

Russell Banner

Publication: Russell Banner

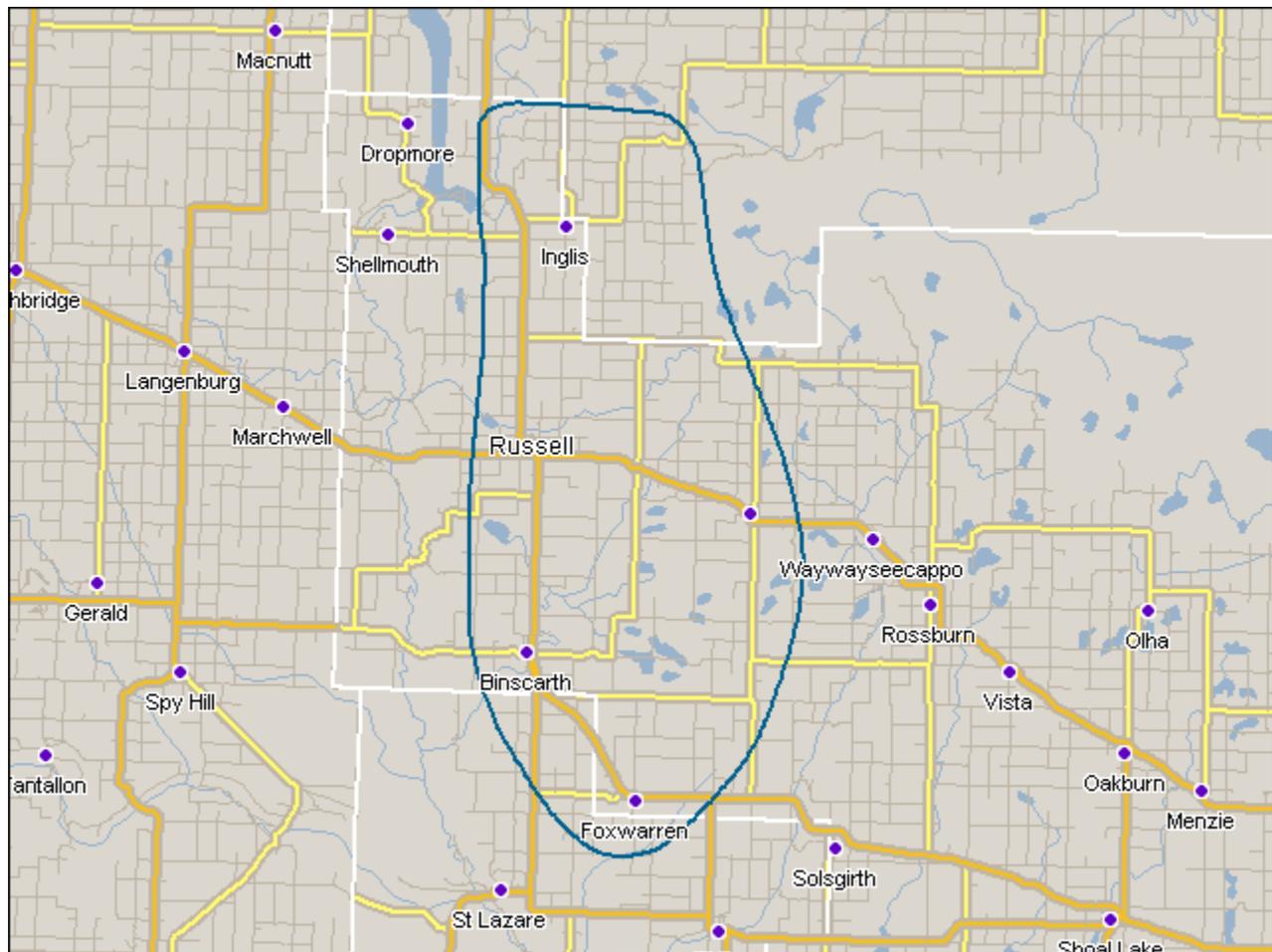
Code: 60031

Market: Russell, MB

Population: 2 499

Publishing Day: Tuesday

Source: ComBase 2008/2009 Study

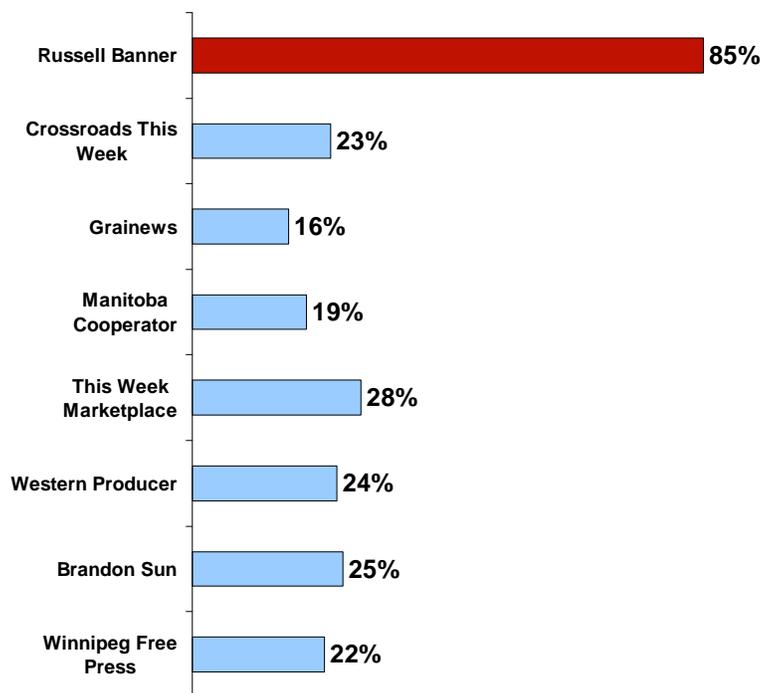


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

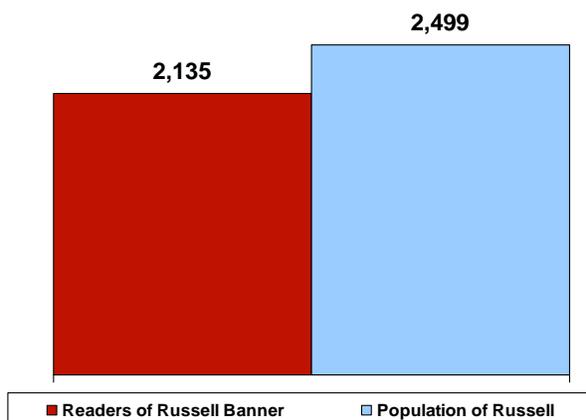
NET READERSHIP*

85% of Russell adults read any of the last 4 issues of Russell Banner.



NET READERS

2,135 Russell adults read any of the last 4 issues of Russell Banner.



NEWSPAPER READERSHIP

- 94% of Russell adults read any community newspaper.
- 42% of Russell adults read any daily newspaper.
- 53% of Russell adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Russell Banner

- 90% of females read Russell Banner.*

GENDER

| | |
|--------|-----|
| Male | 81% |
| Female | 90% |

AGE

| | |
|-----------------|-----|
| 18-34 years old | 86% |
| 35-49 years old | 85% |
| 50+ years old | 85% |

EDUCATION

| | |
|---------------------|-----|
| High School or less | 81% |
| Tech. or College | 94% |
| University + | 89% |

HOUSEHOLD INCOME

| | |
|----------|-----|
| <\$30K | 68% |
| \$30-49K | 91% |
| >\$50K | 89% |

RESIDENCE

| | |
|----------------|-----|
| Own Residence | 88% |
| Rent Residence | 66% |

FAMILY STATUS

| | |
|------------------|-----|
| With children | 93% |
| 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

32% of Russell Banner readers said they read their community newspaper for advertising.

| | Russell Banner Readers* | Community Newspaper Readers** |
|-----------------|-------------------------|-------------------------------|
| Editorial | 36% | 34% |
| Local News | 82% | 79% |
| Local Events | 55% | 55% |
| Classified | 52% | 53% |
| Real Estate | 18% | 17% |
| Jobs/Employment | 19% | 18% |
| Advertising | 32% | 33% |
| Flyers | 22% | 21% |

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

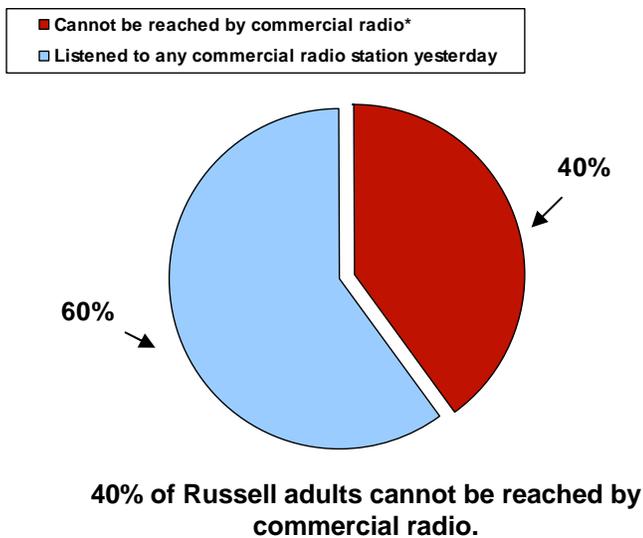
(Read Always Or Sometimes)

47% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

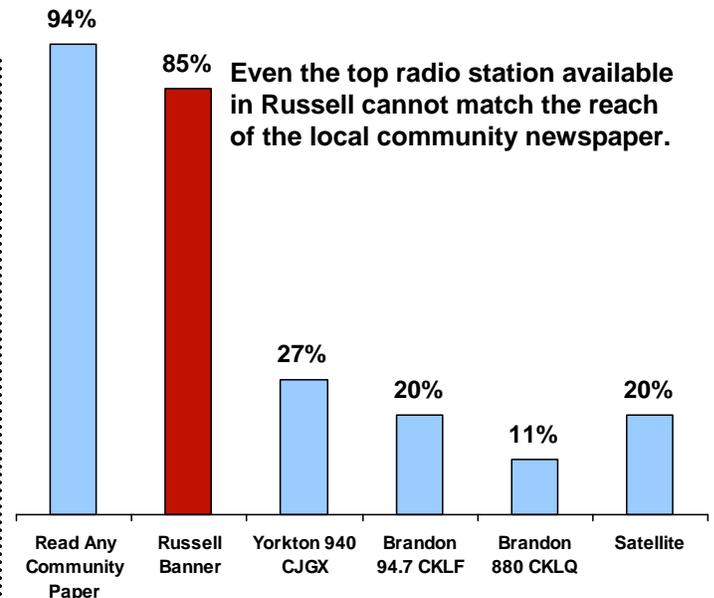
| | |
|---|-----|
| Automotive Supply or Service | 47% |
| Computer Hardware or Software | 43% |
| Department Stores including Clothing | 66% |
| Drug Store or Pharmacy | 71% |
| Fast Food Restaurant | 55% |
| Furniture or Appliances or Electronics | 73% |
| Grocery Store | 76% |
| Home Improvement Store | 74% |
| Investment or Banking Services | 41% |
| Telecommunication and Wireless Products | 36% |
| Other Products or Services | 59% |

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