

The News Review

Publication: The News Review

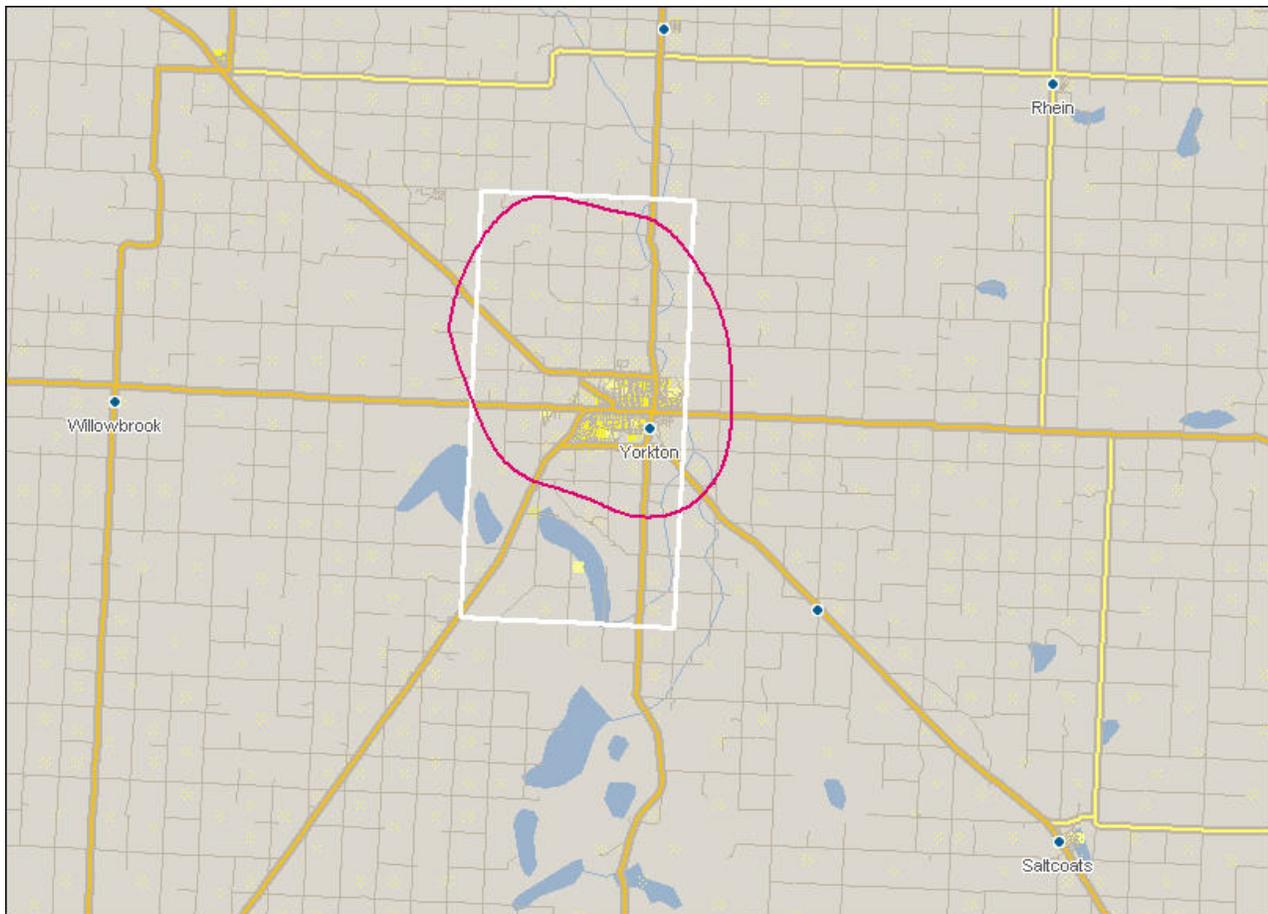
Code: 70300

Market: Yorkton, SK

Population: 12 247

Publishing Day: Thursday

Source: ComBase 2008/2009 Study

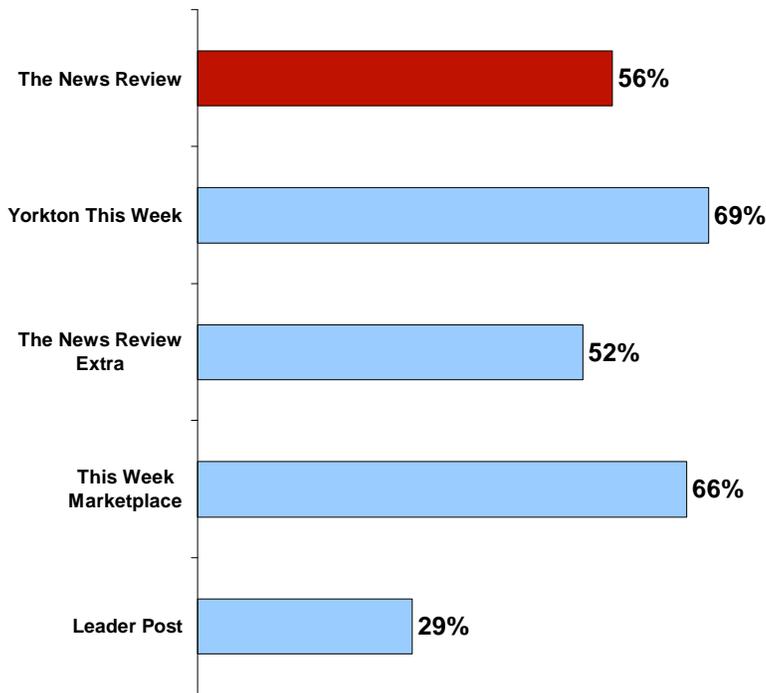


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

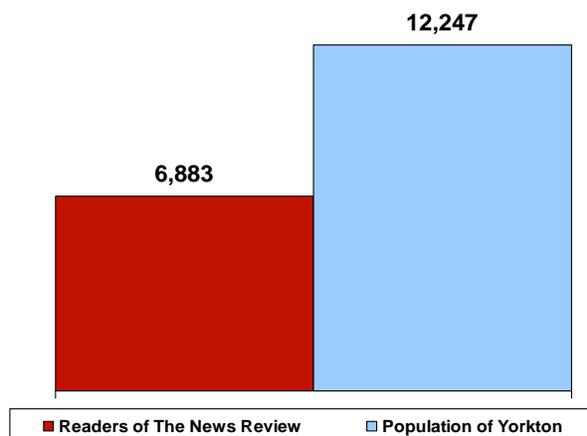
NET READERSHIP*

56% of Yorkton adults read any of the last 4 issues of The News Review.



NET READERS

6,883 Yorkton adults read any of the last 4 issues of The News Review.



NEWSPAPER READERSHIP

- 88% of Yorkton adults read any community newspaper.
- 29% of Yorkton adults read any daily newspaper.
- 60% of Yorkton adults can only be reached with community newspapers.

READER DEMOGRAPHICS: The News Review

- 55% of females read The News Review.*

GENDER

Male	58%
Female	55%

AGE

18-34 years old	44%
35-49 years old	55%
50+ years old	62%

EDUCATION

High School or less	56%
Tech. or College	65%
University +	46%

HOUSEHOLD INCOME

<\$30K	61%
\$30-49K	67%
>\$50K	56%

RESIDENCE

Own Residence	62%
Rent Residence	30%

FAMILY STATUS

With children	56%
Without children	56%

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

	The News Review Readers*	Community Newspaper Readers**
Editorial	46%	39%
Local News	87%	83%
Local Events	63%	60%
Classified	58%	53%
Real Estate	33%	27%
Jobs/Employment	35%	28%
Advertising	50%	41%
Flyers	52%	46%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

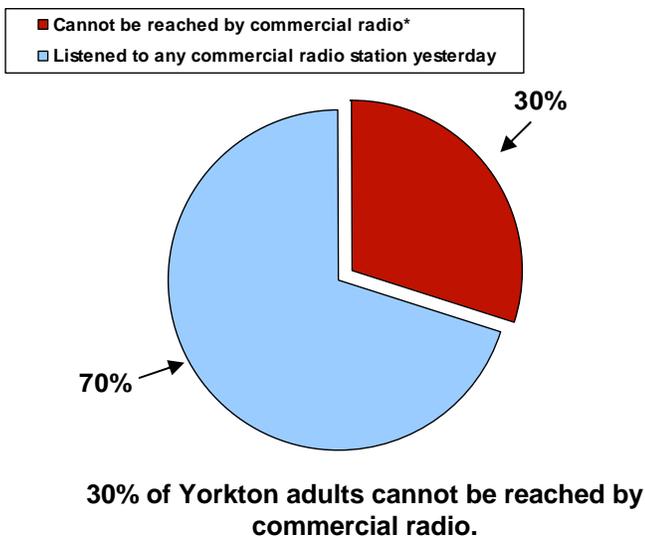
(Read Always Or Sometimes)

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

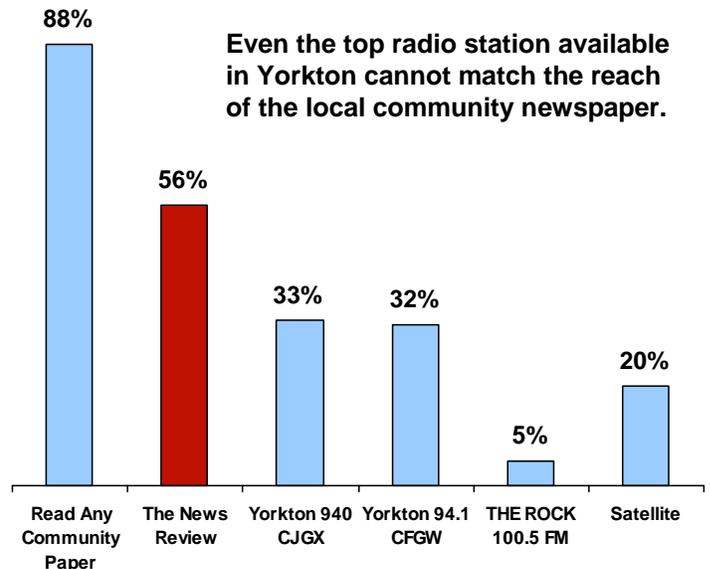
Automotive Supply or Service	50%
Computer Hardware or Software	46%
Department Stores including Clothing	75%
Drug Store or Pharmacy	58%
Fast Food Restaurant	51%
Furniture or Appliances or Electronics	69%
Grocery Store	79%
Home Improvement Store	75%
Investment or Banking Services	33%
Telecommunication and Wireless Products	37%
Other Products or Services	65%

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