

# The Saskatchewan Valley News

**Publication:** The Saskatchewan Valley News

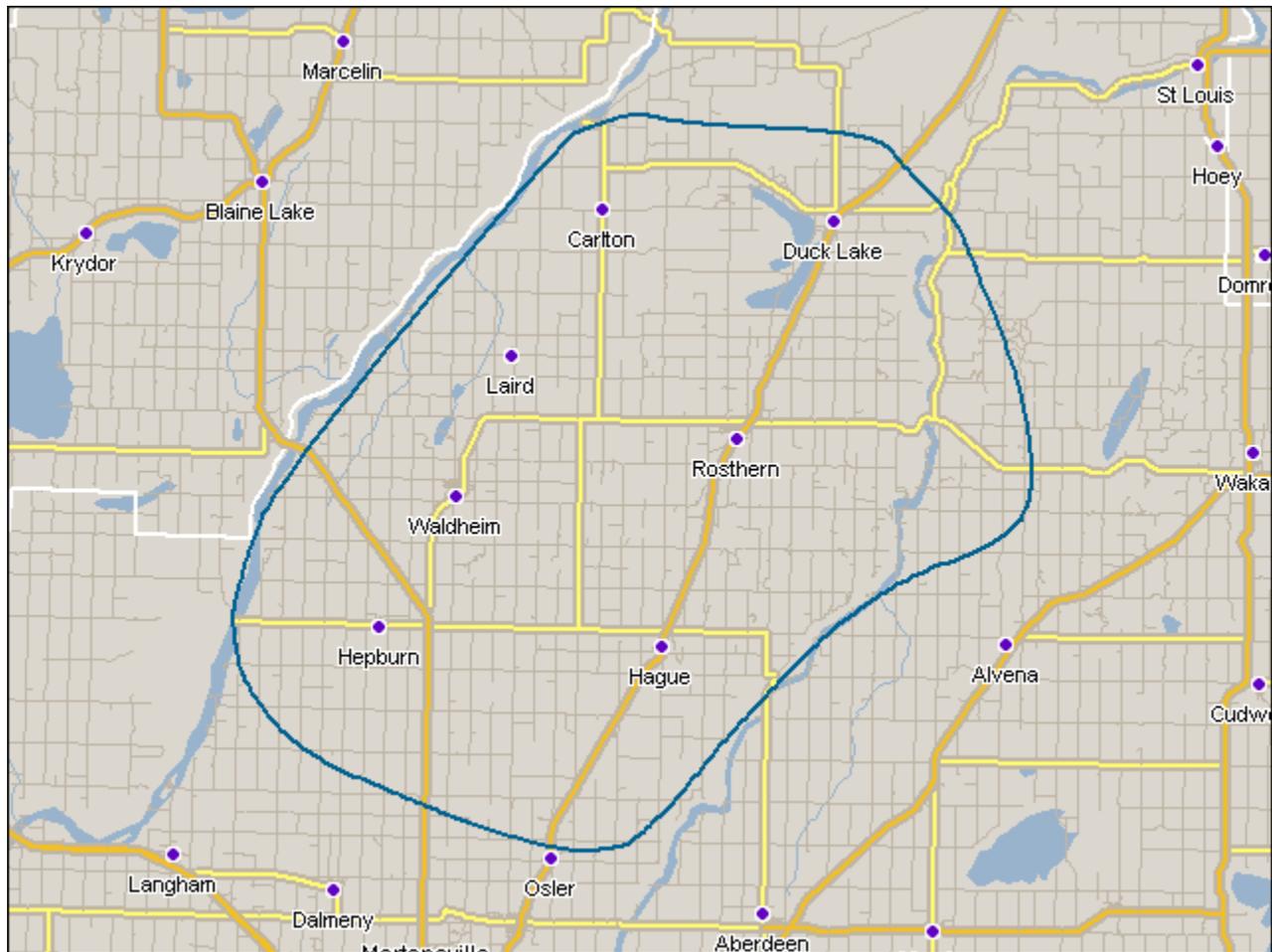
**Code:** 70030

**Market:** Rosthern, SK

**Population:** 6 153

**Publishing Day:** Wednesday

**Source:** ComBase 2008/2009 Study

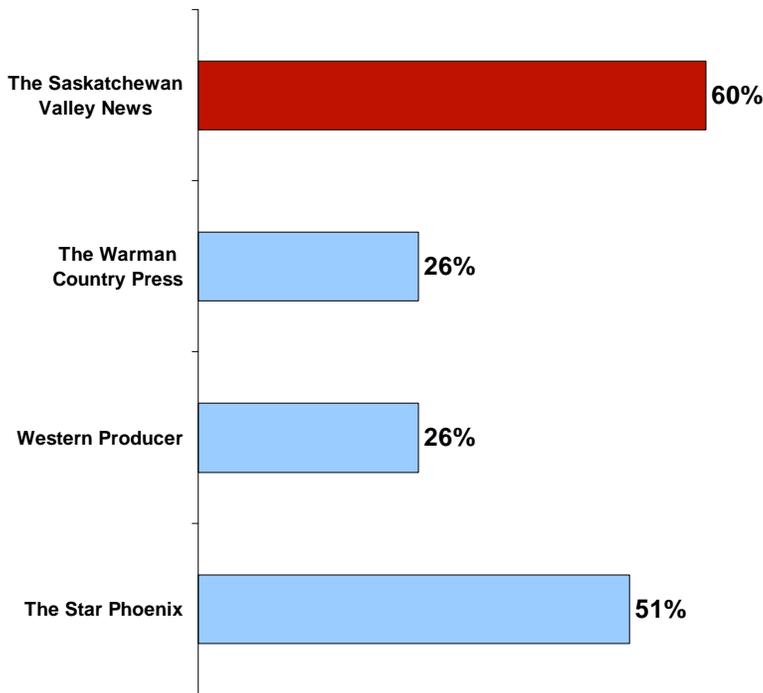


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

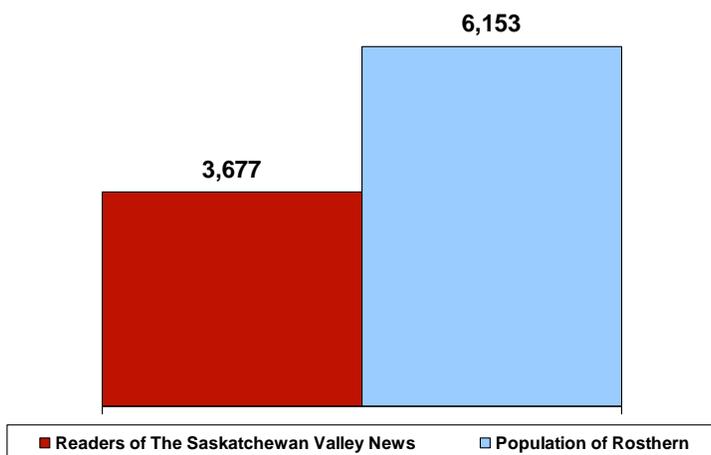
## NET READERSHIP\*

60% of Rosthern adults read any of the last 4 issues of The Saskatchewan Valley News.



## NET READERS

3,677 Rosthern adults read any of the last 4 issues of The Saskatchewan Valley News.



\* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

## NEWSPAPER READERSHIP

- **83%** of Rosthern adults read any community newspaper.
- **53%** of Rosthern adults read any daily newspaper.
- **36%** of Rosthern adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### The Saskatchewan Valley News

- **61%** of females read The Saskatchewan Valley News.\*

#### GENDER

Male	59%
Female	61%

#### AGE

18-34 years old	66%
35-49 years old	51%
50+ years old	65%

#### EDUCATION

High School or less	53%
Tech. or College	63%
University +	89%

#### HOUSEHOLD INCOME

<\$30K	53%
\$30-49K	77%
>\$50K	58%

#### RESIDENCE

Own Residence	61%
Rent Residence	51%

#### FAMILY STATUS

With children	58%
Without children	62%

# Media Habits

## REASONS FOR READING COMMUNITY NEWSPAPERS

40% of The Saskatchewan Valley News readers said they read their community newspaper for advertising.

	The Saskatchewan Valley News Readers*	Community Newspaper Readers**
Editorial	31%	27%
Local News	80%	79%
Local Events	64%	58%
Classified	51%	51%
Real Estate	19%	20%
Jobs/Employment	22%	21%
Advertising	40%	40%
Flyers	26%	27%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

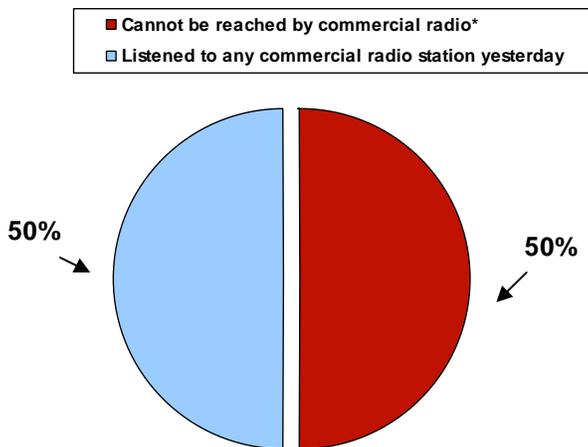
*(Read Always Or Sometimes)*

45% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

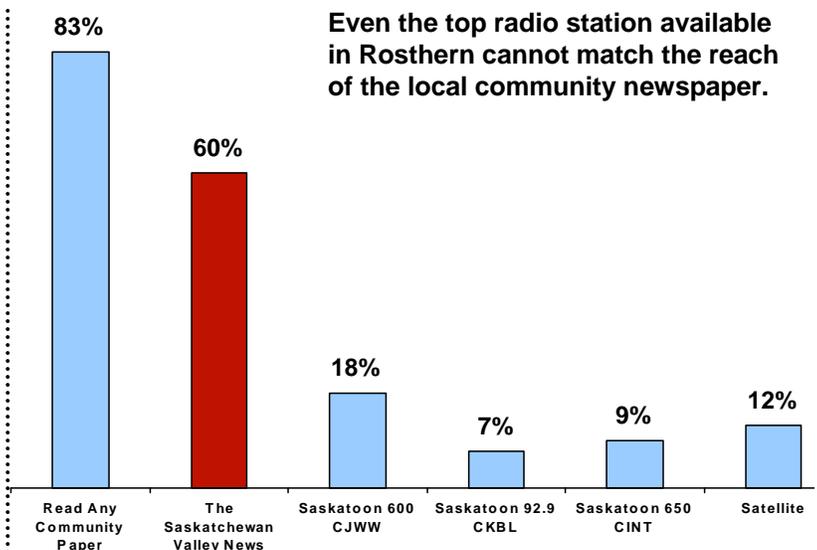
Automotive Supply or Service	45%
Computer Hardware or Software	39%
Department Stores including Clothing	68%
Drug Store or Pharmacy	60%
Fast Food Restaurant	45%
Furniture or Appliances or Electronics	63%
Grocery Store	81%
Home Improvement Store	67%
Investment or Banking Services	21%
Telecommunication and Wireless Products	32%
Other Products or Services	49%

## 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.



56% of Rosthern adults cannot be reached by commercial radio.



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

Source: ComBase 2008/2009