clipper Weekly.



NET READERS

9,776 Beausejour adults read any of the last 4 issues of The Clipper Weekly.



NEWSPAPER READERSHIP

- 88% of Beausejour adults read any community newspaper.
- 72% of Beausejour adults read any daily newspaper.
- 24% of Beausejour adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

The Clipper Weekly

- 87% of females read The Clipper Weekly.*

GENDER

Male	80%
Female	87%

AGE

18-34 years old	60%
35-49 years old	87%
50+ years old	88%

EDUCATION

High School or less	81%
Tech. or College	94%
University +	82%

HOUSEHOLD INCOME

<\$30K	95%
\$30-49K	78%
>\$50K	86%

RESIDENCE

Own Residence	85%
Rent Residence	72%

FAMILY STATUS

With children	87%
Without children	81%

* 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

33% of The Clipper Weekly readers said they read their community newspaper for advertising.

	The Clipper Weekly Readers*	Community Newspaper Readers**
Editorial	35%	33%
Local News	89%	88%
Local Events	64%	63%
Classified	42%	43%
Real Estate	24%	23%
Jobs/Employment	22%	21%
Advertising	33%	31%
Flyers	29%	29%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

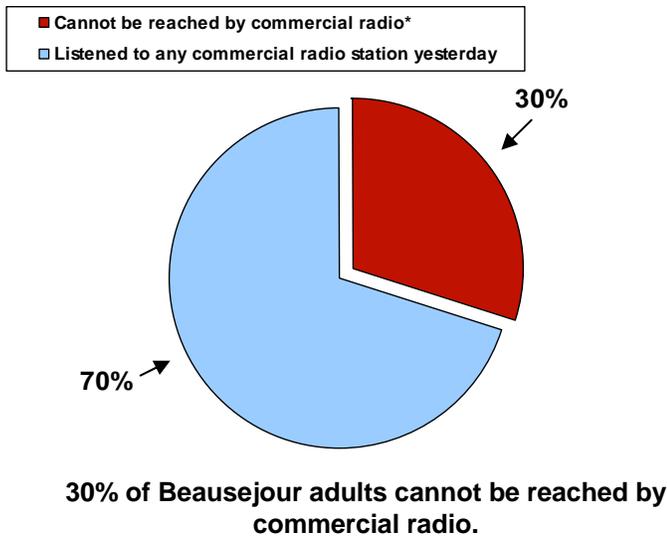
(Read Always Or Sometimes)

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

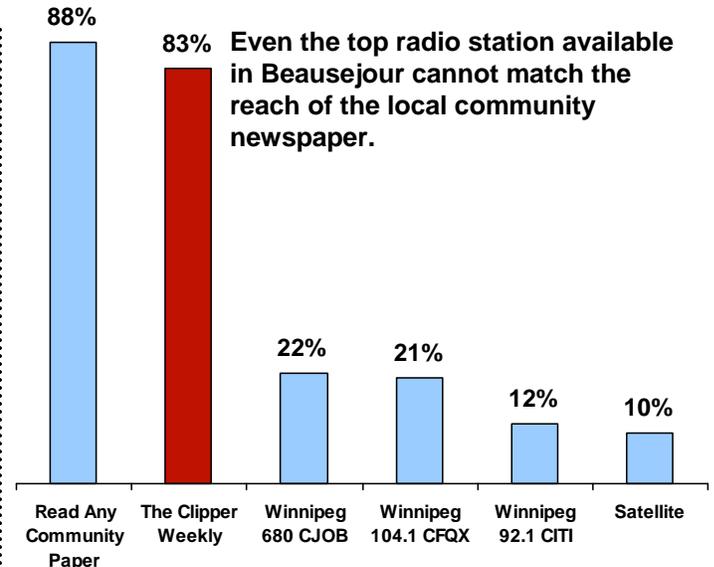
Automotive Supply or Service	51%
Computer Hardware or Software	53%
Department Stores including Clothing	75%
Drug Store or Pharmacy	61%
Fast Food Restaurant	50%
Furniture or Appliances or Electronics	72%
Grocery Store	80%
Home Improvement Store	80%
Investment or Banking Services	35%
Telecommunication and Wireless Products	45%
Other Products or Services	68%

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