

Shellbrook Chronicle

Publication: Shellbrook Chronicle

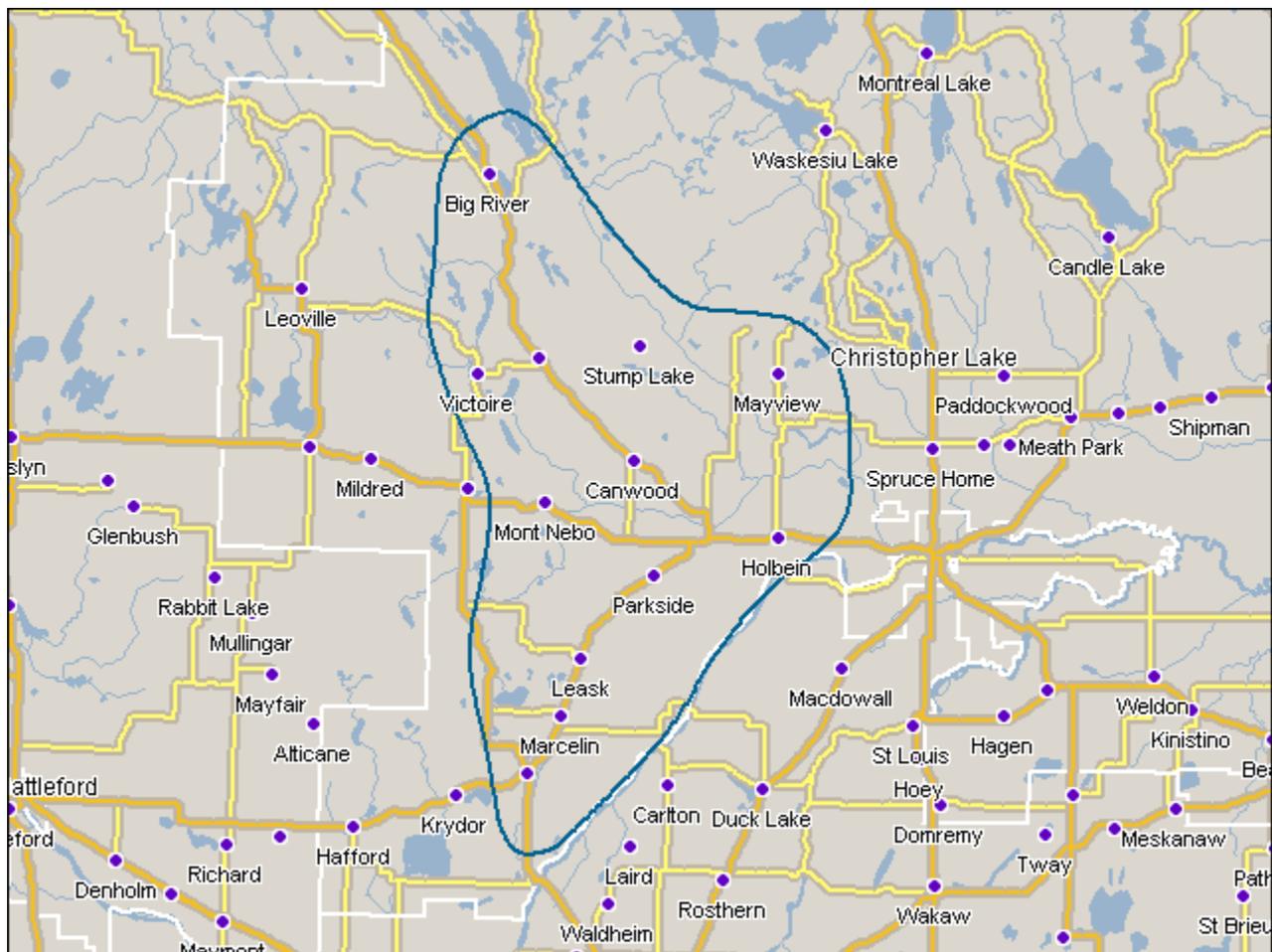
Code: 70136

Market: Shellbrook, SK

Population: 6 620

Publishing Day: Friday

Source: ComBase 2008/2009 Study

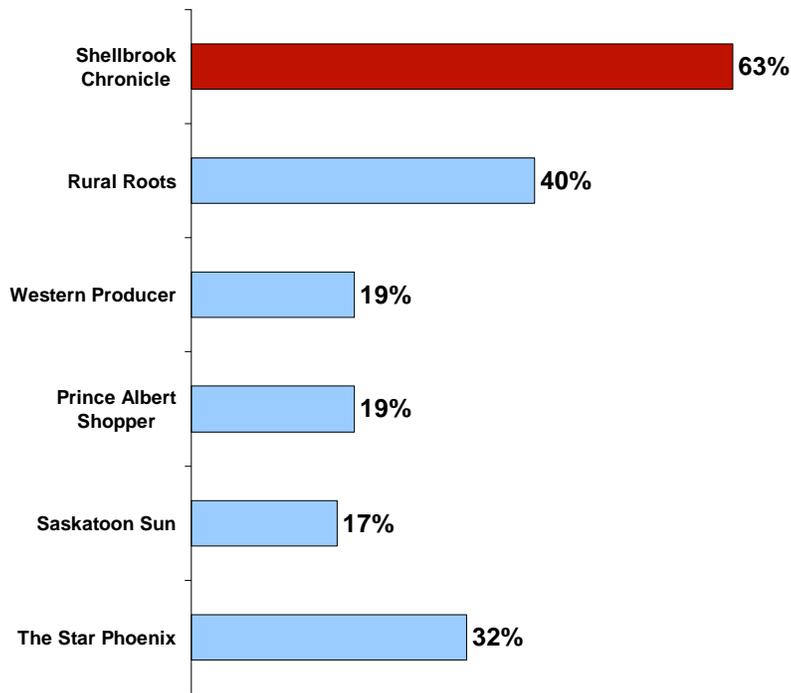


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

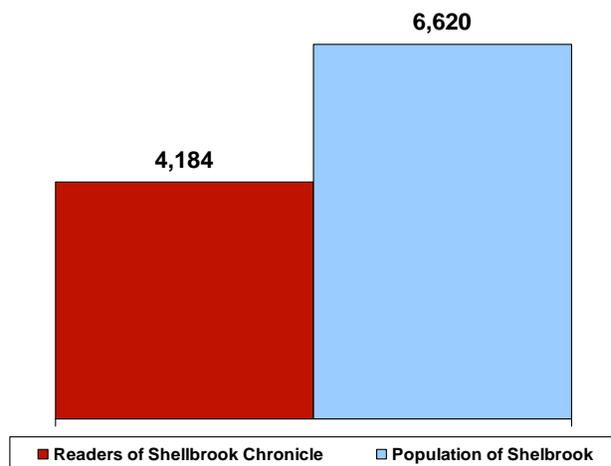
NET READERSHIP*

63% of Shellbrook adults read any of the last 4 issues of Shellbrook Chronicle.



NET READERS

4,184 Shellbrook adults read any of the last 4 issues of Shellbrook Chronicle.



NEWSPAPER READERSHIP

- 79% of Shellbrook adults read any community newspaper.
- 36% of Shellbrook adults read any daily newspaper.
- 45% of Shellbrook adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Shellbrook Chronicle

- 77% of females read Shellbrook Chronicle.*

GENDER

Male	49%
Female	77%

AGE

18-34 years old	55%
35-49 years old	69%
50+ years old	64%

EDUCATION

High School or less	57%
Tech. or College	90%
University +	72%

HOUSEHOLD INCOME

<\$30K	49%
\$30-49K	78%
>\$50K	78%

RESIDENCE

Own Residence	65%
Rent Residence	65%

FAMILY STATUS

With children	61%
Without children	65%

* 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

43% of Shellbrook Chronicle readers said they read their community newspaper for advertising.

	Shellbrook Chronicle Readers*	Community Newspaper Readers**
Editorial	36%	36%
Local News	74%	75%
Local Events	67%	70%
Classified	56%	57%
Real Estate	22%	21%
Jobs/Employment	29%	27%
Advertising	43%	42%
Flyers	39%	37%

*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)

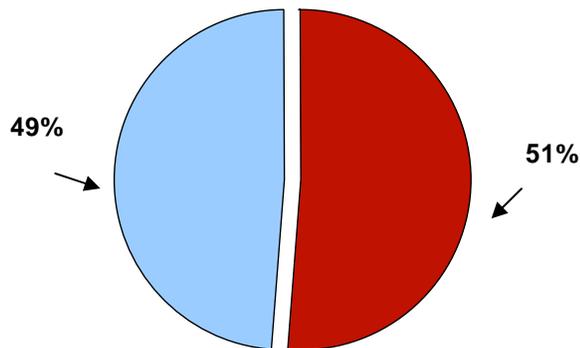
42% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	42%
Computer Hardware or Software	41%
Department Stores including Clothing	69%
Drug Store or Pharmacy	55%
Fast Food Restaurant	35%
Furniture or Appliances or Electronics	57%
Grocery Store	75%
Home Improvement Store	65%
Investment or Banking Services	29%
Telecommunication and Wireless Products	30%
Other Products or Services	53%

COMMUNITY PRINT MEDIA VS. RADIO

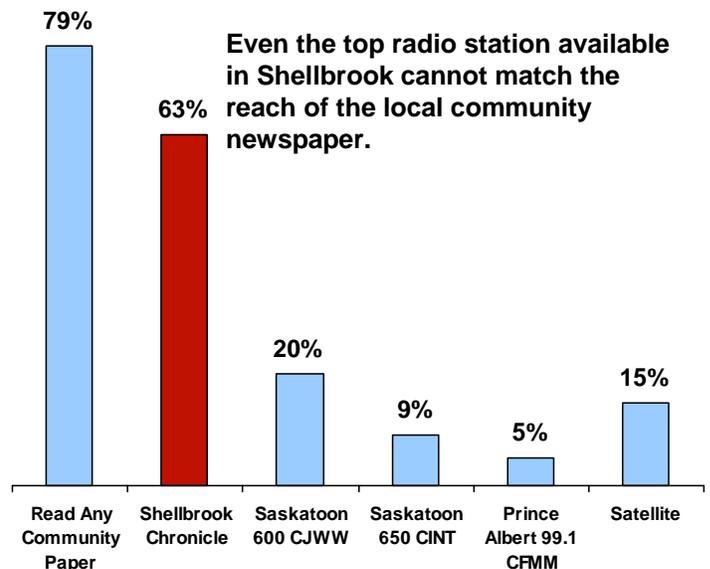
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



51% of Shellbrook adults cannot be reached by commercial radio.

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



Even the top radio station available in Shellbrook cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009