

Westman Journal

Publication: Westman Journal

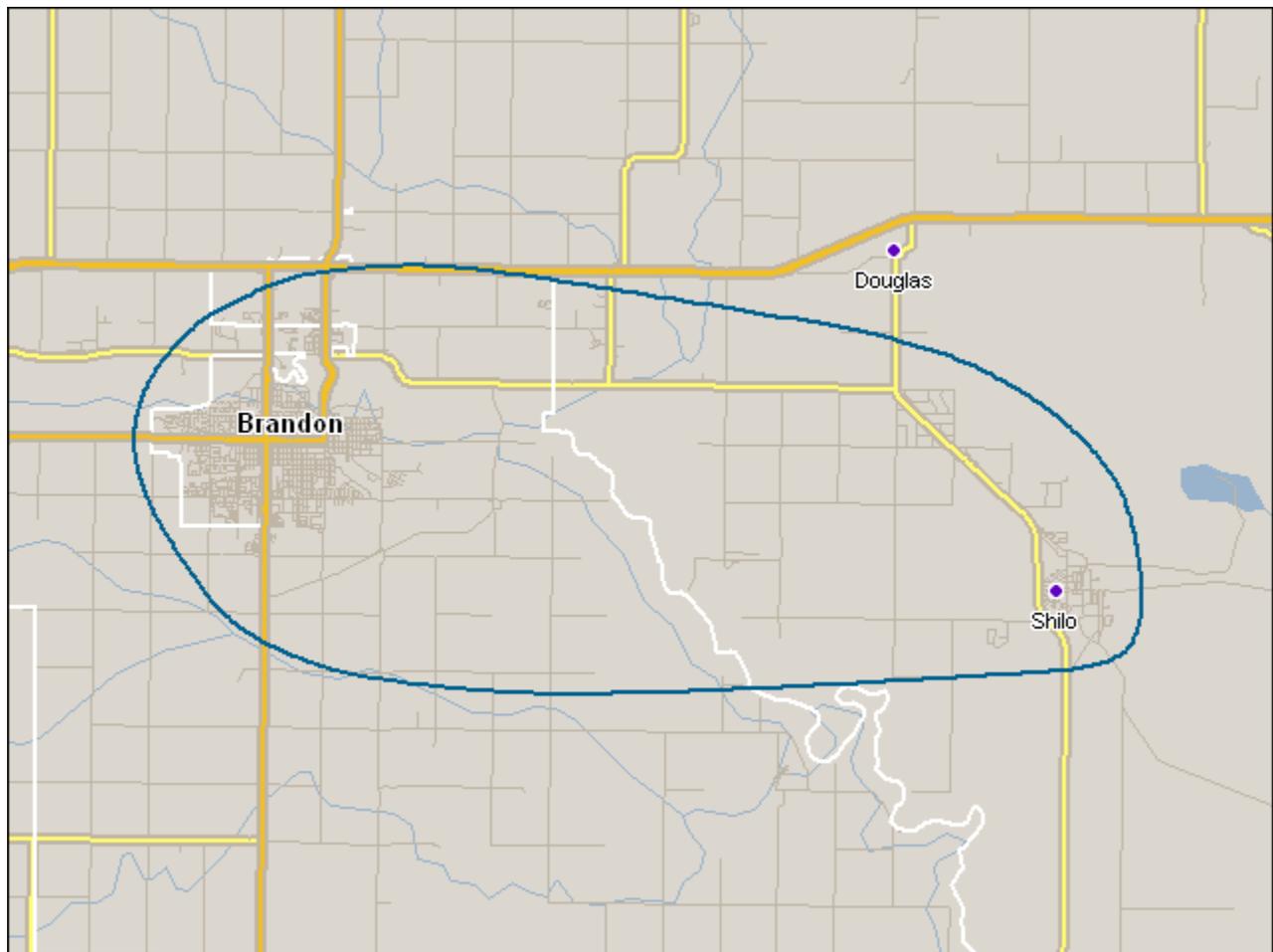
Code: 60034

Market: Brandon, MB

Population: 31 347

Publishing Day: Thursday

Source: ComBase 2008/2009 Study

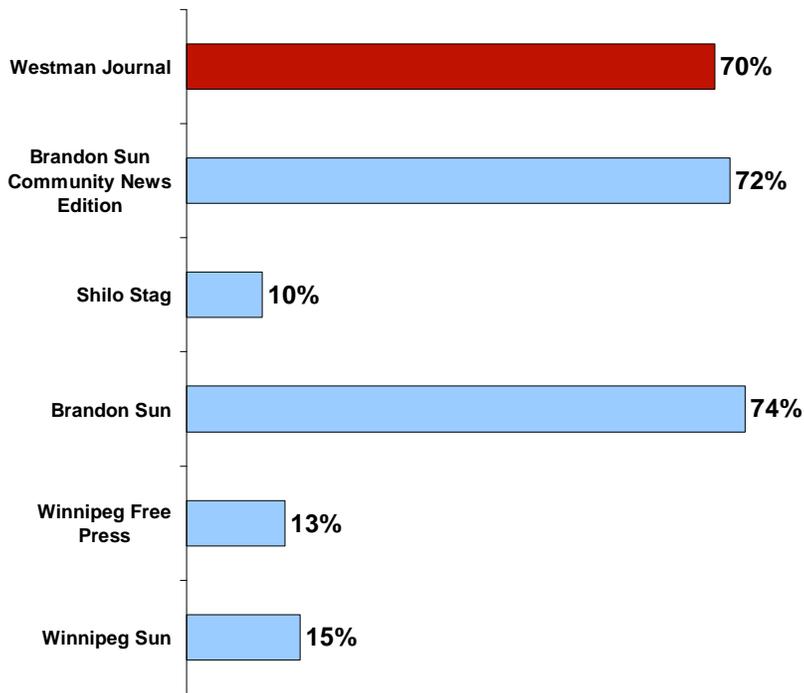


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

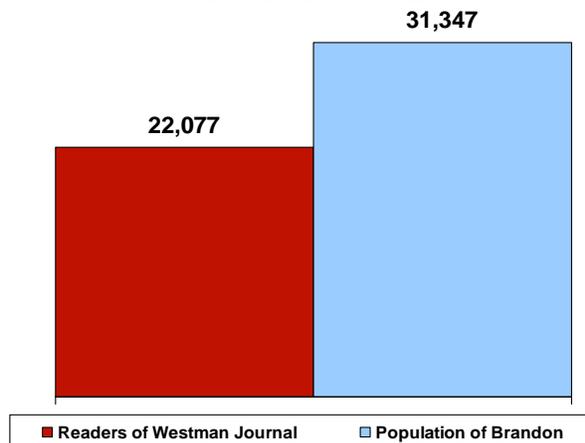
NET READERSHIP*

70% of Brandon adults read any of the last 4 issues of Westman Journal.



NET READERS

22,077 Brandon adults read any of the last 4 issues of Westman Journal.



NEWSPAPER READERSHIP

- 89% of Brandon adults read any community newspaper.
- 77% of Brandon adults read any daily newspaper.
- 17% of Brandon adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Westman Journal

- 68% of females read Westman Journal.*

GENDER

Male	74%
Female	68%

AGE

18-34 years old	48%
35-49 years old	83%
50+ years old	78%

EDUCATION

High School or less	63%
Tech. or College	68%
University +	84%

HOUSEHOLD INCOME

<\$30K	48%
\$30-49K	75%
>\$50K	76%

RESIDENCE

Own Residence	76%
Rent Residence	52%

FAMILY STATUS

With children	71%
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

Publication measured as Brandon Wheat City Journal in geography noted on map.

Media Habits

REASONS FOR READING COMMUNITY NEWSPAPERS

31% of Westman Journal readers said they read their community newspaper for advertising.

	Westman Journal Readers*	Community Newspaper Readers**
Editorial	41%	37%
Local News	86%	83%
Local Events	62%	59%
Classified	42%	41%
Real Estate	20%	20%
Jobs/Employment	27%	28%
Advertising	31%	32%
Flyers	42%	44%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

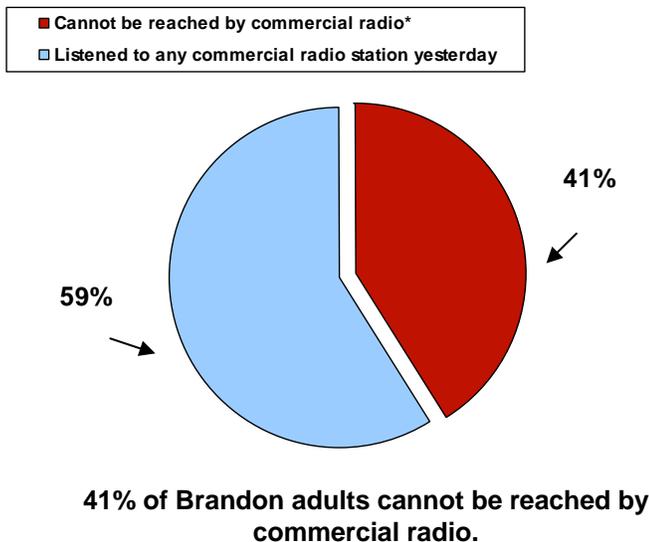
(Read Always Or Sometimes)

45% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	45%
Computer Hardware or Software	50%
Department Stores including Clothing	80%
Drug Store or Pharmacy	58%
Fast Food Restaurant	54%
Furniture or Appliances or Electronics	75%
Grocery Store	81%
Home Improvement Store	69%
Investment or Banking Services	36%
Telecommunication and Wireless Products	32%
Other Products or Services	75%

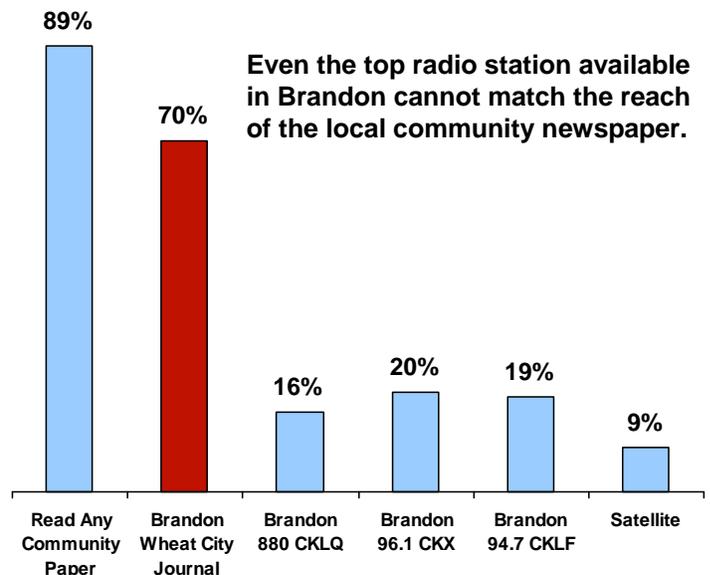
COMMUNITY PRINT MEDIA VS. RADIO

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

Publication measured as Brandon Wheat City Journal in geography noted on map.



Source: ComBase 2008/2009