

# The Drumheller Mail

**Publication:** The Drumheller Mail

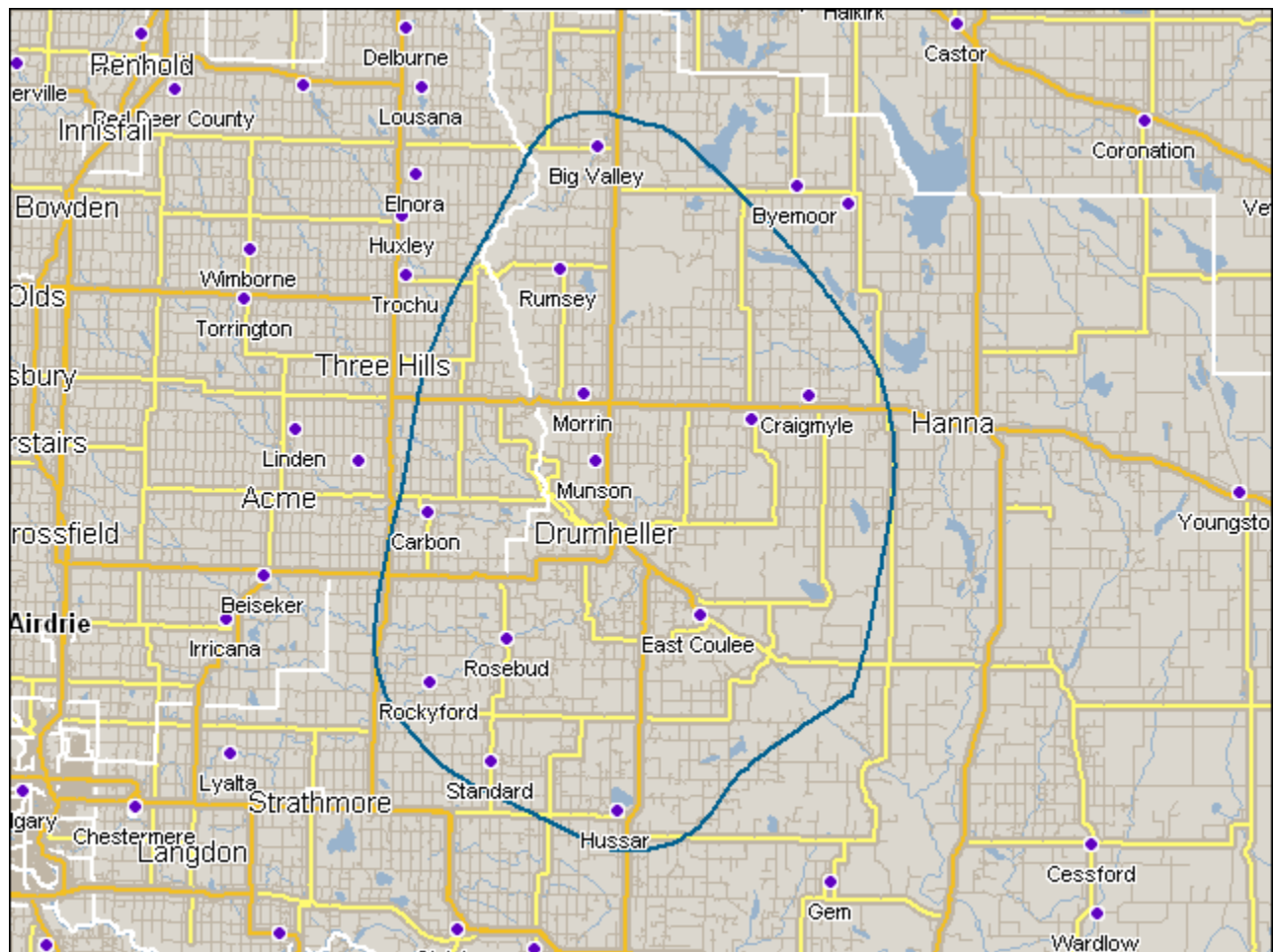
**Code:** 80011

**Market:** Drumheller, AB

**Population:** 12 357

**Publishing Day:** Wednesday

**Source:** ComBase 2008 Study

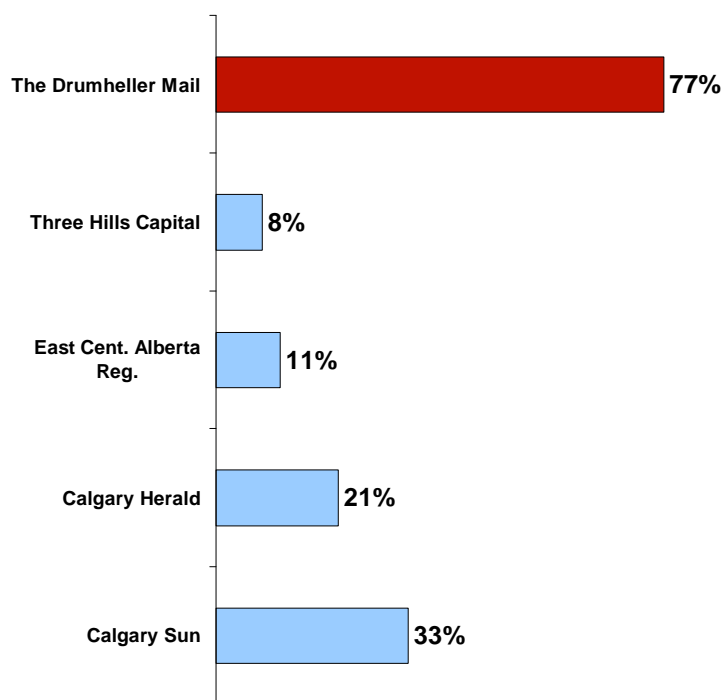


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

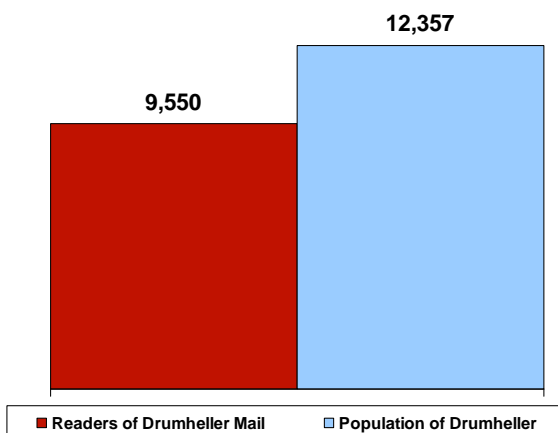
## NET READERSHIP\*

77% of Drumheller adults read any of the last 4 issues of Drumheller Mail.



## NET READERS

9,550 Drumheller adults read any of the last 4 issues of Drumheller Mail.



## NEWSPAPER READERSHIP

- 87% of Drumheller adults read any community newspaper.
- 46% of Drumheller adults read any daily newspaper.
- 44% of Drumheller adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Drumheller Mail

- 77% of females read Drumheller Mail.\*

### GENDER

Male	77%
Female	77%

### AGE

18-34 years old	75%
35-49 years old	75%
50+ years old	81%

### EDUCATION

High School or less	78%
Tech. or College	75%
University +	79%

### HOUSEHOLD INCOME

<\$30K	93%
\$30-49K	81%
>\$50K	80%

### RESIDENCE

Own Residence	79%
Rent Residence	89%

### FAMILY STATUS

With children	77%
Without children	77%

\* 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

## MAIN REASONS FOR READING COMMUNITY NEWSPAPERS

32% of Drumheller Mail readers said the main reason for reading the paper is advertising.

	Drumheller Mail Readers*	Community Newspaper Readers**
Editorial	35%	33%
Local News	86%	84%
Local Events	62%	62%
Classified	32%	31%
Real Estate	17%	16%
Jobs/Employment	16%	15%
Advertising	32%	32%
Flyers	20%	20%

\* read any community newspaper

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

*(Read Always Or Sometimes)*

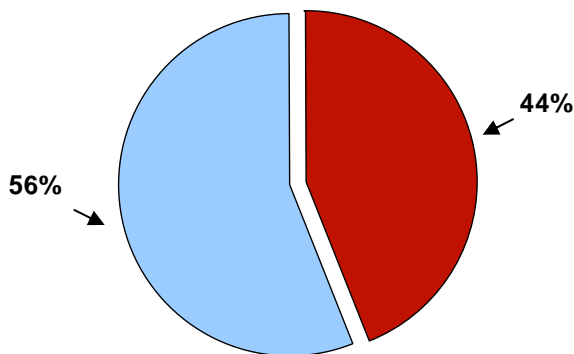
51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	51%
Computer Hardware or Software	42%
Department Stores including Clothing	67%
Drug Store or Pharmacy	59%
Fast Food Restaurant	46%
Furniture or Appliances or Electronics	65%
Grocery Store	77%
Home Improvement Store	71%
Investment or Banking Services	27%
Telecommunication and Wireless Products	30%
Other Products or Services	57%

## COMMUNITY PRINT MEDIA VS. RADIO

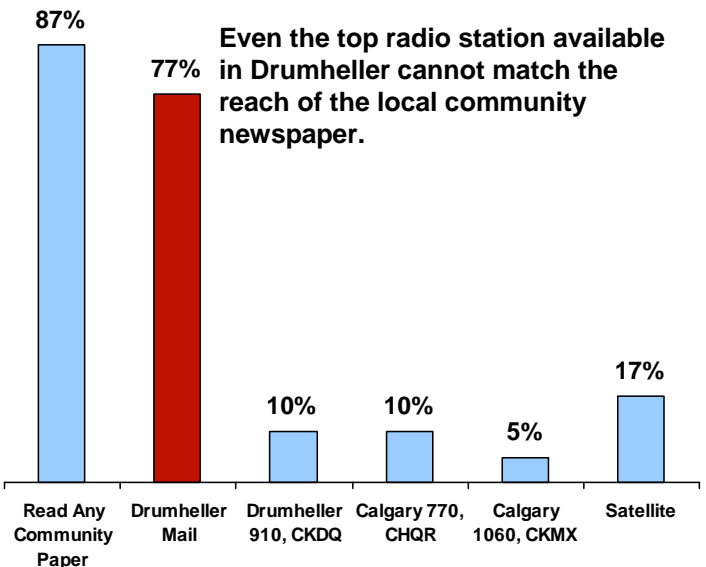
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



44% of Drumheller adults cannot be reached with commercial radio.

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



Source: ComBase 2008