

# Meridian Booster

**Publication:** Meridian Booster

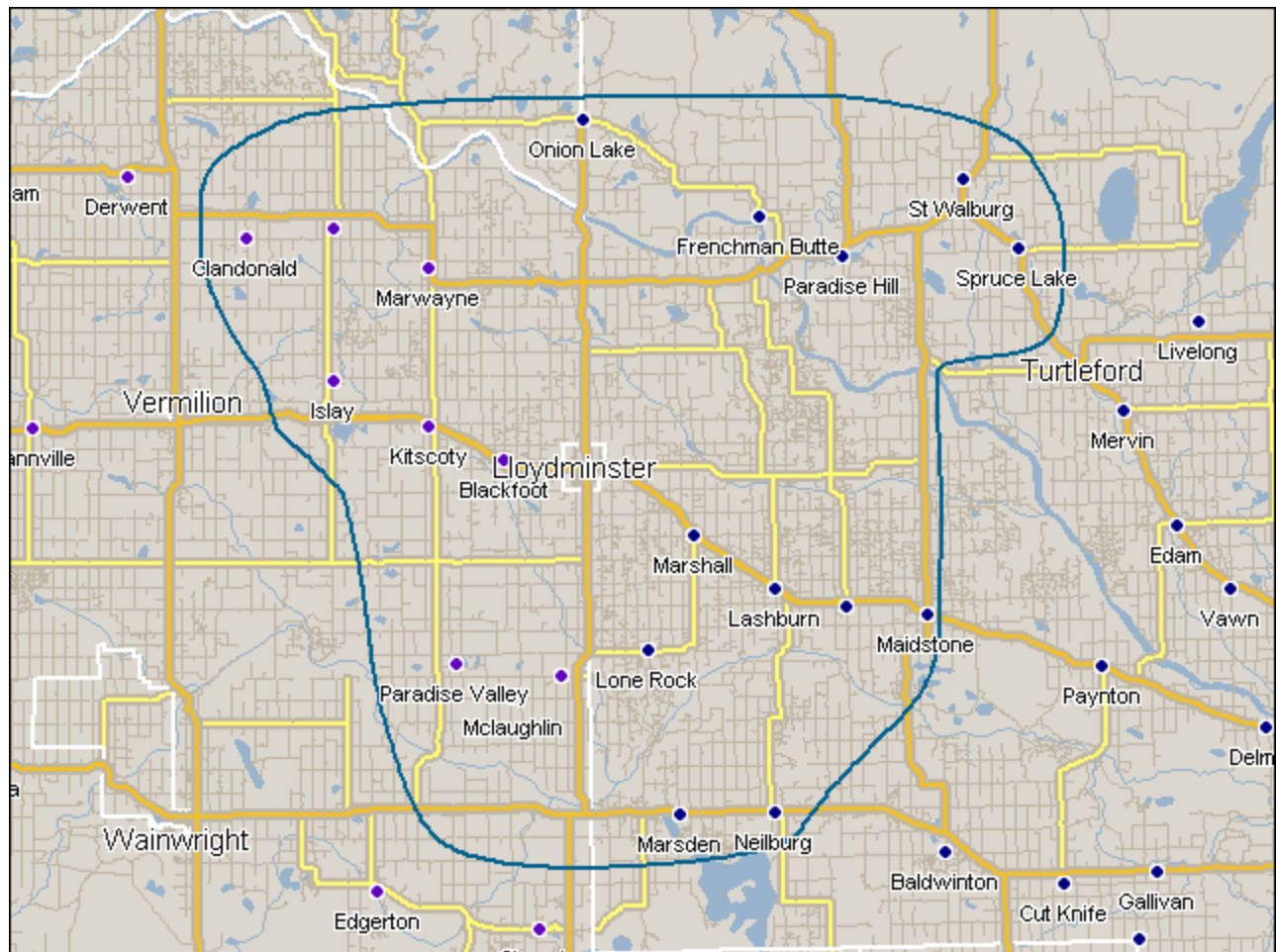
**Code:** 70201

**Market:** Lloydminster, AB

**Population:** 28 737

**Publishing Days:** Monday, Wednesday, Friday

**Source:** ComBase 2008 Study

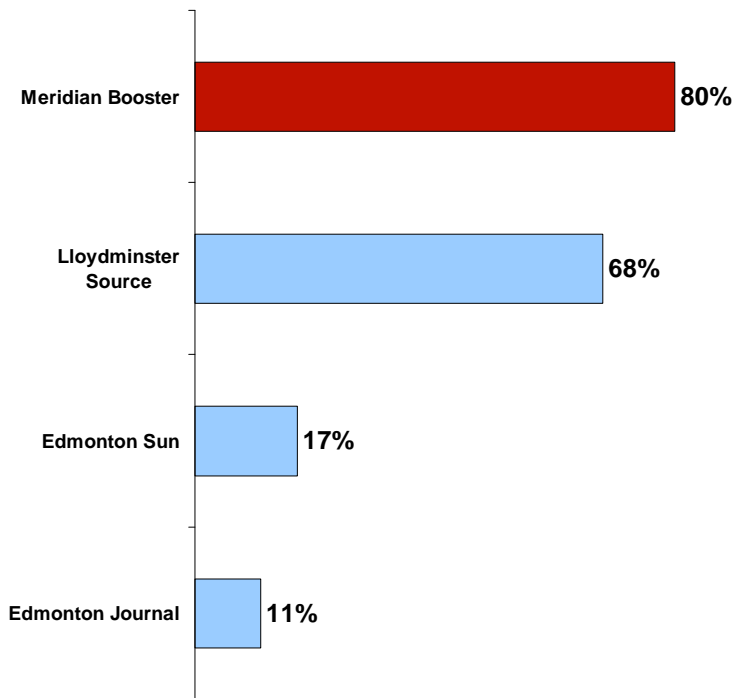


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

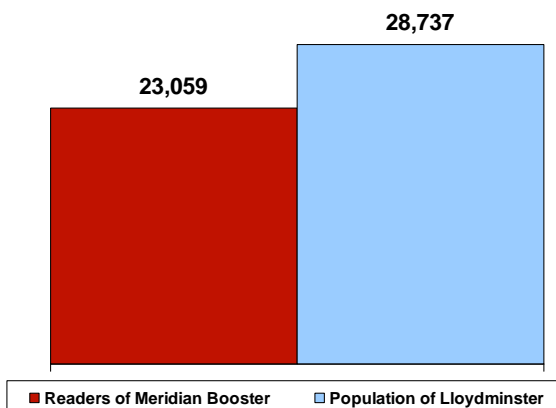
## NET READERSHIP\*

80% of Lloydminster adults read any of the last 4 issues of Meridian Booster.



## NET READERS

23,059 Lloydminster adults read any of the last 4 issues of Meridian Booster.



## NEWSPAPER READERSHIP

- 87% of Lloydminster adults read any community newspaper.
- 29% of Lloydminster adults read any daily newspaper.
- 59% of Lloydminster adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Meridian Booster

- 83% of females read Meridian Booster.\*

### GENDER

Male	77%
Female	83%

### AGE

18-34 years old	78%
35-49 years old	82%
50+ years old	81%

### EDUCATION

High School or less	78%
Tech. or College	86%
University +	81%

### HOUSEHOLD INCOME

<\$30K	76%
\$30-49K	78%
>\$50K	83%

### RESIDENCE

Own Residence	82%
Rent Residence	71%

### FAMILY STATUS

With children	86%
Without children	76%

\* 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

40% of Meridian Booster readers said the main reason for reading the paper is advertising.

	Meridian Booster Readers*	Community Newspaper Readers**
Editorial	36%	36%
Local News	82%	82%
Local Events	61%	60%
Classified	49%	49%
Real Estate	32%	31%
Jobs/Employment	30%	29%
Advertising	40%	39%
Flyers	42%	42%

\* 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)*

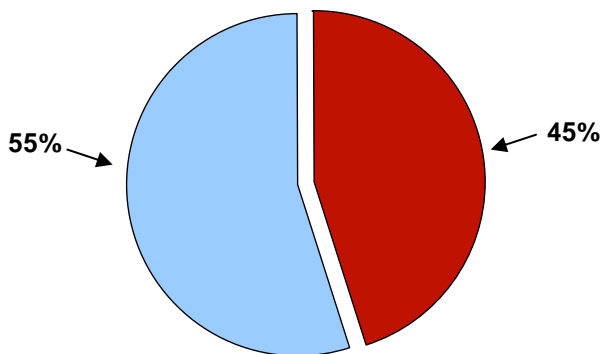
46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	46%
Computer Hardware or Software	42%
Department Stores including Clothing	72%
Drug Store or Pharmacy	56%
Fast Food Restaurant	39%
Furniture or Appliances or Electronics	67%
Grocery Store	76%
Home Improvement Store	69%
Investment or Banking Services	34%
Telecommunication and Wireless Products	28%
Other Products or Services	54%

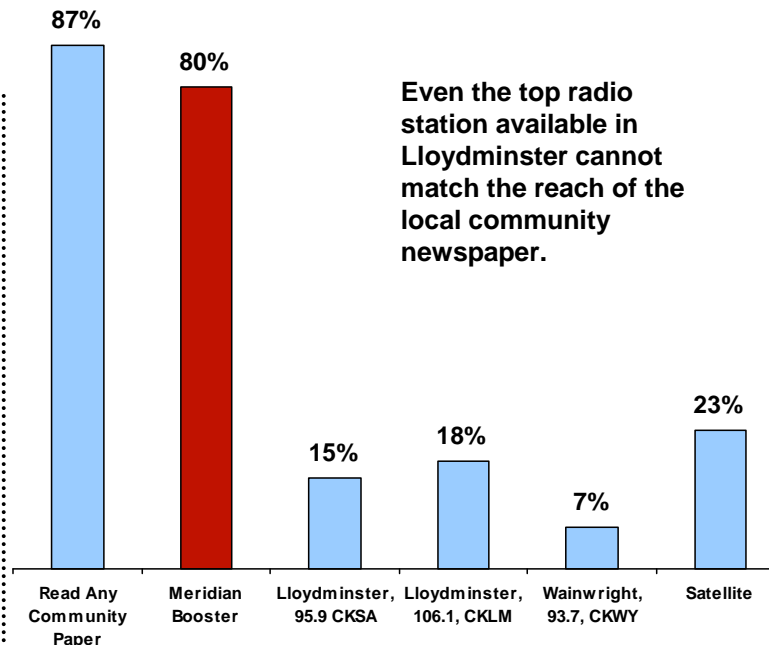
## COMMUNITY PRINT MEDIA VS. RADIO

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



45% of Lloydminster adults cannot be reached with commercial radio.



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

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