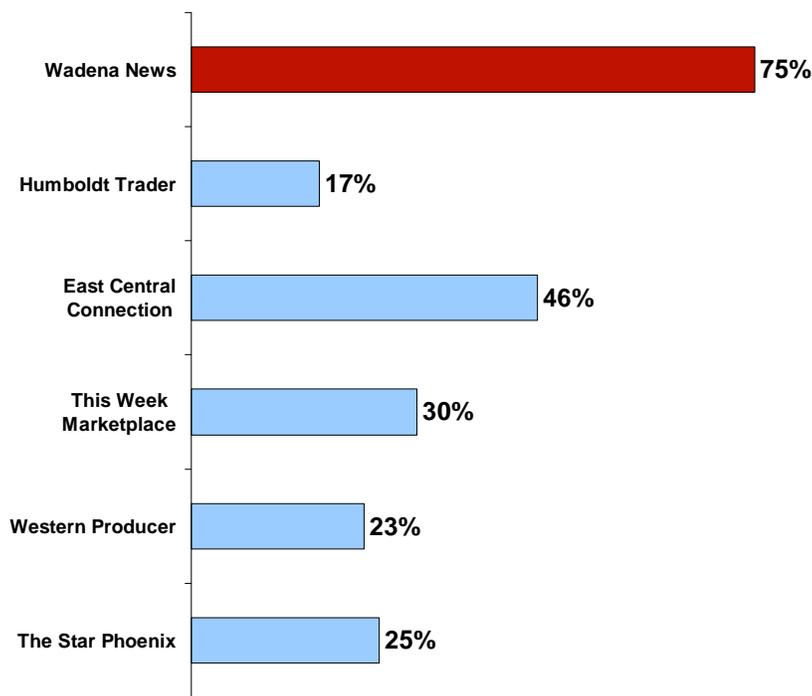


Readership and Demographics

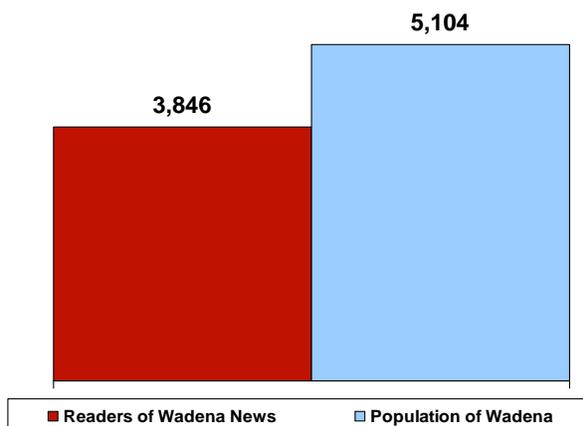
NET READERSHIP*

75% of Wadena adults read any of the last 4 issues of Wadena News.



NET READERS

3,846 Wadena adults read any of the last 4 issues of Wadena News.



NEWSPAPER READERSHIP

- 91% of Wadena adults read any community newspaper.
- 31% of Wadena adults read any daily newspaper.
- 60% of Wadena adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Wadena News

- 70% of females read Wadena News.*

GENDER

Male	80%
Female	70%

AGE

18-34 years old	51%
35-49 years old	81%
50+ years old	79%

EDUCATION

High School or less	71%
Tech. or College	77%
University +	92%

HOUSEHOLD INCOME

<\$30K	76%
\$30-49K	68%
>\$50K	75%

RESIDENCE

Own Residence	77%
Rent Residence	57%

FAMILY STATUS

With children	71%
Without children	78%

* 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 Wadena News readers said they read their community newspaper for advertising.

	Wadena News Readers*	Community Newspaper Readers**
Editorial	39%	42%
Local News	90%	90%
Local Events	75%	78%
Classified	55%	55%
Real Estate	28%	27%
Jobs/Employment	31%	28%
Advertising	50%	46%
Flyers	36%	39%

*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)

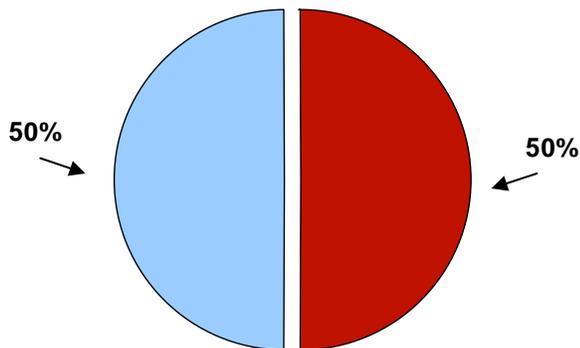
51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	51%
Computer Hardware or Software	37%
Department Stores including Clothing	64%
Drug Store or Pharmacy	64%
Fast Food Restaurant	32%
Furniture or Appliances or Electronics	58%
Grocery Store	79%
Home Improvement Store	66%
Investment or Banking Services	31%
Telecommunication and Wireless Products	29%
Other Products or Services	50%

COMMUNITY PRINT MEDIA VS. RADIO

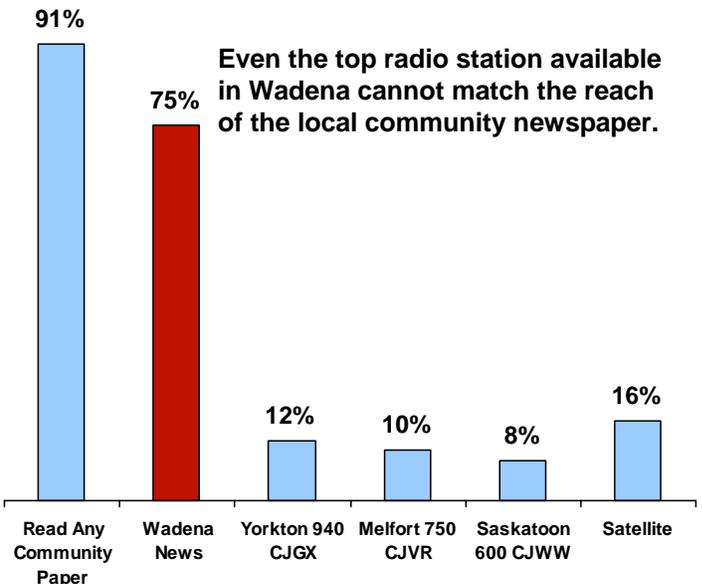
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



50% of Wadena 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 Wadena cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009