



Geo-Targeting By Unveiling the Target Audience Using GIS Technology

Newspaper coverage area as population counts and newspaper ranks

Using 10 of the approximately 10,000 available datasets, AdWest's GIS application was used to match a list of client target criteria to newspaper coverage area.

In this case the target criteria included: married couples with children at home and married couples with no children at home.

A collection of linear population count data relative to the newspaper coverage area was supplied to the agency to expose the value (or lackthereof) for each newspaper coverage area.

Figure 1

NEWSPAPER/MARKET NAME	Married couples : With children at home [count]	Married couples : With children at home [count] [R]	Married couples : With children at home [Proportion]	Married couples : With children at home [Proportion]	Common-law couples : With children at home [count]	Common-law couples : With children at home [count] [R]	Single Parent Families: Count	Single Parent Families: Count [R]	Total Population: 30-50: Count	Total Population: 30-50: Count [R]
Edmonton Examiner, All, Alberta	71,688	1	11	76	7,285	1	30,533	2	188,927	1
Winnipeg City Weeklies, All, Manitoba	66,224	2	11	77	6,620	2	30,884	1	173,782	2
Winnipeg Sou'wester (South Winnipeg), Manitoba	14,824	3	11	78	922	17	5,343	8	38,077	4
Edmonton Examiner, Southwest, Alberta	14,036	4	13	19	810	19	3,749	15	32,460	9
Winnipeg Metro (SW Winnipeg), Manitoba	13,267	5	10	140	1,568	6	6,947	4	37,179	5
Winnipeg Lance (SE Winnipeg), Manitoba	13,077	6	12	30	1,091	13	4,910	10	32,807	8
Edmonton Examiner, Millwoods, Alberta	13,071	7	13	20	1,138	12	4,674	11	29,557	12
Winnipeg Times (NW Winnipeg), Manitoba	12,877	8	11	79	1,581	5	7,520	3	33,424	7
Calgary Fast Forward Weekly, Alberta	12,402	9	7	250	1,516	7	6,256	6	62,144	3
Winnipeg Herald (NE Winnipeg), Manitoba	12,179	10	11	80	1,458	8	6,164	7	32,295	10
Edmonton Examiner, Northwest, Alberta	11,918	11	12	31	1,147	11	5,017	9	29,925	11
Edmonton Examiner, Northeast, Alberta	11,756	12	10	141	1,710	3	6,890	5	33,937	6
St. Albert Gazette - Wed, Alberta	11,353	13	14	7	978	16	2,839	19	24,692	15
Edmonton Examiner, West, Alberta	10,552	14	12	32	993	14	4,122	12	26,369	13
Sherwood Park News - Tue, Alberta	9,954	15	15	2	506	47	2,211	21	21,460	17
Sherwood Park News - Fri, Alberta	9,954	16	15	3	506	48	2,211	20	21,460	16
Rural Roots (Regional: North Central Saskatchewan), Saskatchewan	8,306	17	10	142	1,286	9	4,049	13	20,428	19
Red Deer Express, Alberta	8,231	18	10	143	1,248	10	3,844	14	24,935	14
St. Albert Gazette - Sat, Alberta	8,192	19	14	8	640	36	2,201	22	17,673	21
Northeast Sun (Regional: NE Sask), Saskatchewan	7,594	20	10	144	627	37	1,791	26	15,782	26
Lethbridge Sun Times, Alberta	7,344	21	10	145	872	18	2,978	17	19,404	20
The Carillon - Steinbach, Manitoba	7,293	22	14	9	330	59	1,117	48	14,394	28
Prairie Post, The (Regional: South West Saskatchewan), Saskatchewan	7,036	23	11	81	526	43	1,346	40	16,640	24
Lamont Farm 'n' Friends, Alberta	6,988	24	12	33	714	30	1,524	30	16,716	23
Leduc Wetaskiwin Pipestone Flyer, Alberta	6,391	25	11	82	716	29	1,991	23	15,984	25
Fort McMurray Connect, Alberta	5,987	26	12	34	991	15	1,477	31	17,662	22
Edmonton Examiner, Southeast, Alberta	5,814	27	8	234	749	27	3,167	16	21,042	18
Lloydminster Meridian Booster (AB) - Fri, Alberta	5,152	28	12	35	779	20	1,408	37	12,358	34
Lloydminster Meridian Booster (SK) - Mon, Saskatchewan	5,152	29	12	36	779	21	1,408	36	12,358	33
Lloydminster Meridian Booster (SK) - Wed, Saskatchewan	5,152	30	12	37	779	22	1,408	35	12,358	32
Lloydminster Meridian Booster (AB) - Mon, Alberta	5,152	31	12	38	779	23	1,408	34	12,358	31
Lloydminster Meridian Booster (AB) - Wed, Alberta	5,152	32	12	39	779	24	1,408	33	12,358	30
Lloydminster Meridian Booster (SK) - Fri, Saskatchewan	5,152	33	12	40	779	25	1,408	32	12,358	29

For more information, or for help with your own project, please contact AdWest at info@adwest.ca