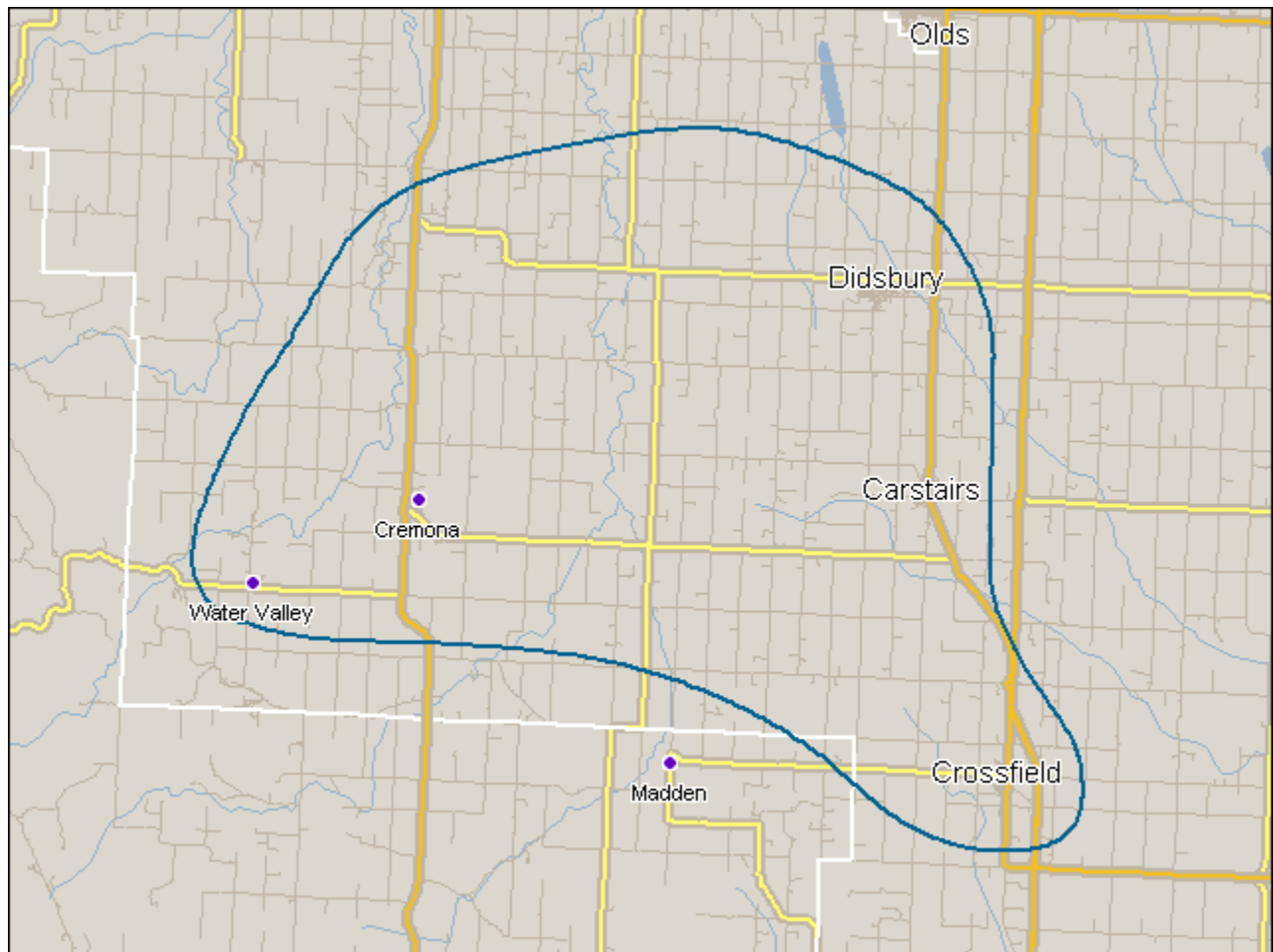


Carstairs Courier

Publication: Carstairs Courier
Code: 80100
Market: Carstairs, AB
Population: 10 019
Publishing Day: Tuesday
Source: ComBase 2008 Study

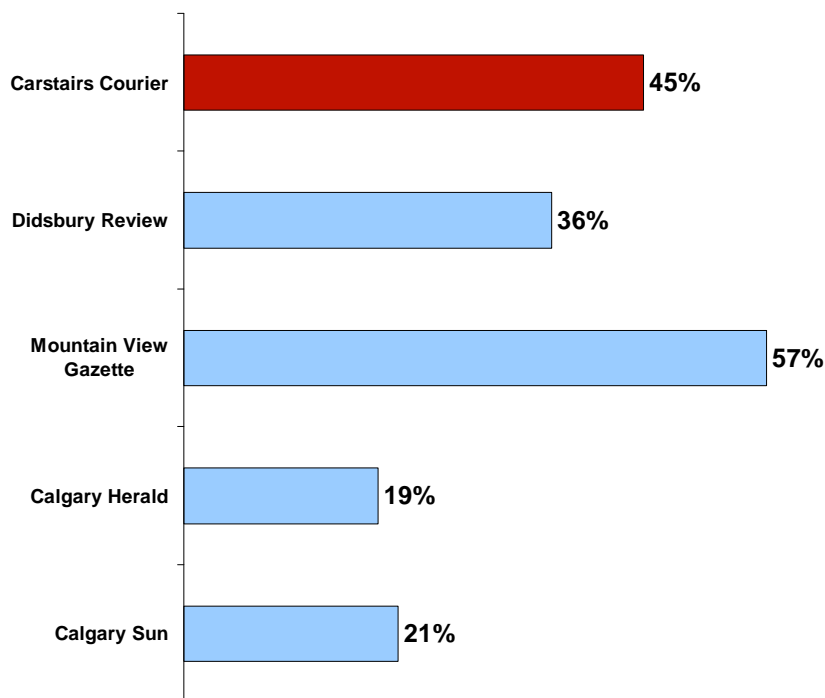


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

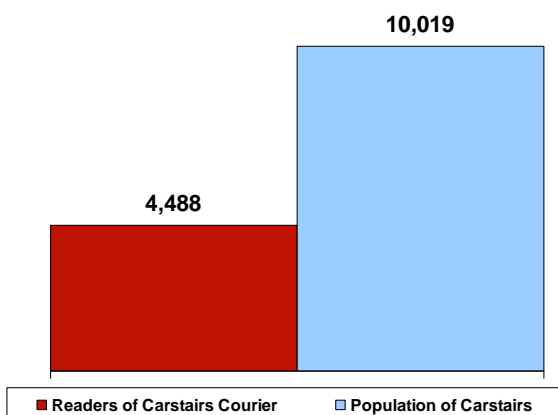
NET READERSHIP*

45% of Carstairs adults read any of the last 4 issues of Carstairs Courier.



NET READERS

4,488 Carstairs adults read any of the last 4 issues of Carstairs Courier.



NEWSPAPER READERSHIP

- 68% of Carstairs adults read any community newspaper.
- 33% of Carstairs adults read any daily newspaper.
- 38% of Carstairs adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Carstairs Courier

- 44% of females read Carstairs Courier.*

GENDER

Male	45%
Female	44%

AGE

18-34 years old	30%
35-49 years old	51%
50+ years old	48%

EDUCATION

High School or less	43%
Tech. or College	42%
University +	53%

HOUSEHOLD INCOME

<\$30K	29%
\$30-49K	54%
>\$50K	48%

RESIDENCE

Own Residence	46%
Rent Residence	29%

FAMILY STATUS

With children	43%
Without children	46%

* 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

26% of Carstairs Courier readers said they read their community newspaper for advertising.

	Carstairs Courier Readers*	Community Newspaper Readers**
Editorial	32%	31%
Local News	78%	81%
Local Events	64%	60%
Classified	37%	35%
Real Estate	21%	25%
Jobs/Employment	14%	15%
Advertising	26%	26%
Flyers	20%	21%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

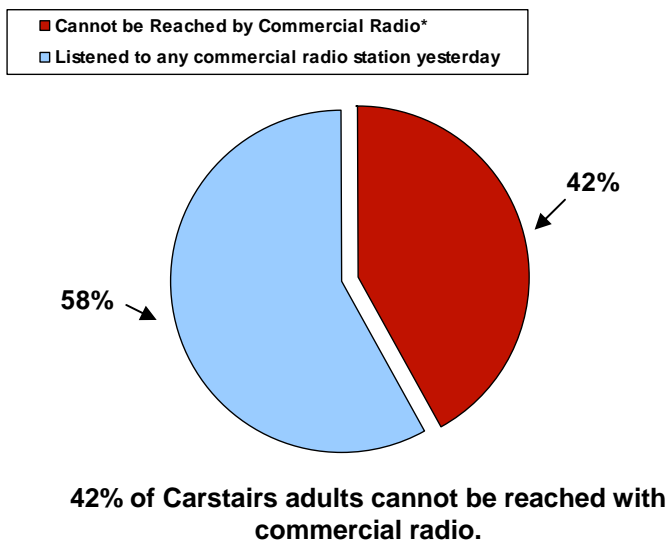
(Read Always Or Sometimes)

44% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	44%
Computer Hardware or Software	35%
Department Stores including Clothing	57%
Drug Store or Pharmacy	58%
Fast Food Restaurant	25%
Furniture or Appliances or Electronics	56%
Grocery Store	67%
Home Improvement Store	66%
Investment or Banking Services	24%
Telecommunication and Wireless Products	30%
Other Products or Services	57%

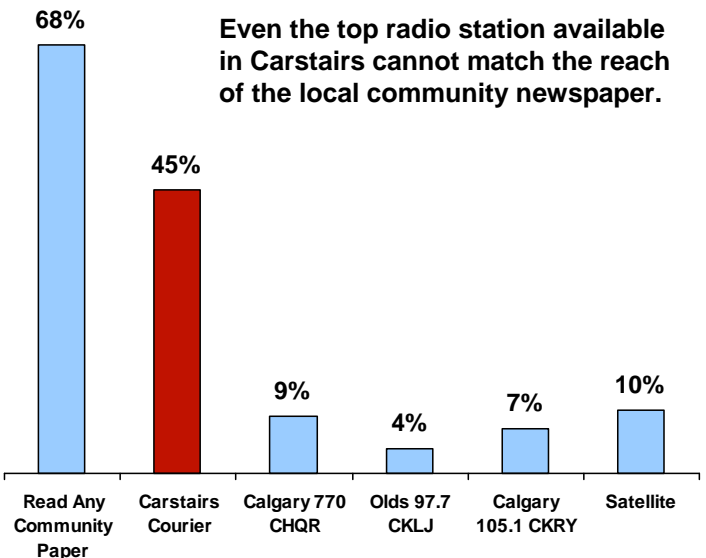
COMMUNITY PRINT MEDIA VS. RADIO

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.



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

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



Source: ComBase 2008