

Elk Point Review

Publication: Elk Point Review

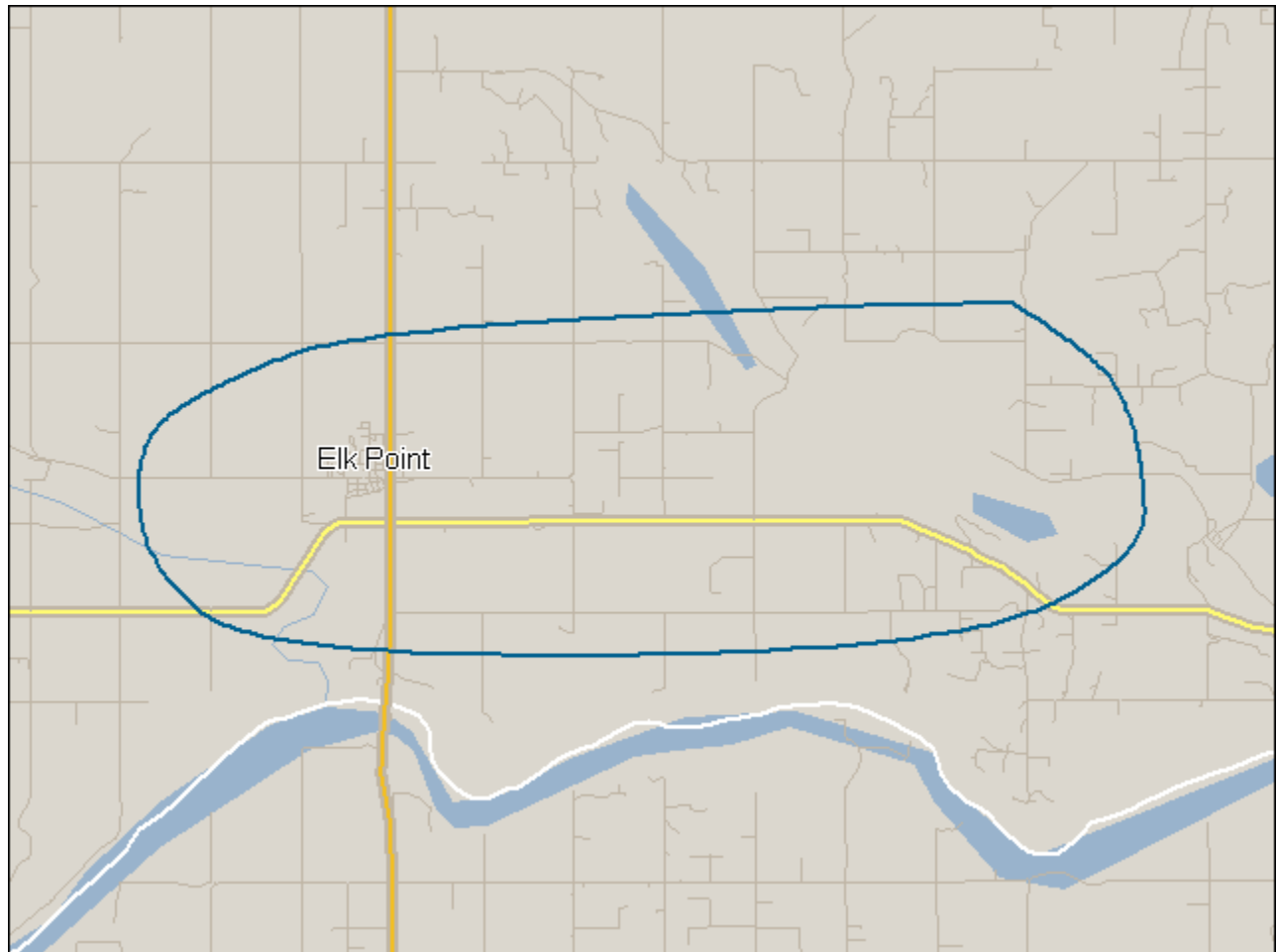
Code: 80012

Market: Elk Point, AB

Population: 1 197

Publishing Day: Tuesday

Source: ComBase 2008 Study

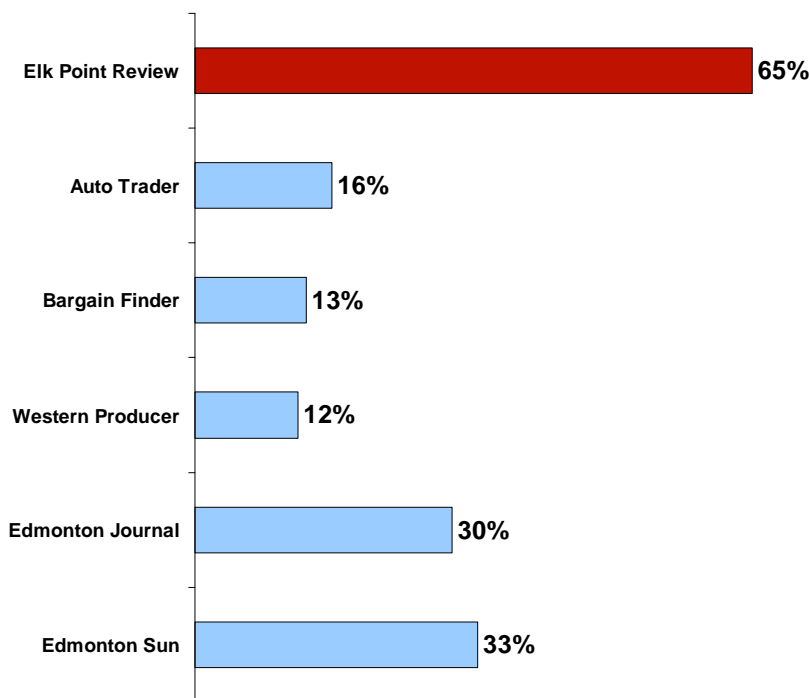


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

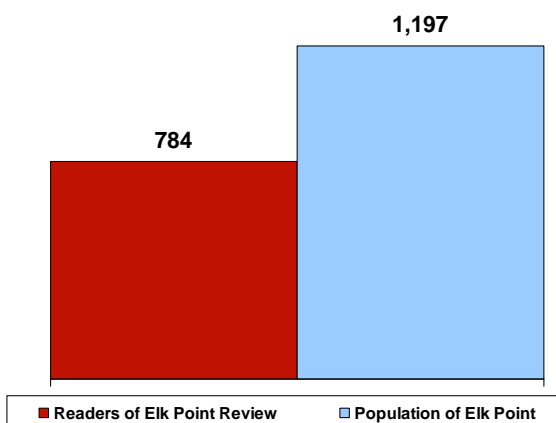
NET READERSHIP*

65% of Elk Point adults read any of the last 4 issues of Elk Point Journal.



NET READERS

784 Elk Point adults read any of the last 4 issues of Elk Point Review.



NEWSPAPER READERSHIP

- 73% of Elk Point adults read any community newspaper.
- 50% of Elk Point adults read any daily newspaper.
- 34% of Elk Point adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Elk Point Review

- 75% of females read Elk Point Review.*

GENDER

| | |
|--------|-----|
| Male | 56% |
| Female | 75% |

AGE

| | |
|-----------------|-----|
| 18-34 years old | 46% |
| 35-49 years old | 66% |
| 50+ years old | 77% |

EDUCATION

| | |
|---------------------|-----|
| High School or less | 65% |
| Tech. or College | 66% |
| University + | 69% |

HOUSEHOLD INCOME

| | |
|----------|-----|
| <\$30K | 72% |
| \$30-49K | 61% |
| >\$50K | 66% |

RESIDENCE

| | |
|----------------|-----|
| Own Residence | 67% |
| Rent Residence | 55% |

FAMILY STATUS

| | |
|------------------|-----|
| With children | 53% |
| Without children | 75% |

* 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

34% of Elk Point Review readers said the main reason for reading the paper is advertising.

| | Elk Point Review Readers* | Community Newspaper Readers** |
|-----------------|---------------------------|-------------------------------|
| Editorial | 39% | 39% |
| Local News | 79% | 78% |
| Local Events | 75% | 73% |
| Classified | 30% | 33% |
| Real Estate | 27% | 25% |
| Jobs/Employment | 22% | 23% |
| Advertising | 34% | 36% |
| Flyers | 26% | 27% |

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

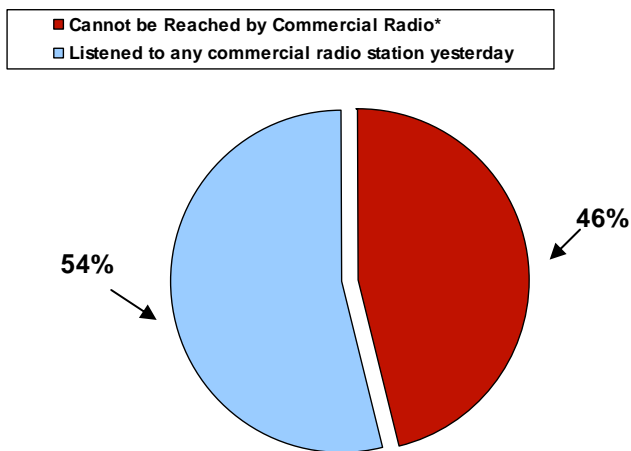
(Read Always Or Sometimes)

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 | 40% |
| Department Stores including Clothing | 53% |
| Drug Store or Pharmacy | 50% |
| Fast Food Restaurant | 37% |
| Furniture or Appliances or Electronics | 52% |
| Grocery Store | 69% |
| Home Improvement Store | 64% |
| Investment or Banking Services | 19% |
| Telecommunication and Wireless Products | 28% |
| Other Products or Services | 46% |

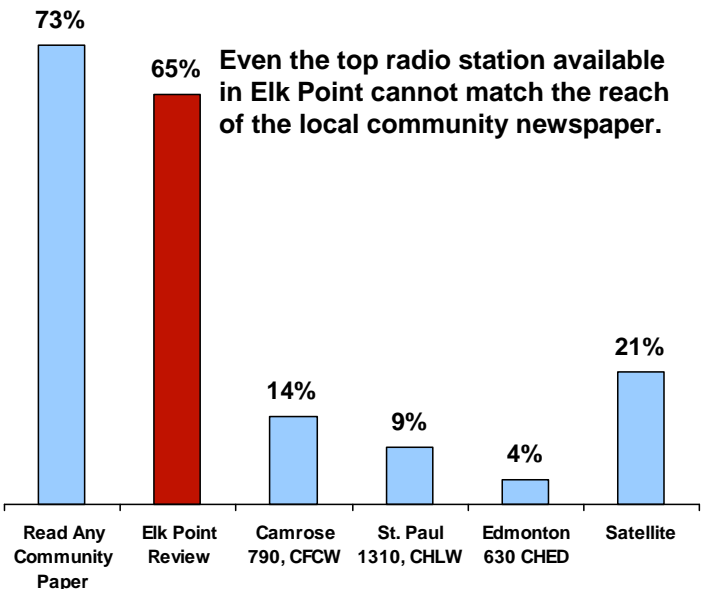
COMMUNITY PRINT MEDIA VS. RADIO

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.



46% of Elk Point Review 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 Elk Point cannot match the reach of the local community newspaper.

Source: ComBase 2008