

Winkler Times

Publication: Winkler Times

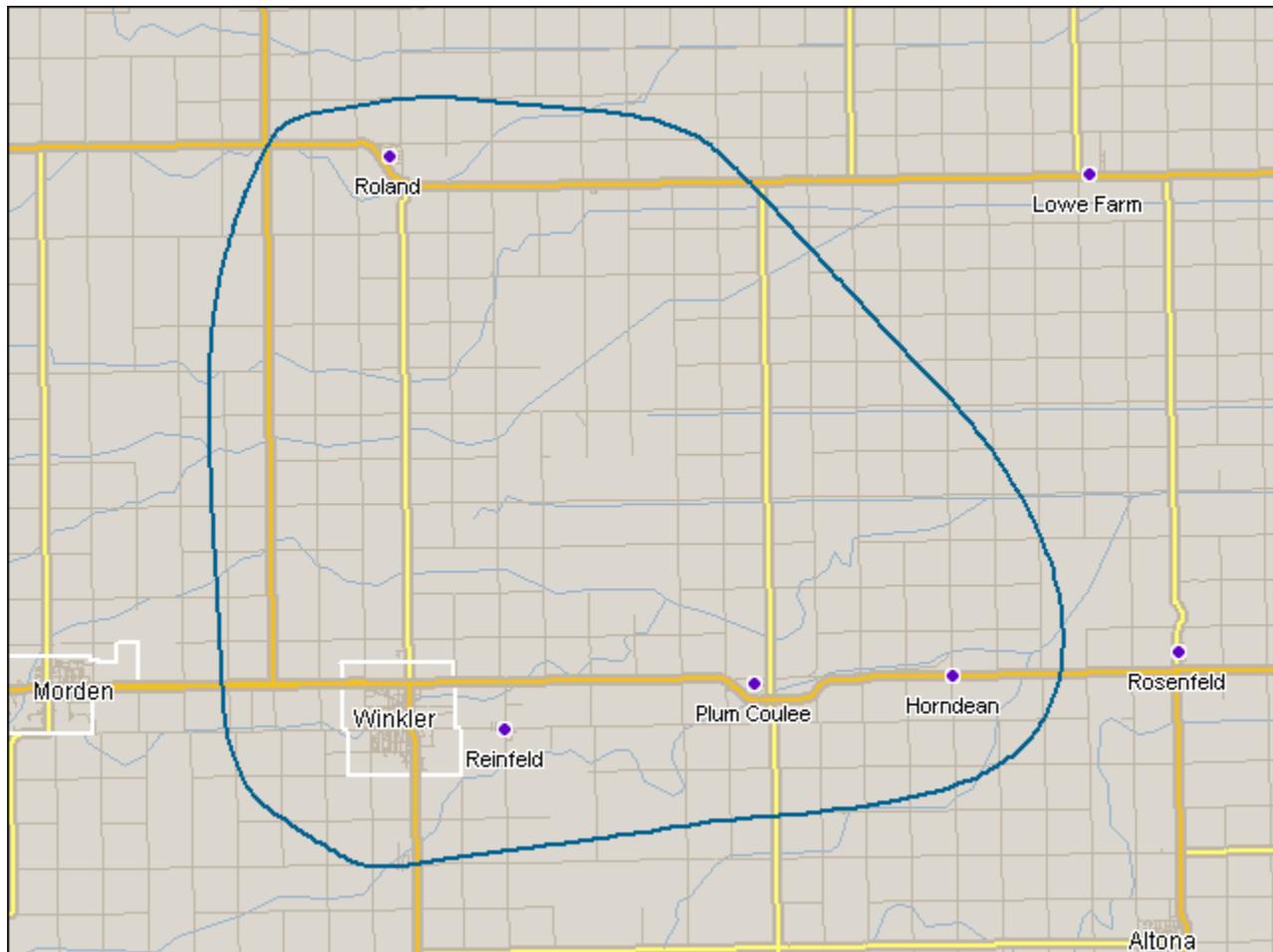
Code: 60041

Market: Winkler, MB

Population: 9 696

Publishing Day: Friday

Source: ComBase 2008/2009 Study

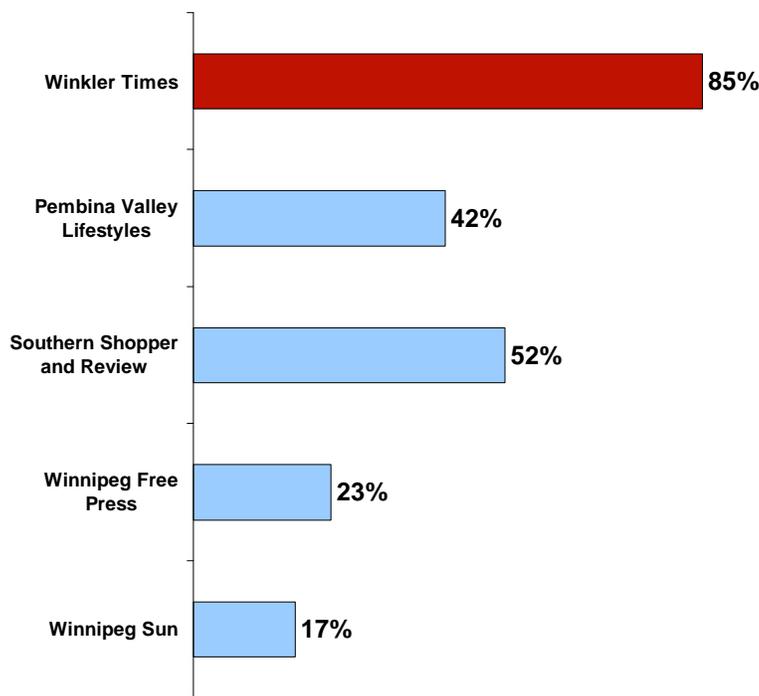


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

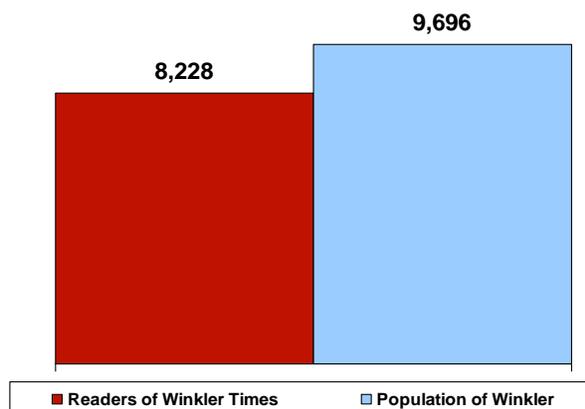
NET READERSHIP*

85% of Winkler adults read any of the last 4 issues of Winkler Times.



NET READERS

8,228 Winkler adults read any of the last 4 issues of Winkler Times.



NEWSPAPER READERSHIP

- 89% of Winkler adults read any community newspaper.
- 34% of Winkler adults read any daily newspaper.
- 56% of Winkler adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Winkler Times

- 86% of females read Winkler Times.*

GENDER

Male	84%
Female	86%

AGE

18-34 years old	87%
35-49 years old	83%
50+ years old	86%

EDUCATION

High School or less	81%
Tech. or College	97%
University +	96%

HOUSEHOLD INCOME

<\$30K	67%
\$30-49K	88%
>\$50K	93%

RESIDENCE

Own Residence	85%
Rent Residence	87%

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

33% of Winkler Times readers said they read their community newspaper for advertising.

	Winkler Times Readers*	Community Newspaper Readers**
Editorial	33%	32%
Local News	78%	77%
Local Events	57%	55%
Classified	38%	38%
Real Estate	18%	17%
Jobs/Employment	32%	31%
Advertising	33%	33%
Flyers	29%	28%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

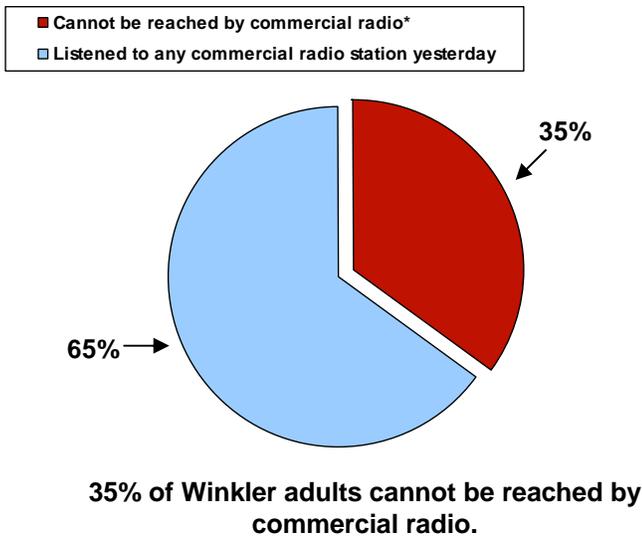
(Read Always Or Sometimes)

48% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

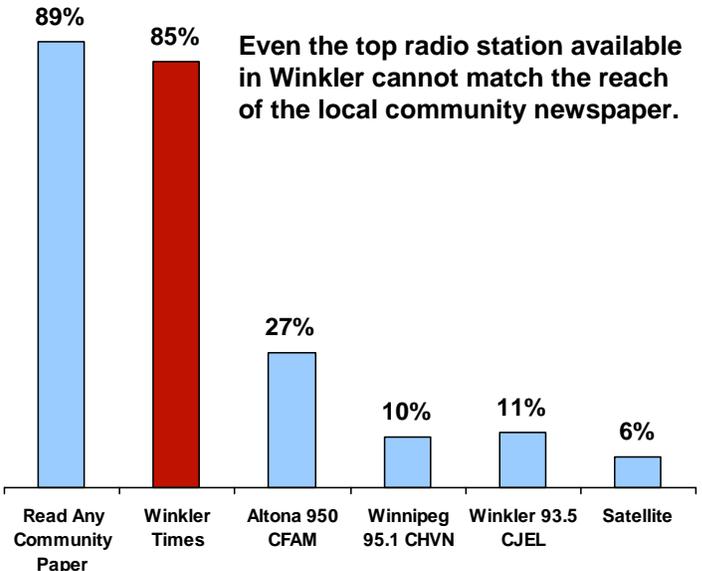
Automotive Supply or Service	48%
Computer Hardware or Software	51%
Department Stores including Clothing	74%
Drug Store or Pharmacy	53%
Fast Food Restaurant	62%
Furniture or Appliances or Electronics	74%
Grocery Store	77%
Home Improvement Store	71%
Investment or Banking Services	31%
Telecommunication and Wireless Products	34%
Other Products or Services	53%

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