

Beaumont News (La Nouvelle)

Publication: Beaumont News (La Nouvelle)

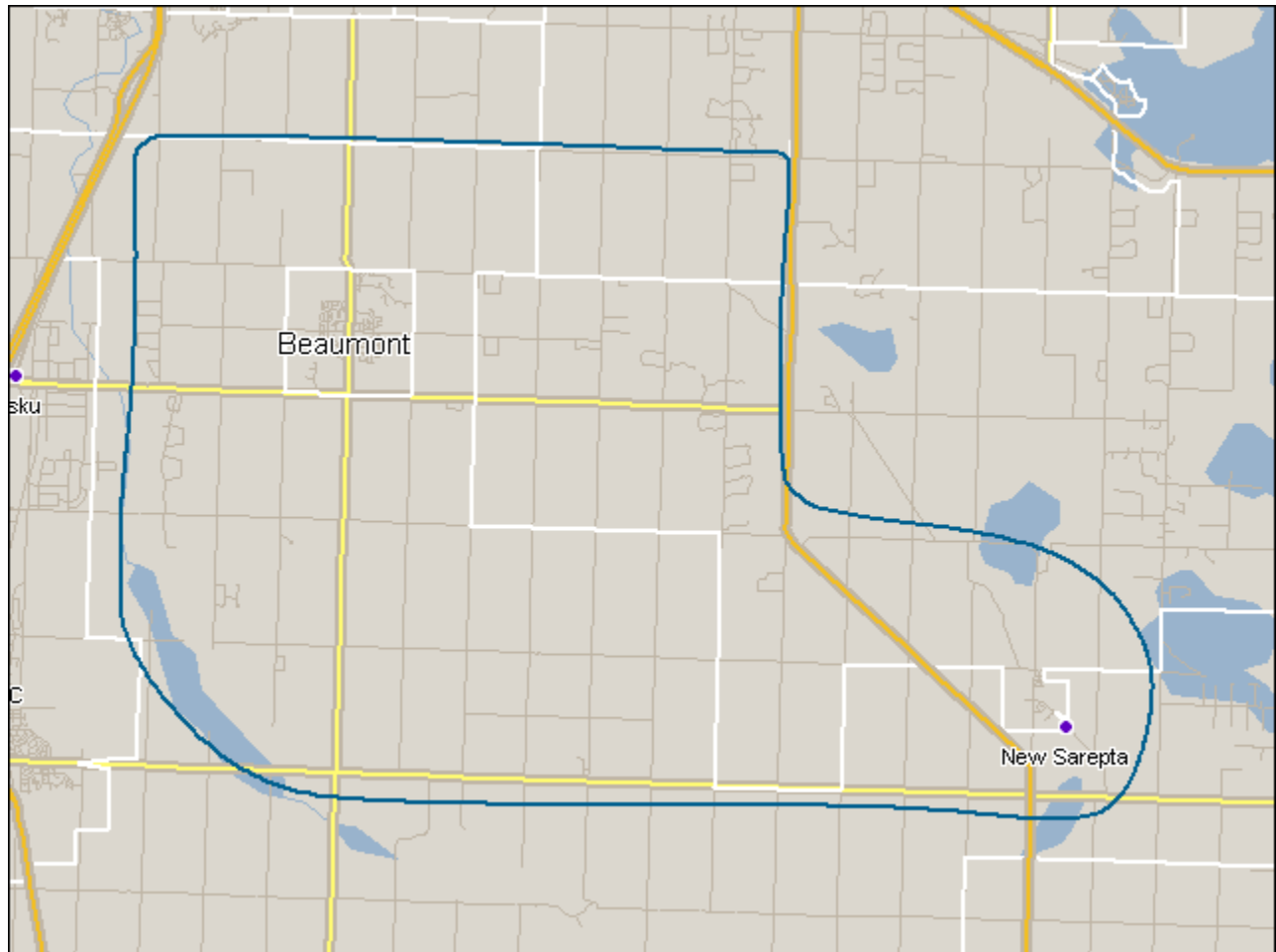
Code: 80052

Market: Beaumont, AB

Population: 9 133

Publishing Day: Friday

Source: ComBase 2008 Study

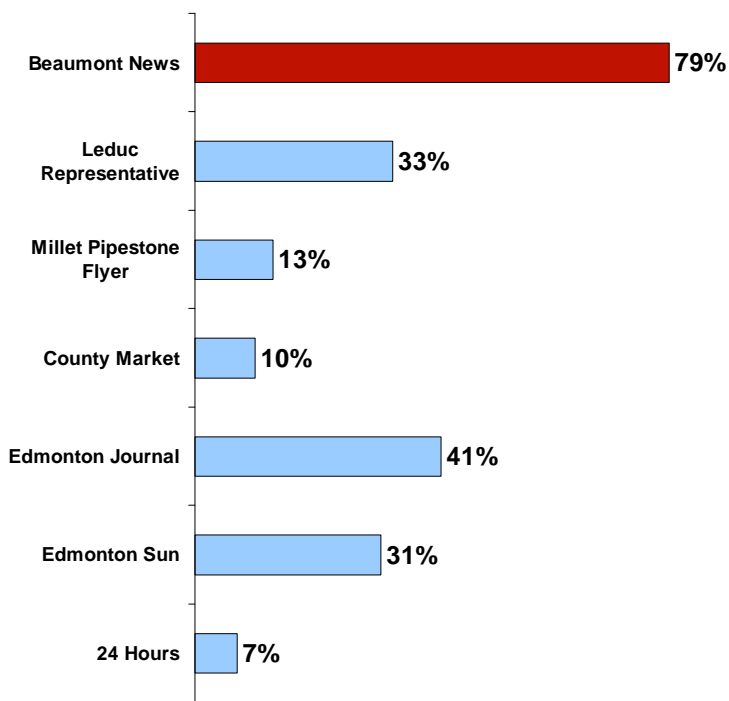


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

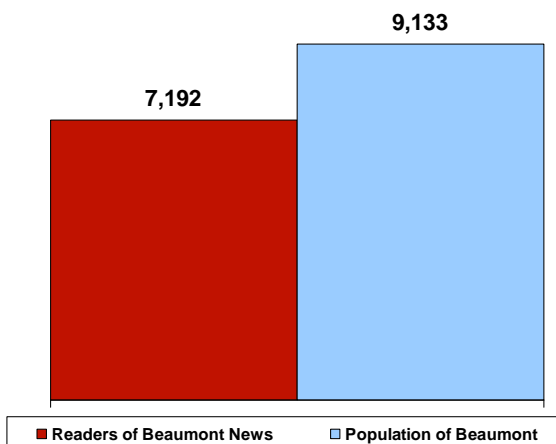
NET READERSHIP*

79% of Beaumont adults read any of the last 4 issues of Beaumont News.



NET READERS

7,192 Beaumont adults read any of the last 4 issues of Beaumont News.



NEWSPAPER READERSHIP

- 84% of Beaumont adults read any community newspaper.
- 61% of Beaumont adults read any daily newspaper.
- 32% of Beaumont adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Beaumont News

- 75% of females read Beaumont News.*

GENDER

Male	75%
Female	83%

AGE

18-34 years old	67%
35-49 years old	86%
50+ years old	81%

EDUCATION

High School or less	79%
Tech. or College	83%
University +	77%

HOUSEHOLD INCOME

<\$30K	51%
\$30-49K	58%
>\$50K	86%

RESIDENCE

Own Residence	80%
Rent Residence	76%

FAMILY STATUS

With children	84%
Without children	74%

* 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

29% of Beaumont News readers said they read their community newspaper for advertising.

	Beaumont News Readers*	Community Newspaper Readers**
Editorial	32%	32%
Local News	85%	83%
Local Events	68%	64%
Classified	28%	29%
Real Estate	34%	35%
Jobs/Employment	25%	24%
Advertising	29%	28%
Flyers	26%	25%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

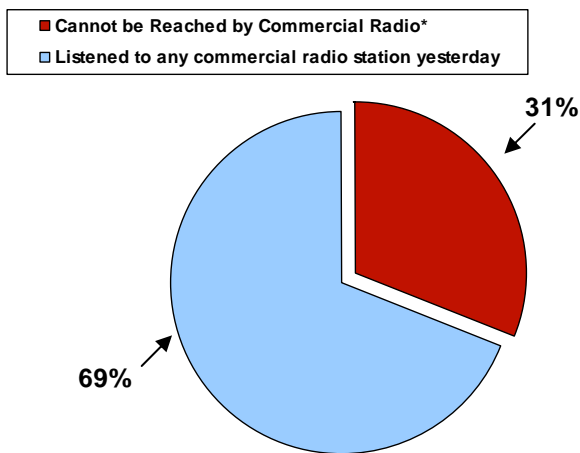
(Read Always Or Sometimes)

40% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	40%
Computer Hardware or Software	43%
Department Stores including Clothing	69%
Drug Store or Pharmacy	67%
Fast Food Restaurant	35%
Furniture or Appliances or Electronics	64%
Grocery Store	75%
Home Improvement Store	73%
Investment or Banking Services	22%
Telecommunication and Wireless Products	27%
Other Products or Services	57%

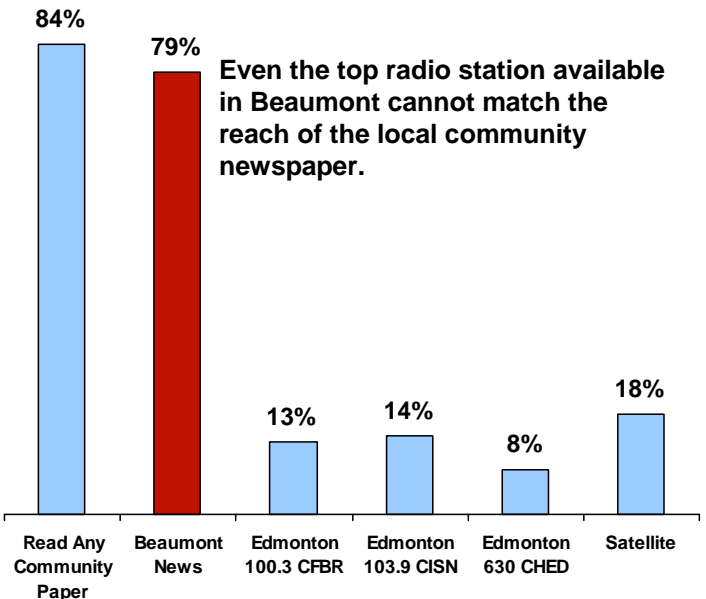
COMMUNITY PRINT MEDIA VS. RADIO

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.



31% of Beaumont adults cannot be reached with commercial radio.

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



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

Source: ComBase 2008