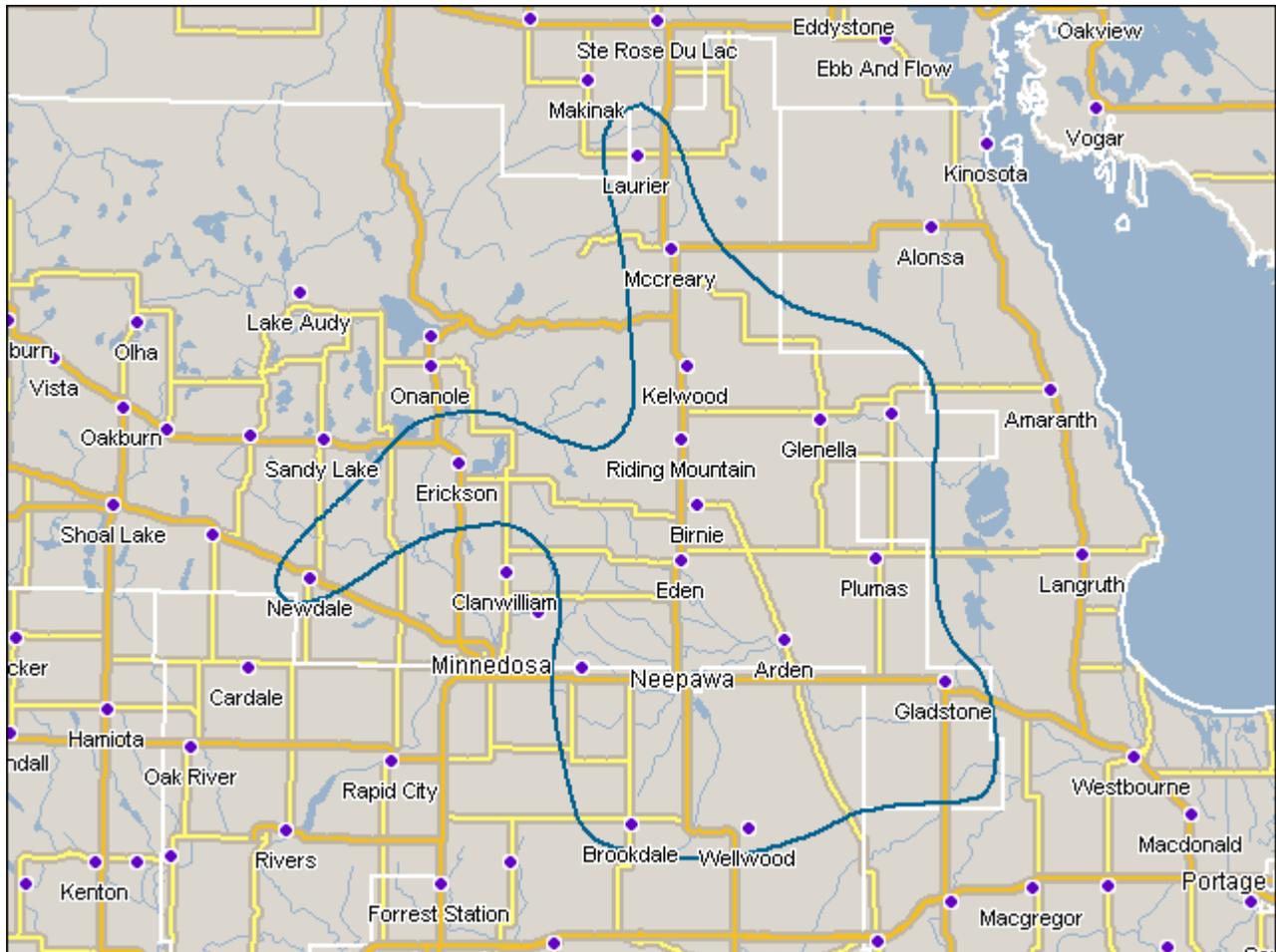


Neepawa Press

Publication: Neepawa Press
Code: 60013
Market: Neepawa, MB
Population: 8 438
Publishing Day: Monday
Source: ComBase 2008/2009 Study

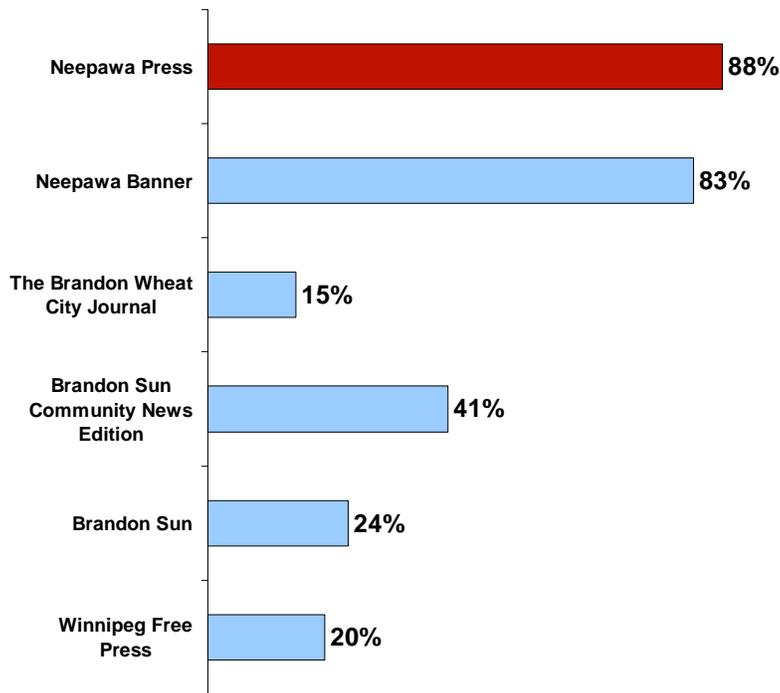


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

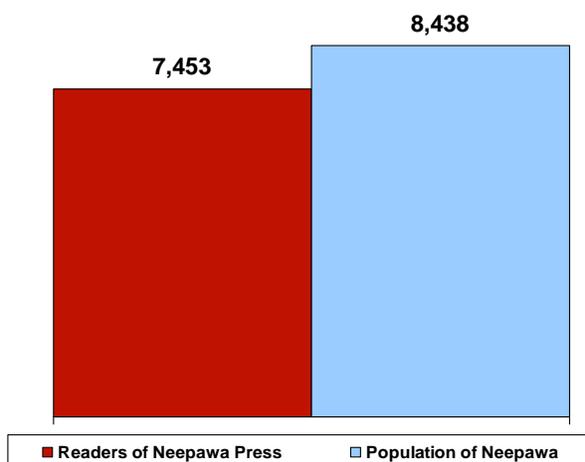
NET READERSHIP*

88% of Neepawa adults read any of the last 4 issues of Neepawa Press.



NET READERS

7,453 Neepawa adults read any of the last 4 issues of Neepawa Press.



NEWSPAPER READERSHIP

- 94% of Neepawa adults read any community newspaper.
- 40% of Neepawa adults read any daily newspaper.
- 55% of Neepawa adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Neepawa Press

- 92% of females read Neepawa Press.*

GENDER

Male	85%
Female	92%

AGE

18-34 years old	93%
35-49 years old	88%
50+ years old	85%

EDUCATION

High School or less	88%
Tech. or College	92%
University +	92%

HOUSEHOLD INCOME

<\$30K	89%
\$30-49K	86%
>\$50K	87%

RESIDENCE

Own Residence	90%
Rent Residence	72%

FAMILY STATUS

With children	95%
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

26% of Neepawa Press readers said they read their community newspaper for advertising.

	Neepawa Press Readers*	Community Newspaper Readers**
Editorial	32%	33%
Local News	79%	80%
Local Events	66%	65%
Classified	43%	43%
Real Estate	12%	13%
Jobs/Employment	16%	17%
Advertising	26%	28%
Flyers	25%	25%

*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)

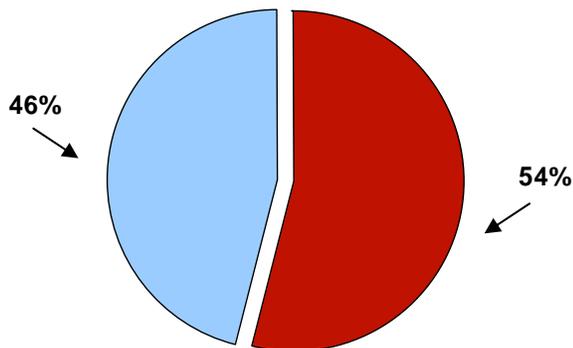
50% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	50%
Computer Hardware or Software	39%
Department Stores including Clothing	73%
Drug Store or Pharmacy	59%
Fast Food Restaurant	50%
Furniture or Appliances or Electronics	66%
Grocery Store	81%
Home Improvement Store	64%
Investment or Banking Services	28%
Telecommunication and Wireless Products	31%
Other Products or Services	66%

COMMUNITY PRINT MEDIA VS. RADIO

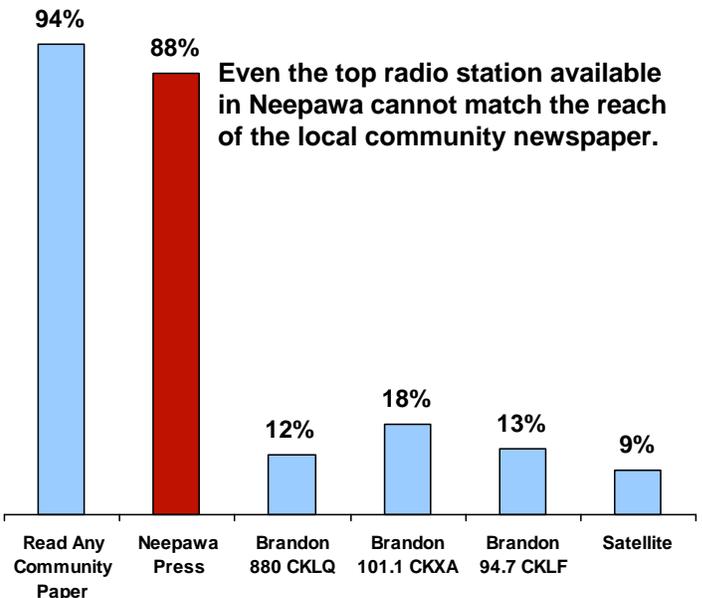
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be reached by commercial radio*
 ■ Listened to any commercial radio station yesterday



54% of Neepawa 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 Neepawa cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009