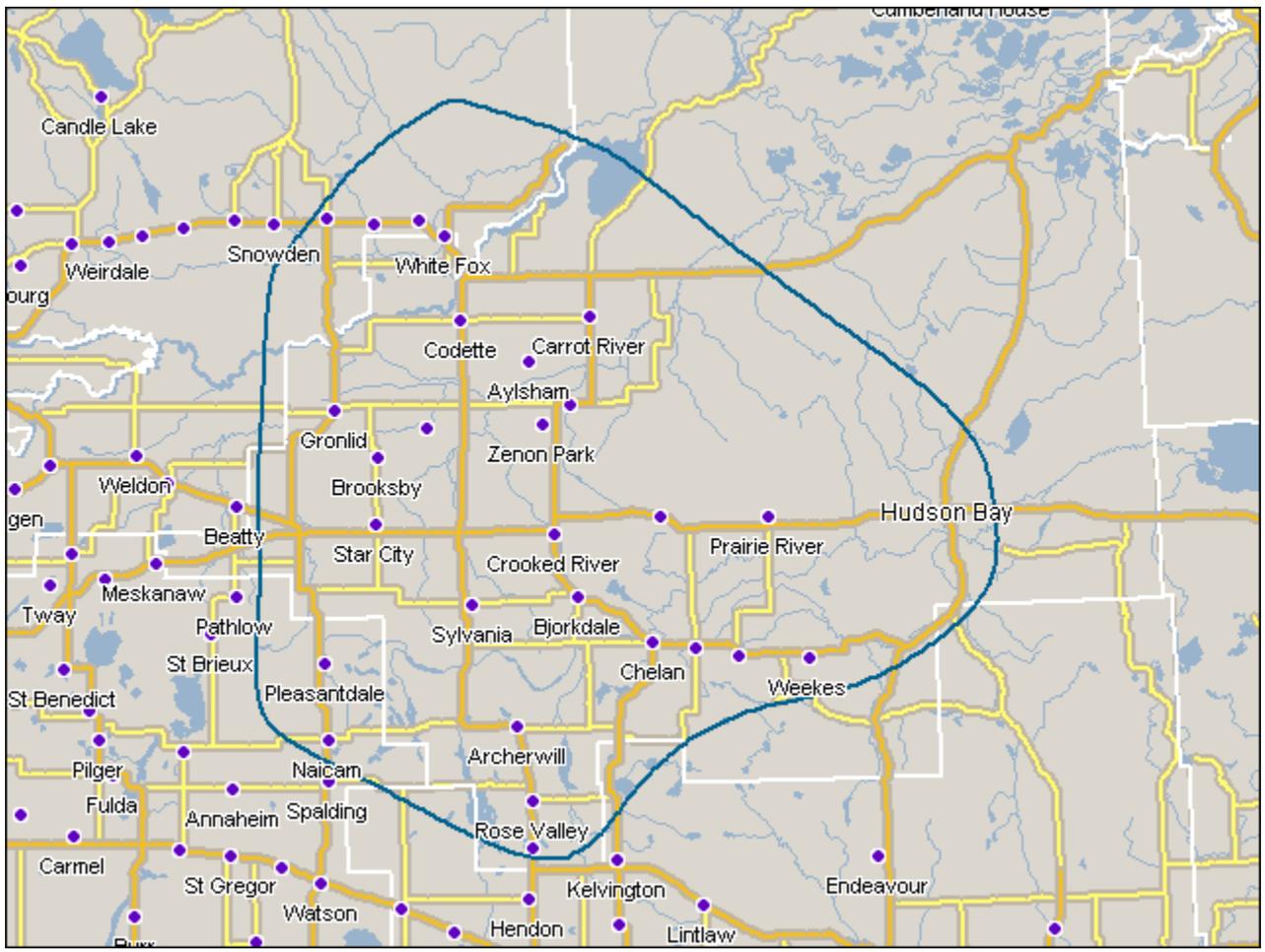


# The Parkland Review

**Publication:** The Parkland Review  
**Code:** 70137  
**Market:** Melfort/Tisdale, SK  
**Population:** 25 127  
**Publishing Day:** Friday  
**Source:** ComBase 2008 Study

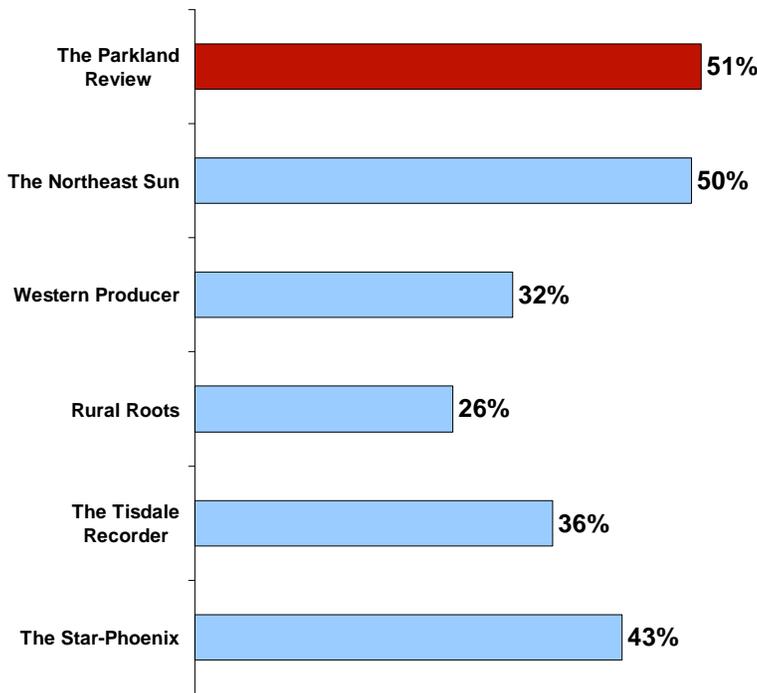


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

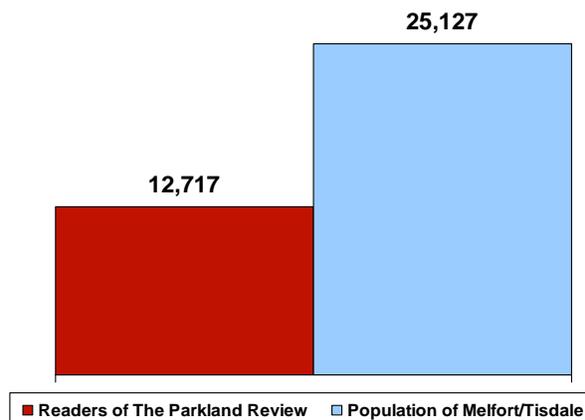
## NET READERSHIP\*

51% of Melfort/Tisdale adults read any of the last 4 issues of The Parkland Review.



## NET READERS

12,717 Melfort/Tisdale adults read any of the last 4 issues of The Parkland Review.



## NEWSPAPER READERSHIP

- 84% of Melfort/Tisdale adults read any community newspaper.
- 43% of Melfort/Tisdale adults read any daily newspaper.
- 45% of Melfort/Tisdale adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### The Parkland Review

- 51% of females read The Parkland Review.\*

#### GENDER

Male	50%
Female	51%

#### AGE

18-34 years old	35%
35-49 years old	57%
50+ years old	54%

#### EDUCATION

High School or less	49%
Tech. or College	59%
University +	49%

#### HOUSEHOLD INCOME

<\$30K	42%
\$30-49K	47%
>\$50K	65%

#### RESIDENCE

Own Residence	54%
Rent Residence	33%

#### FAMILY STATUS

With children	49%
Without children	52%

\* 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

51% of The Parkland Review readers said they read their community newspaper for advertising.

	The Parkland Review Readers*	Community Newspaper Readers**
Editorial	46%	40%
Local News	89%	85%
Local Events	75%	72%
Classified	64%	58%
Real Estate	28%	24%
Jobs/Employment	25%	22%
Advertising	51%	48%
Flyers	49%	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)*

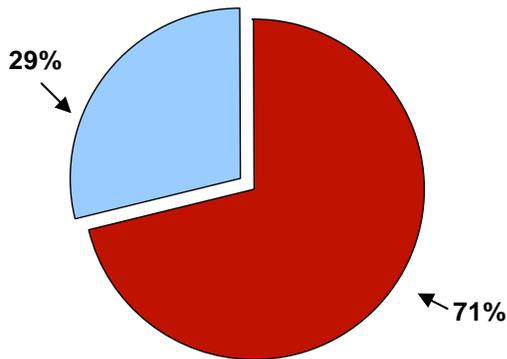
50% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	50%
Computer Hardware or Software	46%
Department Stores including Clothing	67%
Drug Store or Pharmacy	63%
Fast Food Restaurant	39%
Furniture or Appliances or Electronics	64%
Grocery Store	79%
Home Improvement Store	70%
Investment or Banking Services	27%
Telecommunication and Wireless Products	33%
Other Products or Services	58%

## COMMUNITY PRINT MEDIA VS. RADIO

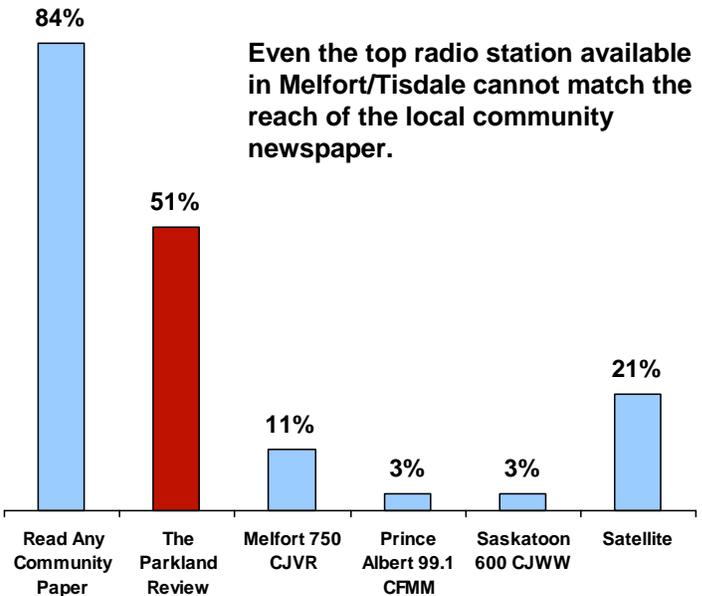
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



71% of Melfort/Tisdale adults cannot be reached by commercial radio.

Even the top radio station available in Melfort/Tisdale cannot match the reach of the local community newspaper.



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

Source: ComBase 2008