

Virden Empire-Advance

Publication: Virden Empire-Advance

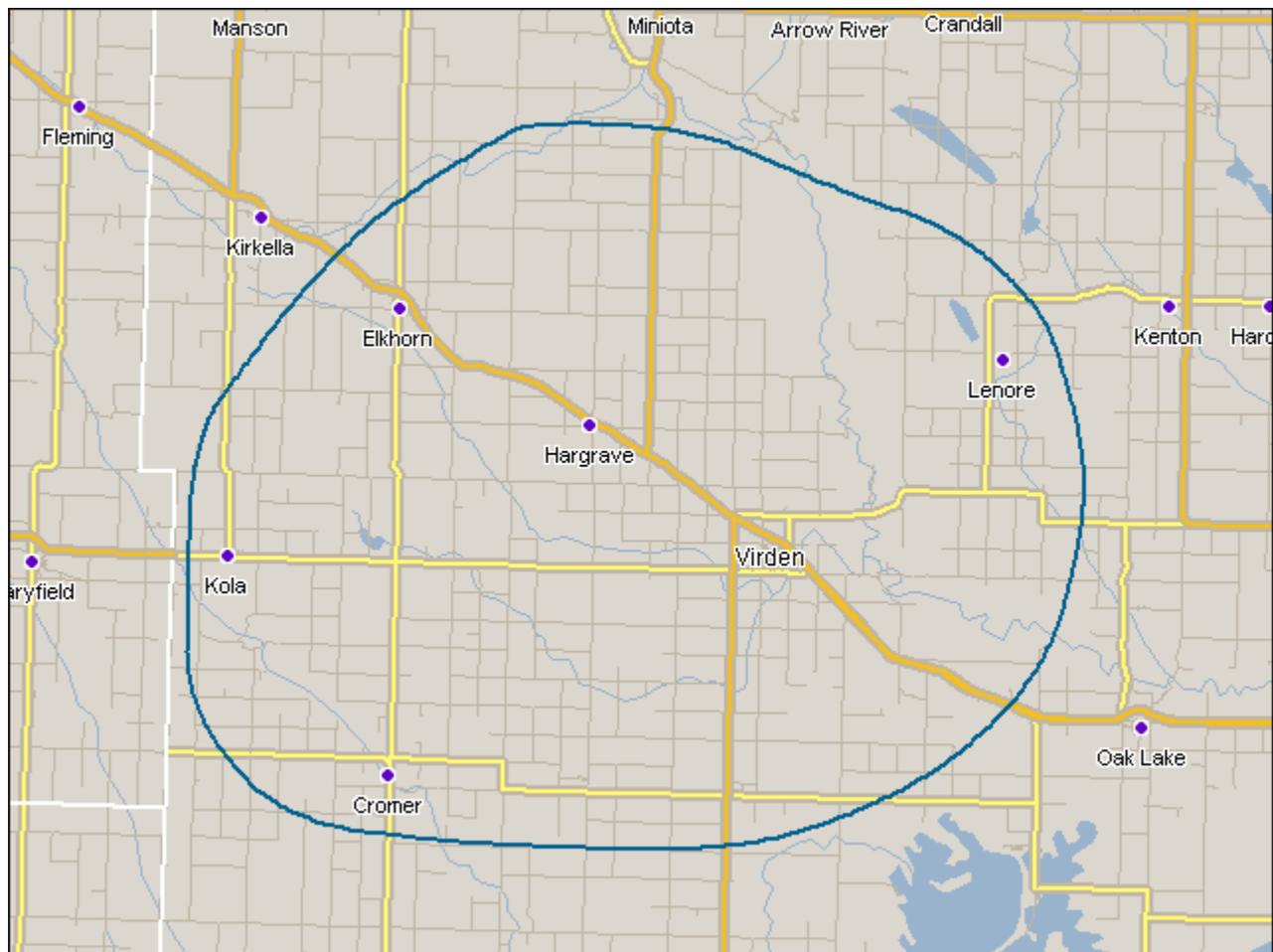
Code: 60012

Market: Virden, MB

Population: 4 251

Publishing Day: Saturday

Source: ComBase 2008/2009 Study

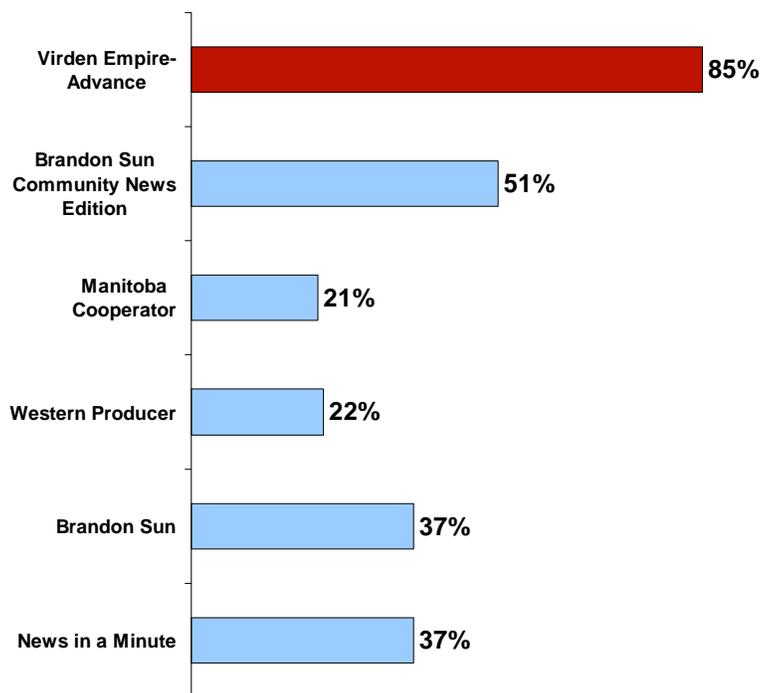


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

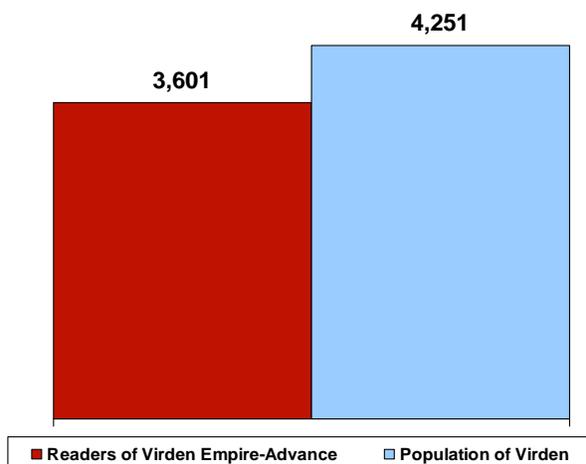
NET READERSHIP*

85% of Virden adults read any of the last 4 issues of Virden Empire-Advance.



NET READERS

3,601 Virden adults read any of the last 4 issues of Virden Empire-Advance.



NEWSPAPER READERSHIP

- 90% of Virden adults read any community newspaper.
- 62% of Virden adults read any daily newspaper.
- 32% of Virden adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Virden Empire-Advance

- 89% of females read Virden Empire-Advance.*

GENDER

Male	80%
Female	89%

AGE

18-34 years old	85%
35-49 years old	81%
50+ years old	88%

EDUCATION

High School or less	85%
Tech. or College	90%
University +	87%

HOUSEHOLD INCOME

<\$30K	85%
\$30-49K	88%
>\$50K	89%

RESIDENCE

Own Residence	88%
Rent Residence	65%

FAMILY STATUS

With children	85%
Without children	85%

* 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

50% of Virden Empire-Advance readers said they read their community newspaper for advertising.

	Virden Empire-Advance Readers*	Community Newspaper Readers**
Editorial	49%	48%
Local News	95%	93%
Local Events	75%	75%
Classified	66%	66%
Real Estate	22%	23%
Jobs/Employment	30%	30%
Advertising	50%	49%
Flyers	42%	42%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

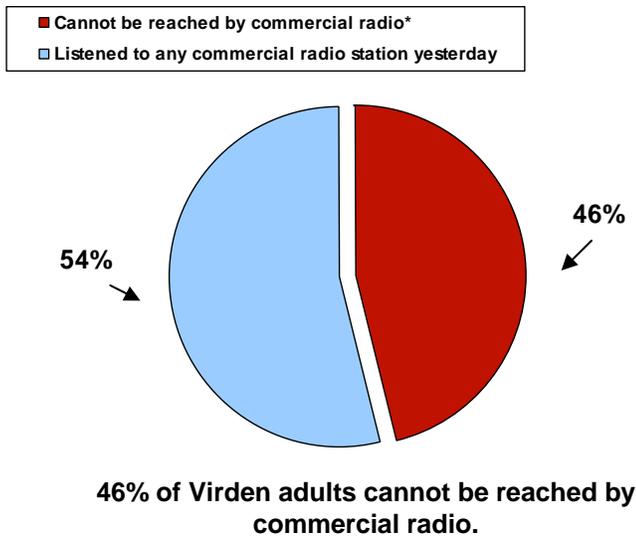
(Read Always Or Sometimes)

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

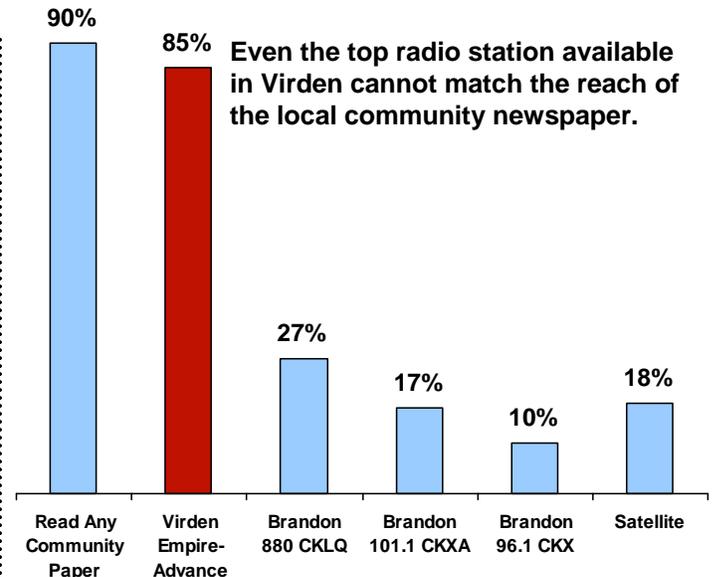
Automotive Supply or Service	51%
Computer Hardware or Software	51%
Department Stores including Clothing	70%
Drug Store or Pharmacy	72%
Fast Food Restaurant	58%
Furniture or Appliances or Electronics	67%
Grocery Store	81%
Home Improvement Store	75%
Investment or Banking Services	38%
Telecommunication and Wireless Products	33%
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.



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



Source: ComBase 2008/2009