

Brooks and County Chronicle

Publication: Brooks and County Chronicle

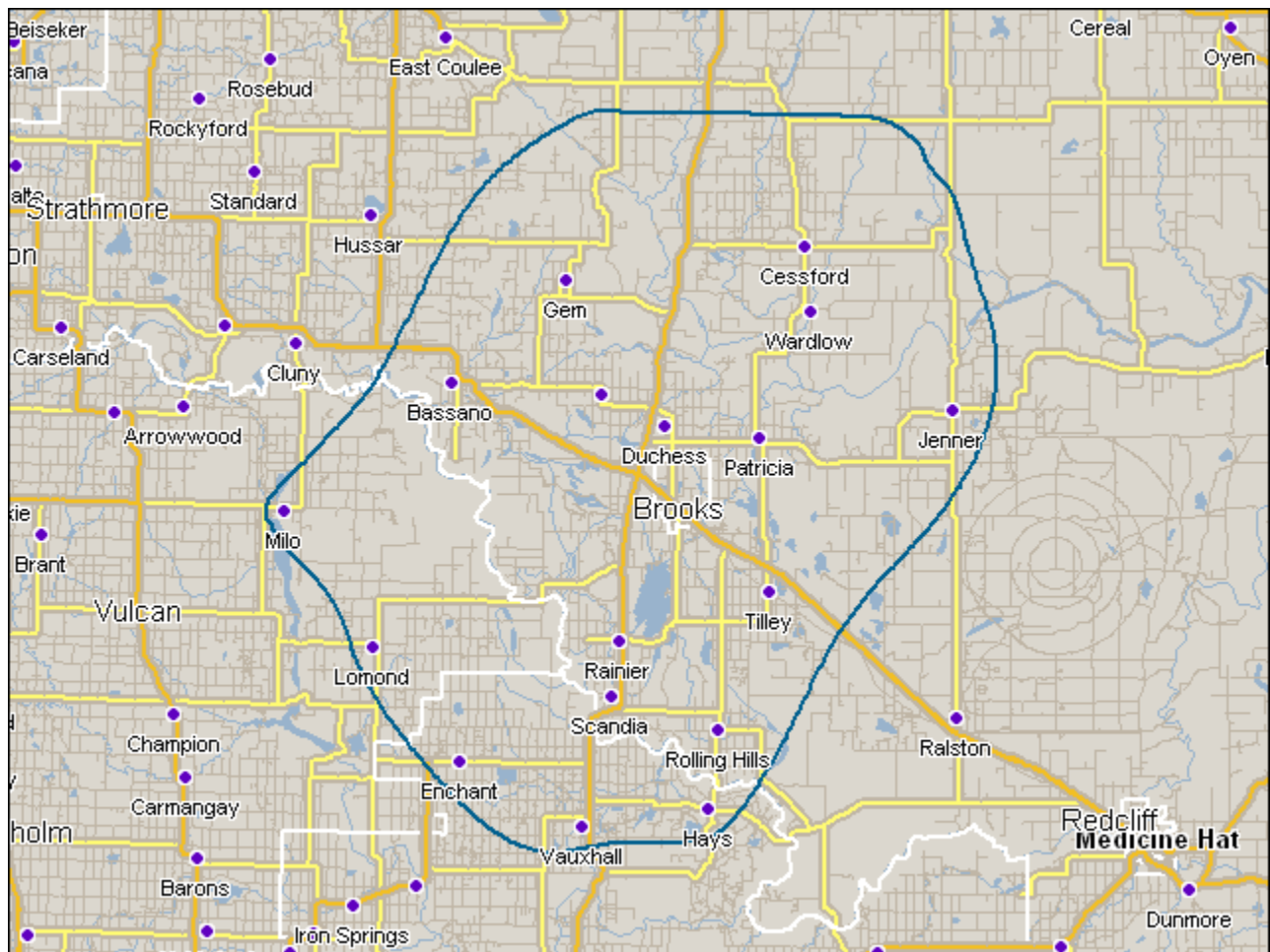
Code: 80041

Market: Brooks, AB

Population: 221 459

Publishing Day: Sunday

Source: ComBase 2008 Study

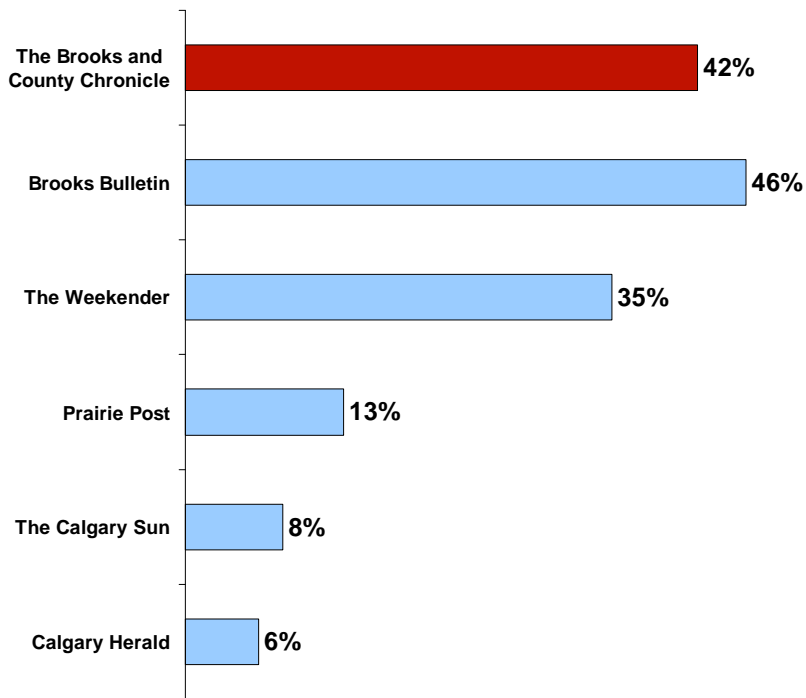


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

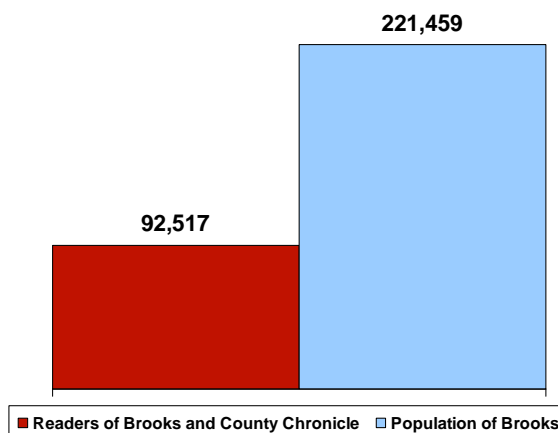
NET READERSHIP*

42% of Brooks adults read any of the last 4 issues of Brooks and County Chronicle.



NET READERS

92,517 Brooks adults read any of the last 4 issues of Brooks and Chronicle County.



NEWSPAPER READERSHIP

- 70% of Brooks adults read any community newspaper.
- 22% of Brooks adults read any daily newspaper.
- 55% of Brooks adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Brooks and Chronicle County

- 51% of females read Brooks and Chronicle County.*

GENDER

Male	33%
Female	51%

AGE

18-34 years old	23%
35-49 years old	40%
50+ years old	58%

EDUCATION

High School or less	42%
Tech. or College	50%
University +	41%

HOUSEHOLD INCOME

<\$30K	17%
\$30-49K	58%
>\$50K	43%

RESIDENCE

Own Residence	45%
Rent Residence	25%

FAMILY STATUS

With children	32%
Without children	49%

* 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

45% of Brooks and County Chronicle readers said they read their community newspaper for advertising.

	Brooks and County Chronicle Readers*	Community Newspaper Readers**
Editorial	40%	37%
Local News	84%	85%
Local Events	72%	65%
Classified	53%	55%
Real Estate	30%	31%
Jobs/Employment	22%	25%
Advertising	45%	46%
Flyers	42%	35%

*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)

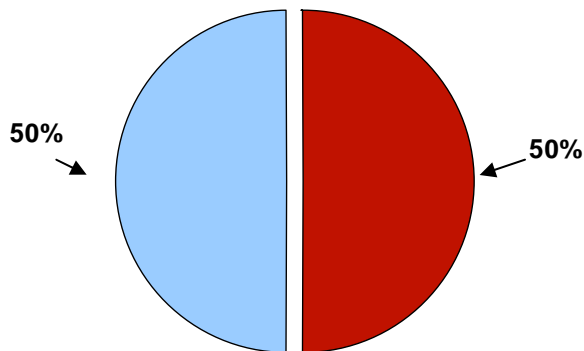
47% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	47%
Computer Hardware or Software	29%
Department Stores including Clothing	55%
Drug Store or Pharmacy	55%
Fast Food Restaurant	43%
Furniture or Appliances or Electronics	58%
Grocery Store	69%
Home Improvement Store	58%
Investment or Banking Services	21%
Telecommunication and Wireless Products	22%
Other Products or Services	46%

COMMUNITY PRINT MEDIA VS. RADIO

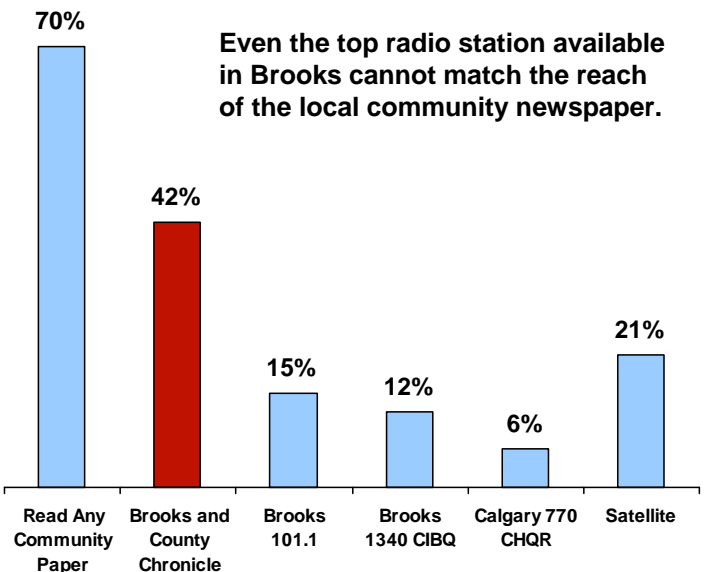
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be Reached by Commercial Radio*
 □ Listened to any commercial radio station yesterday



50% of Brooks adults cannot be reached with commercial radio.

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



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

Source: ComBase 2008