

The Drumheller Mail

Publication: The Drumheller Mail

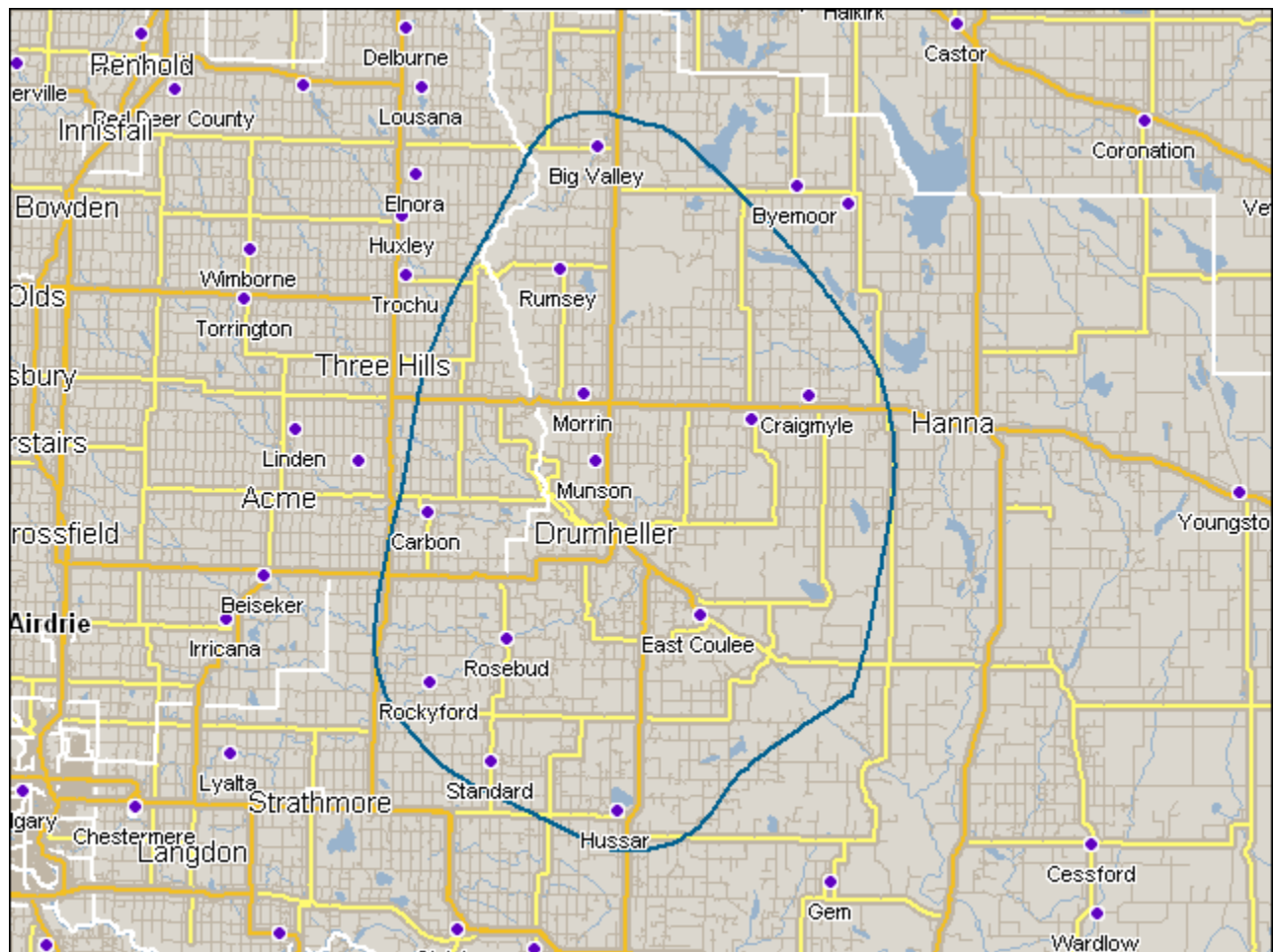
Code: 80011

Market: Drumheller, AB

Population: 12 357

Publishing Day: Wednesday

Source: ComBase 2008 Study

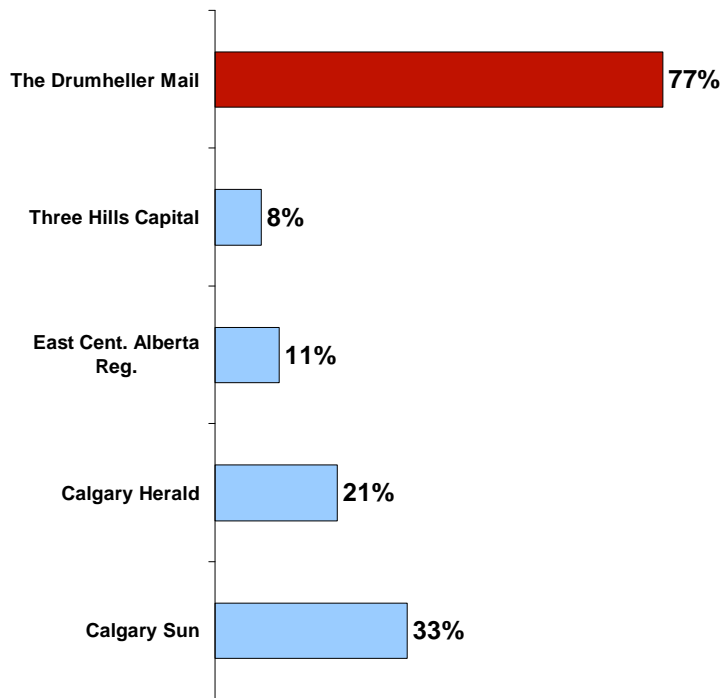


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

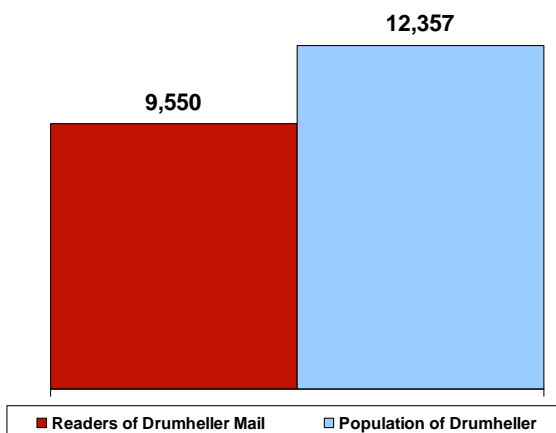
NET READERSHIP*

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)

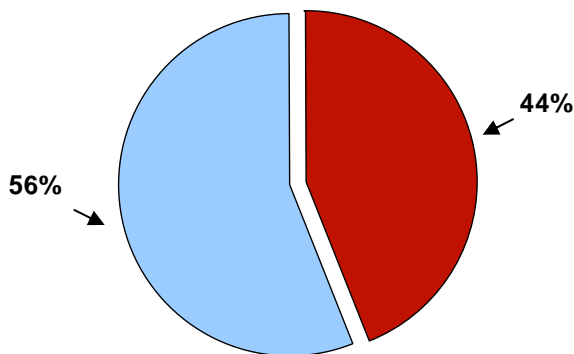
51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

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

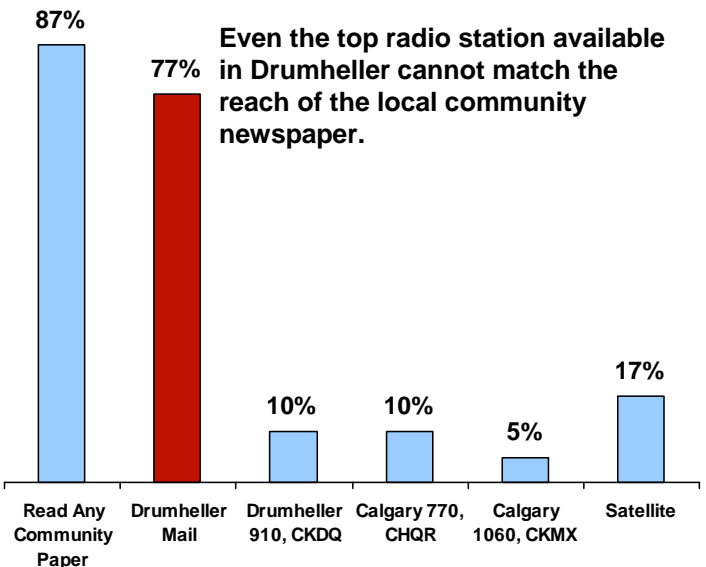
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ 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



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

Source: ComBase 2008