

Banff Crag & Canyon

Publication: Banff Crag & Canyon

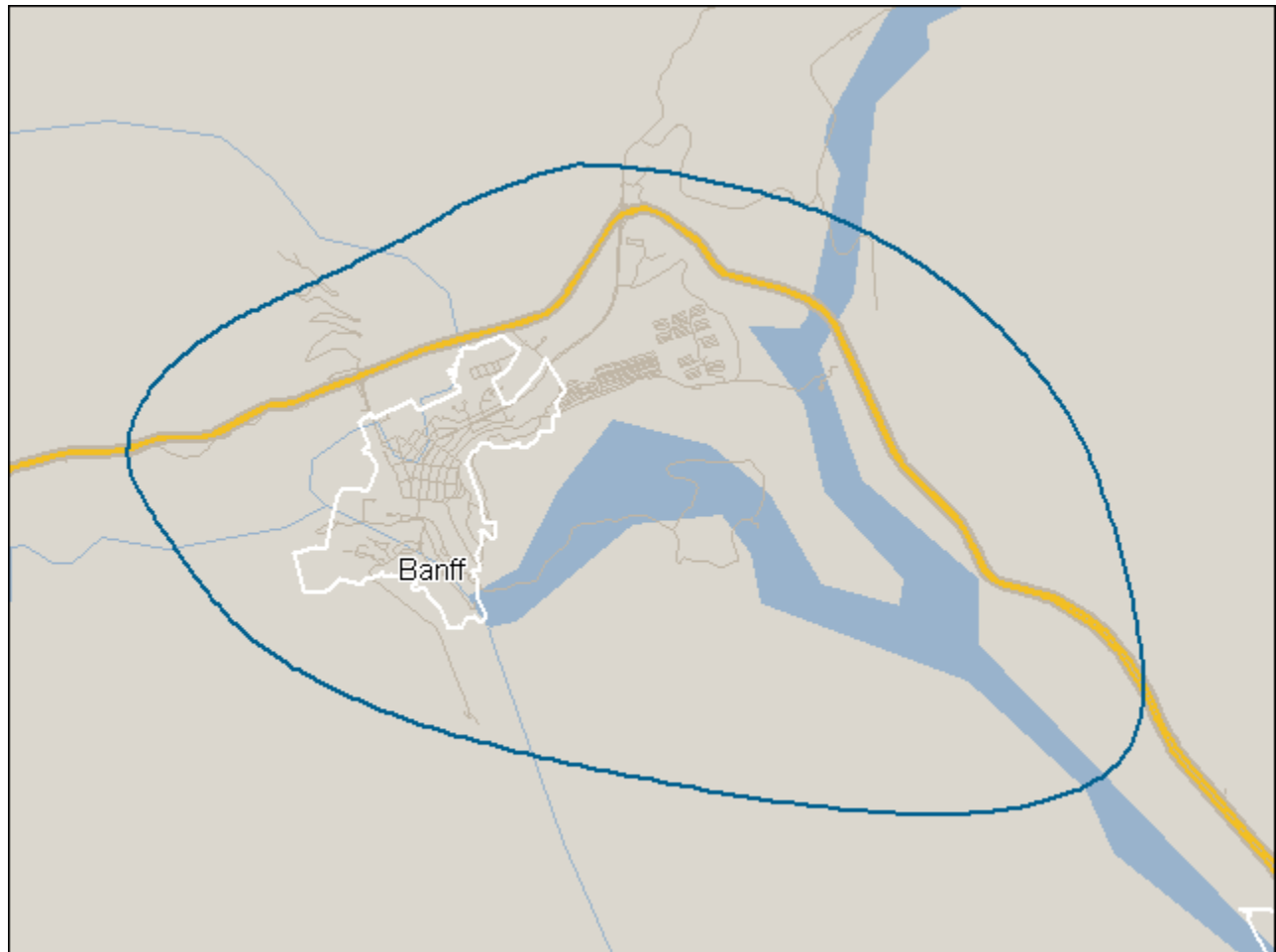
Code: 80213

Market: Banff, AB

Population: 5 795

Publishing Day: Tuesday

Source: ComBase 2008 Study

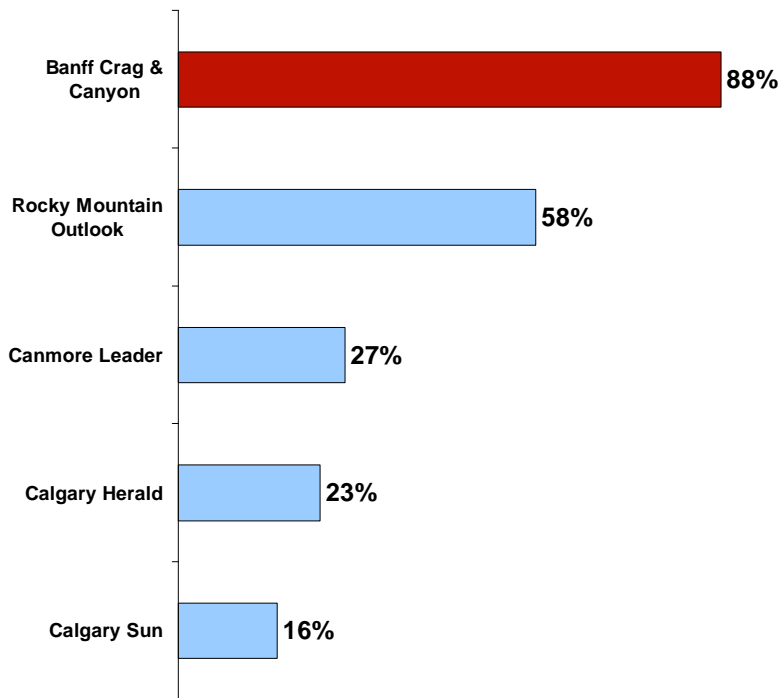


The measurement geography is based on data from Banff Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

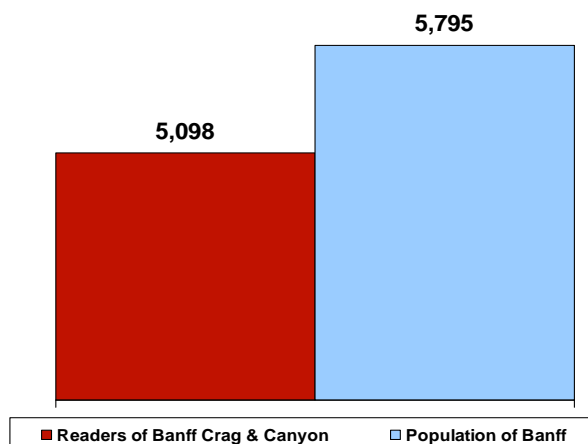
NET READERSHIP*

88% of Banff adults read any of the last 4 issues of Banff Crag & Canyon.



NET READERS

5,098 Banff adults read any of the last 4 issues of Banff Crag & Canyon.



NEWSPAPER READERSHIP

- 90% of Banff adults read any community newspaper.
- 34% of Banff adults read any daily newspaper.
- 58% of Banff adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Banff Crag & Canyon

- 89% of females read Banff Crag & Canyon.*

GENDER

| | |
|--------|-----|
| Male | 87% |
| Female | 89% |

AGE

| | |
|-----------------|-----|
| 18-34 years old | 87% |
| 35-49 years old | 87% |
| 50+ years old | 93% |

EDUCATION

| | |
|---------------------|-----|
| High School or less | 87% |
| Tech. or College | 89% |
| University + | 90% |

HOUSEHOLD INCOME

| | |
|----------|-----|
| <\$30K | 54% |
| \$30-49K | 96% |
| >\$50K | 94% |

RESIDENCE

| | |
|----------------|-----|
| Own Residence | 86% |
| Rent Residence | 91% |

FAMILY STATUS

| | |
|------------------|-----|
| With children | 90% |
| Without children | 87% |

* 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

33% of Banff Crag & Canyon readers said they read their community newspaper for advertising.

| | Banff Crag & Canyon Readers* | Community Newspaper Readers** |
|-----------------|------------------------------|-------------------------------|
| Editorial | 40% | 40% |
| Local News | 88% | 87% |
| Local Events | 73% | 74% |
| Classified | 31% | 31% |
| Real Estate | 32% | 32% |
| Jobs/Employment | 32% | 31% |
| Advertising | 33% | 32% |
| Flyers | 22% | 21% |

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

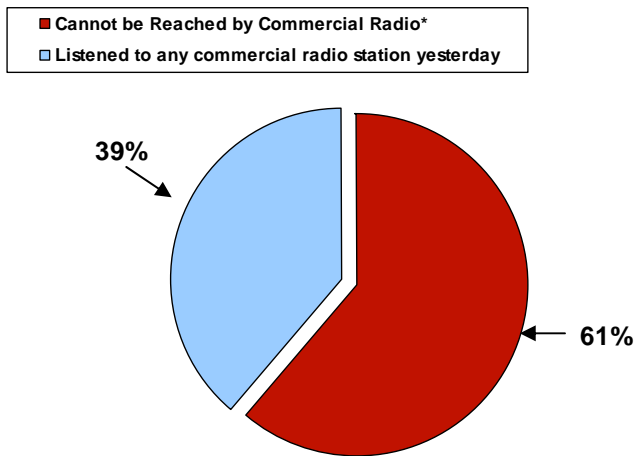
(Read Always Or Sometimes)

23% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

| | |
|---|-----|
| Automotive Supply or Service | 23% |
| Computer Hardware or Software | 39% |
| Department Stores including Clothing | 41% |
| Drug Store or Pharmacy | 38% |
| Fast Food Restaurant | 23% |
| Furniture or Appliances or Electronics | 45% |
| Grocery Store | 62% |
| Home Improvement Store | 42% |
| Investment or Banking Services | 13% |
| Telecommunication and Wireless Products | 22% |
| Other Products or Services | 38% |

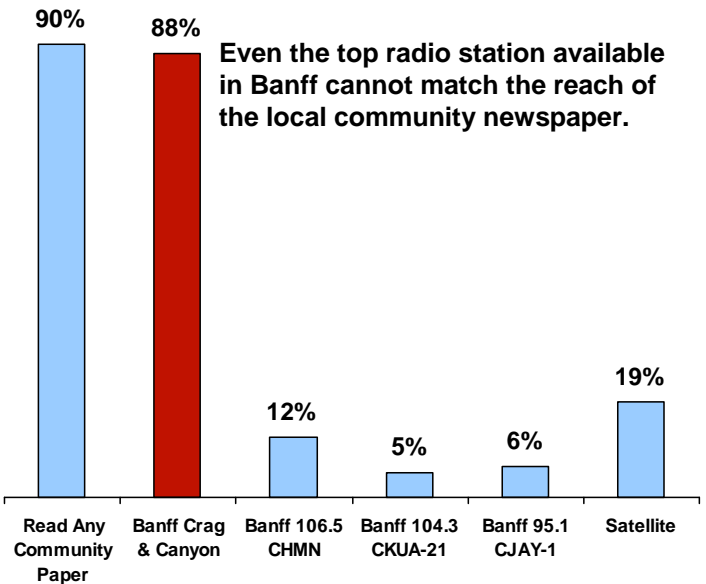
COMMUNITY PRINT MEDIA VS. RADIO

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.



61% of Banff adults cannot be reached by commercial radio.

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



Source: ComBase 2008