"As a media buyer, I know that community newspapers are probably the best media to drive home a message to an audience at a grassroots level. Market Analyzer instantly plugs me into quantifiable, justifiable research on **HUNDREDS** *of Canadian markets from coast-to-coast… Markets I hadn't even heard of. A truly targeted, national mass media plan that markets to local communities? In minutes? Market Analyzer makes it easy."*

Emily Ouellette,
Media Planning Buyer, Bos
Toronto, Ontario

Market Analyzer

Unique ▾ Powerful ▾ Easy to use

Welcome to Market Analyzer.

Here, you'll find hundreds of community newspapers, meticulously mapped to agriculture, demographic, socio-economic and consumer spending data. Deliver single buys or campaign plans in a few clicks of your mouse.

Market Analyzer is a web-based, state-of-the-art media planning tool created, delivering a completely new way to assess community media across Canada.

Market Analyzer is the only media analysis tool that combines agriculture, demographic, socio-economic and consumer spending data with circulation information for hundreds of community newspapers in Canada.

Benefits

No need to source various directories, web sites, and media kits to get even the simplest information on community newspapers.

Market Analyzer supplies quick access to audited newspaper coverage maps and Datasheets that detail mechanical specs, line rates, column by column widths, contact information, media repping information, and more.

Learn More!
Go to Page
6

No need to spend days contacting up to 137 different rep houses nationwide to get the information you require.

Market Analyzer offers unparalleled opportunities to analyze cities, towns and villages that have been a mystery to media and advertising planners for years. With Market Analyzer, you can conduct in-depth market analyses in minutes:

▼ Select or upload customer target information and compare publication coverage to your target group.

▼ See a map that shows the concentration of your target group (desired customers or category spending) within a publications' circulation.

Learn More!
Go to Page
8

Finally, there's a one-stop place for justifiable market research to support your media plan's buying strategy.

Market Analyzer gives you the tightest correlation between your target market criteria and community newspapers that exists. With Market Analyzer, you can:

▼ Generate an up-to-the-minute report that identifies the best newspapers available to reach your target market.

▼ See and compare detailed coverage area maps for each newspaper.

▼ Generate cut & paste presentation-ready reports and maps.

Learn More!
Go to Page
14

Market Analyzer is your one-stop web-based source for access to information on hundreds of community newspapers across the country.

Click **QUICKINFO** **at the top of your screen to get quick access to:**

▼ Up-to-date coverage maps and rate data on hundreds of community newspapers across Canada.

▼ Options for a client looking to support a retail chain or dealer network in a specific geographic area.

▼ Information that's going to support your media buying decisions.

Find Target Publication

Use the pull down menus and data files to identify newspapers that circulate to a specific community, FSA or regional area. The results of your search will offer some top line information on selected publications.

For example…

To look for a specific paper:	Key in some of the letters of the newspaper's name (e.g., type "red d" for Red Deer) in the Newspaper Name field.
To look for papers that deliver within a specific area:	Pull down the Zone menu and select the appropriate zone (e.g., AB–60min–Red Deer).
	OR
	Enter the first three digits of the postal code in the FSA field.

When you're finished, **click** **SEARCH**

Find Details on Selected Publications

Click the **M** icon (Map Datasheet) to view or download audited newspaper coverage maps, illustrating postal code boundaries, major roadways/waterways and town-by-town circulation breakdowns.

Click the **DS** icon (Datasheet Rate Card) to access comprehensive newspaper and market information. The market data contained in the Datasheet includes comprehensive census-based demographic and agriculture data, as well as Consumer Spending data.

Quick Info Results will appear as a list of community newspapers and information that defines their coverage areas, with respect to: circulation, population, number of dwellings, line rate, format, publication days, and communities served.

To pick a few of the community newspapers, **uncheck** the ☑ box next to **Distribution.** Now **check** the ☑ box next to the community newspapers you wish to learn more about.

Download Info

Click EXPORT to export this data into Microsoft Excel and then use it in other software, if you like.

The Map Datasheet

Market Analyzer offers the most conclusive information about a paper's coverage area that exists anywhere. The area within the red boundary is called the newspaper "footprint" and is created based on comparing audited circulation data and the newspaper's penetration into various towns and areas.

Market Analyzer an xviewmedia.com solution

Paper: Red Deer Express
Province: Alberta
Zone: AB - 60 Minute Basin - Red Deer
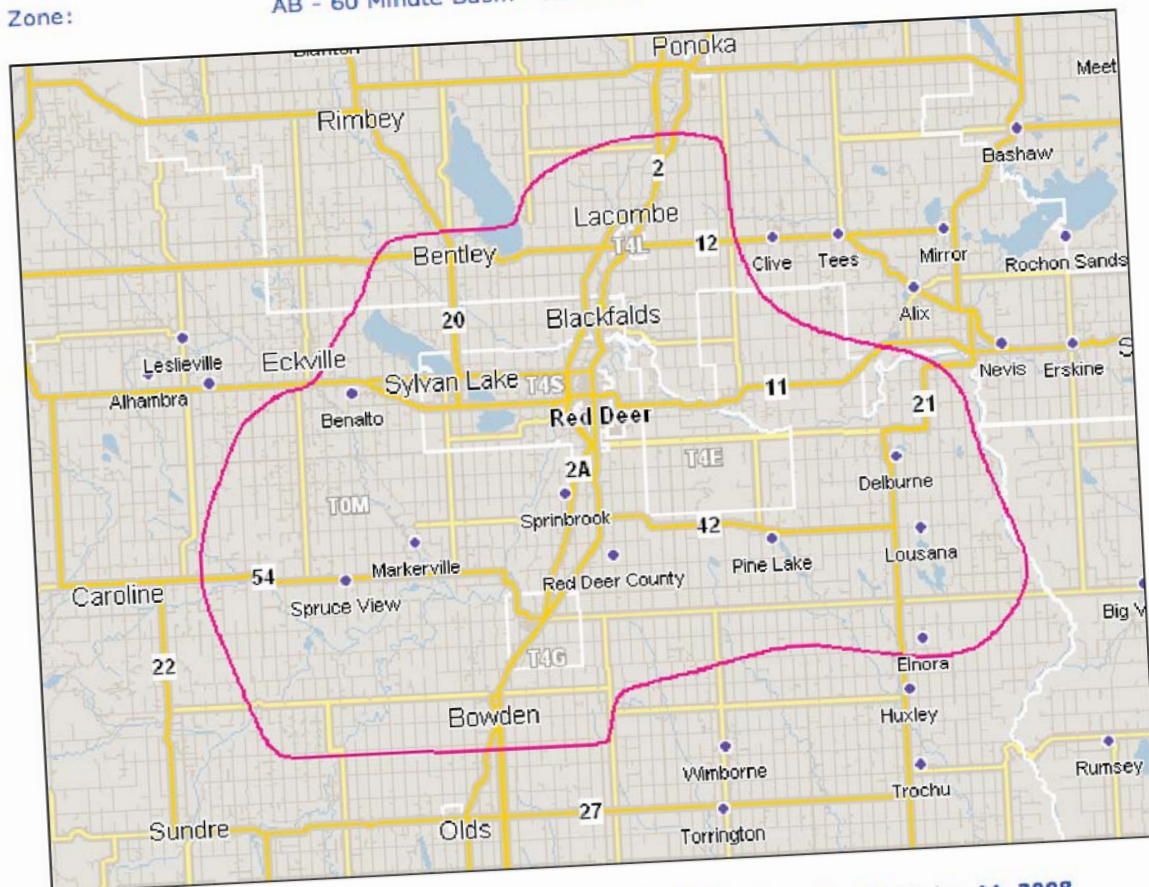
Distribution area summary totals

Population: 147,292

Dwellings: 56,377

Circulation details Thursday, December 11, 2008

Red Deer	26,736
Lacombe RRs	4,400
Innisfail & RRs	2,365
Blackfalds	1,562

Red Deer Express

Published on: Wednesday

Readership data available for this market

6C
TABLOID

Publisher:	Graham Schofield
Phone:	403-346-3356
Fax:	403-347-6620
Date generated:	2009/01/31

RATES

Gross Line Rate
Per agate line : **$1.64**

Color Charge
- $95.00
- $345.00
rocess - $345.00

Position Charge
.25% of ad cost

Inserts
ust be folded to max finished
ze no larger than 8.5" x 11".
ax 50 gm weight.
undled/strapped in 100's
urcharge for oversize /
verweight or fly

CIRCULATION

dit Date:	2008-12-11
dit Basis:	VCC
id Circulation:	38
ntrolled culation:	36,512
tal Circulation:	36,550

SPECIFICATIONS

tabloid, 217 Depth
- 1.5" 5C - 8.5"
- 3.25" 6C - 10.25"
- 5.0" 7C - 0.0"
- 6.75" 8C - 0.0"

AIN COMMUNITIES

MARKET/DEMOGRAPHIC INFORMATION

• TOP 5 INDUSTRIES

Mining and oil and gas extraction	12%
Retail trade	12%
Health care and social assistance	10%
Construction	10%
Manufacturing	8%

(Numbers represent percentage of
population that work in the newspaper
areas labour force.)

• PROFILE

Total Population	147,292
Total Number Households	56,377
Average Household Income ($)	77,005

Population by Age

0-14	28,470
15-24	23,444
25-34	20,804
35-44	21,441
45-64	35,826
65 & over	14,254

• CONSUMER SPENDING 2007

Food ($)	428,804,000
Shelter ($)	758,305,000
Household Operations ($)	184,068,000
Household Furnishings & Equipment ($)	110,458,000
Clothing ($)	156,298,000
Transportation ($)	539,705,000
Health Care ($)	97,722,000
Personal Care ($)	53,042,000
Recreation ($)	227,098,000
Reading Materials & Other	17,345,000

• PEOPLE

Marital Status

Single	39,981
Married	59,347
Separated	3,468
Widowed	5,533
Divorced	9,830

Household Structure

H/W Family with Child	15,922
H/W No Child	13,053
Avg. #Persons per Household	3.0

Family Structure (Married)

No children	13,053
1 Child	5,046
2 Children	7,020
3 Plus Children	3,619

• EMPLOYMENT/EDUCATION

Employment in Labour Force

Unemployed	4%
Employed	96%

Education

Population 25-64	
Less than Grade 9	44
Grade 9 - 12	10
Other University	15
Trade Certificates	12
University Degree	9
	8

• HOUSING

Total Number of Dwellings	56,322
Single Detached	34,835

Launch Into a More Detailed Analysis

Use Market Analyzer to get justifiable and quantifiable research on markets and newspapers you've likely never heard of.

Click **LAUNCH** **when you:**

▼ Have an idea about the type of consumer or market you want to target, but don't know exactly where your market is or which community newspaper reaches it best.

▼ Want to use spending, income and other demographic data to show your client that your media plan makes sense.

▼ Need to assemble a media plan for your client proposal—including cost and/or penetration data.

▼ Want to use the best available newspaper industry and media buying data to sell your media plan.

Case Study

"I am a marketing analyst at Canola Seed Company and I want to define my market across Western Canada. Where are the canola growers?"

Use Market Analyzer to choose the criteria that defines the target market, and then quickly match the right community newspapers.

In our example, the ideal target market would be where:

1. There are prosperous households; and
2. A lot of canola is being produced.

HOME LAUNCH ADMINIST

Click Launch to put Market Analyzer to work.
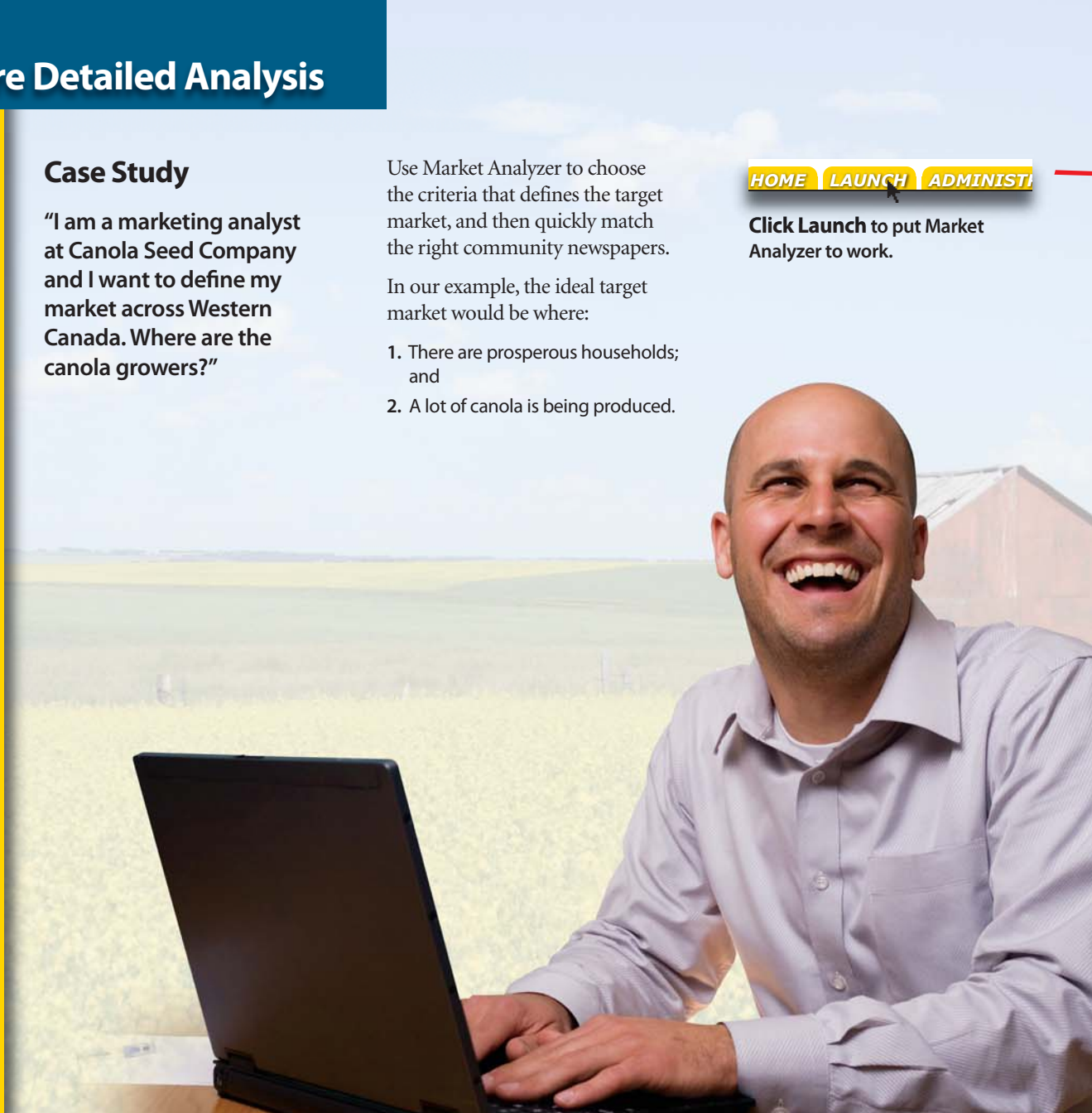
8

STEP 1: Setup

Your first step is to set up a New Project.

If this is the first time you are performing an analysis for a particular project, enter in a Project Name and Description in the **CREATE A NEW PROJECT** fields.

Click CONTINUE

TIP

The next time you search for this project, **click** SEARCH and all Projects that are associated with your group of users will be listed. To further define your search, use the **SEARCH FOR AN EXISTING PROJECT** fields.

Click the DB CONTENTS icon beside the name of the Project you wish to open.

The Project Name and Description you added are displayed.

Now that you have set up your Project, the second step is to define the target market you wish to reach.

Since Market Analyzer contains thousands of different fields of information, you first need to select data from a group of databases, and then select the specific field category from within that database.

Don't know which database to select? **Click** DB SEARCH to quickly identify the databases that house your target data.
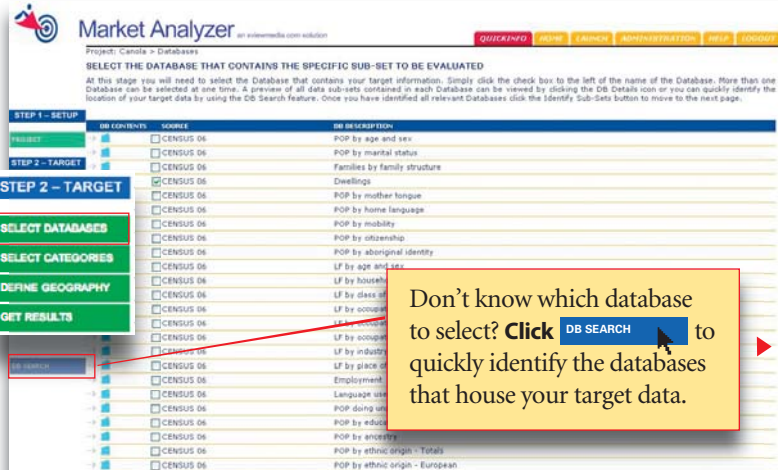
Select Databases

You may use information from many different databases to define your target market.

Click SELECT DATABASES and a list of databases available in Market Analyzer is displayed.

**Check** ☑ the database(s) that contain your target information.

To look for a database on farming, select the appropriate database(s).

To look for a database on Income and Demographics, select the appropriate Census database(s).

TIP

To look for high income households, use the **CENSUS 06: POP by household income** database.

When you're finished, and want to select specific fields or categories, **click** SELECT CATEGORIES .

▶ ▶ ▶ ▶
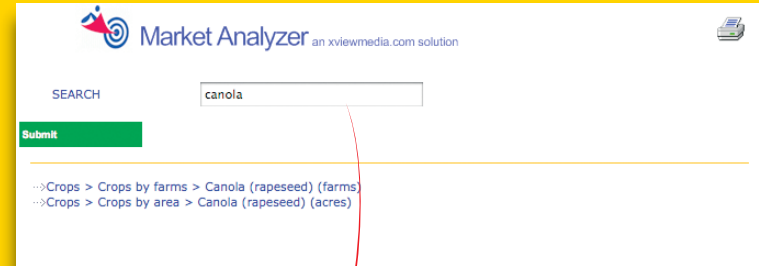
Don't Know Which Database to Select?

Type in the type of information you are looking for in the **Search** box and **click** Submit .

Click 🖨 to print the listing, then close the pop-up window to return to the Select Databases screen.

In our Case Study…

To look for canola farms, search for **Canola**. Then…

The data source is:	**The database name is:**	**The appropriate fields and descriptions are:**
▼ AGCENSUS	▼ Crops	▼ CNT_CANOLA > Canola (rapeseed) (farms)
		▼ VAL_CANOLA > Canola (rapeseed) (acres)

STEP 1:
Setup

STEP 2:
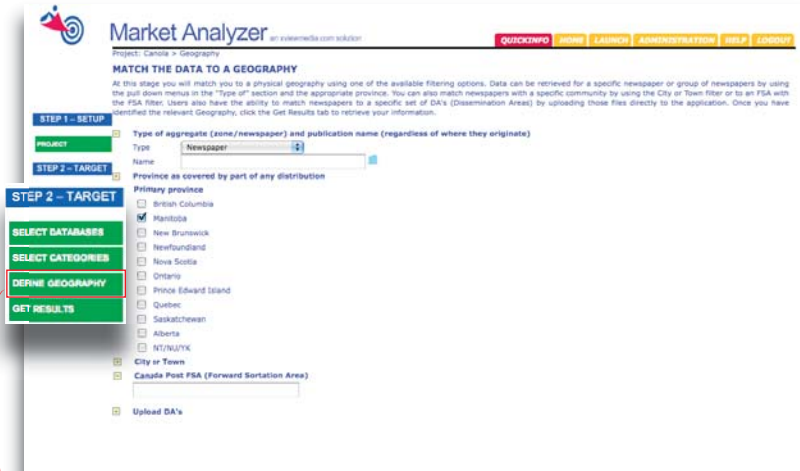**Target**

STEP 3:
Select

Select Categories

When you **click** `SELECT CATEGORIES` , you can see the type of information contained within each database.

Select the specific fields or categories you want to include that most closely defines your target market.

Check `+` to expand the category lists to see the subsets available.

Define Geography

Click `DEFINE GEOGRAPHY` to define the community, province or area you are interested in. In our case study, we are interested in targeting consumers in Manitoba.

Market Analyzer can summarize data based on many levels. These include specific newspapers or groups of newspapers (called zones).

Since we are interested in newspapers, the "Type" field must be set as "Newspaper". Use the pull down menu to select

`Newspaper`

Check ☑ the province(s) you want to include.

You may also enter the first three digits of a postal code (the FSA), the name of a town or a specific newspaper.

Click `GET RESULTS`

STEP 2: Target (cont'd)

Market Analyzer an xviewmedia.com solution

QUICKINFO HOME LAUNCH ADMINISTRATION HELP LOGOUT

Project: Canola > result

RESULTS OF STATISTICAL DATA MERGED WITH TARGET GEOGRAPHY

The following data matches the statistical data for analysis with the physical geography defined at the previous stage. Each column summarizes the data for the coverage area of the newspaper or group of newspapers that relate to the target geography. Newspapers/Markets can be sorted alphabetically or by relevance by clicking the headings at the top of each column. Thematic maps and Rate Card/Datasheets are available for each publication by clicking the approriate icons to the left of the newspaper name. When you look at the maps, the shaded boxes represent the proliferation of the 'mapped' data within the circulation boundary of this newspaper. The size of the "boxes" or grids are based on the map. Proceed to the Evaluate/Report stage to view different types of Reports for Analysis or to export this table to Excel.

STEP 1 – SETUP	DS	MAP		
PROJECT			Total Persons in private households	
STEP 2 – TARGET			Proportion of all private HH : $80,000 and over	
	VAL_CANOLA		Canola (rapeseed) (acres)	

DS	MAP	NEWSPAPER/MARKET NAME	F0085	F91095	VAL_CANOLA ⬆
		Neepawa Banner, Manitoba	26,462	6	241,569
		Neepawa Press, Manitoba	16,714	5	178,417
		Central Plains Herald Leader (Portage), Manitoba	30,983	7	169,731
		Carman Valley Leader, Manitoba	10,644	8	121,726
		Headingley Headliner, Manitoba	11,865	12	112,635
		Swan Valley Star & Times, Manitoba	8,410	7	104,806
		Crossroads this Week (Shoal Lake), Manitoba	5,437	6	98,745
		Altona Red River Valley Echo, Manitoba	16,036	6	95,730
		Dauphin Herald, Manitoba	14,195	7	87,362
		Emerson Southeast Journal, Manitoba	7,804	7	83,502
		Morden Times, Manitoba	11,263	6	82,561
		Treherne Times, Manitoba	6,297	5	79,812
		Gimli Interlake Spectator , Manitoba	30,422	6	77,471
		Minnedosa Tribune, Manitoba	5,307	7	75,103
		Rivers Banner / Gazette Reporter , Manitoba	3,552	4	58,848
		Beausejour Clipper , Manitoba	25,220	10	47,292
		The Carillon - Steinbach, Manitoba	39,149	5	45,487
		Melita New Era, Manitoba	2,550	6	44,274
		Baldur Gazette, Manitoba	2,853	4	41,865
		Manitou Western Canadian, Manitoba	1,700	5	41,744
		Russell Banner, Manitoba	3,163	7	38,760
		Virden Empire-Advance, Manitoba	5,260	6	37,870
		Selkirk Journal, Manitoba	42,722	11	35,804
		Deloraine Times & Star, Manitoba	1,755	5	33,413
		Boissevain Recorder, Manitoba	2,073	5	32,002
		Roblin Review, Manitoba	2,930	5	31,297
		Winkler Times, Manitoba	15,054	5	27,816
		Stonewall Argus & Teulon Times, Manitoba	13,707	10	27,051
		Killarney Guide, Manitoba	2,621	5	22,550
		Erickson South Mountain Press, Manitoba	2,460	7	20,439
		Souris Plaindealer, Manitoba	2,721	6	20,237
		Beausejour Review, Manitoba	14,814	11	18,957

Get Results

The results will appear as a list of publications that match your target criteria and the specific fields or categories of information you have selected.

The code shown at the top of each column matches those in the legend at the top of the screen.

Click the column heading if you wish to sort the list of records presented.

In our Case Study…

We can click the **VAL_CANOLA** heading to find the community newspapers that cover the areas with the greatest canola production (as measured by the total number of acres of canola).

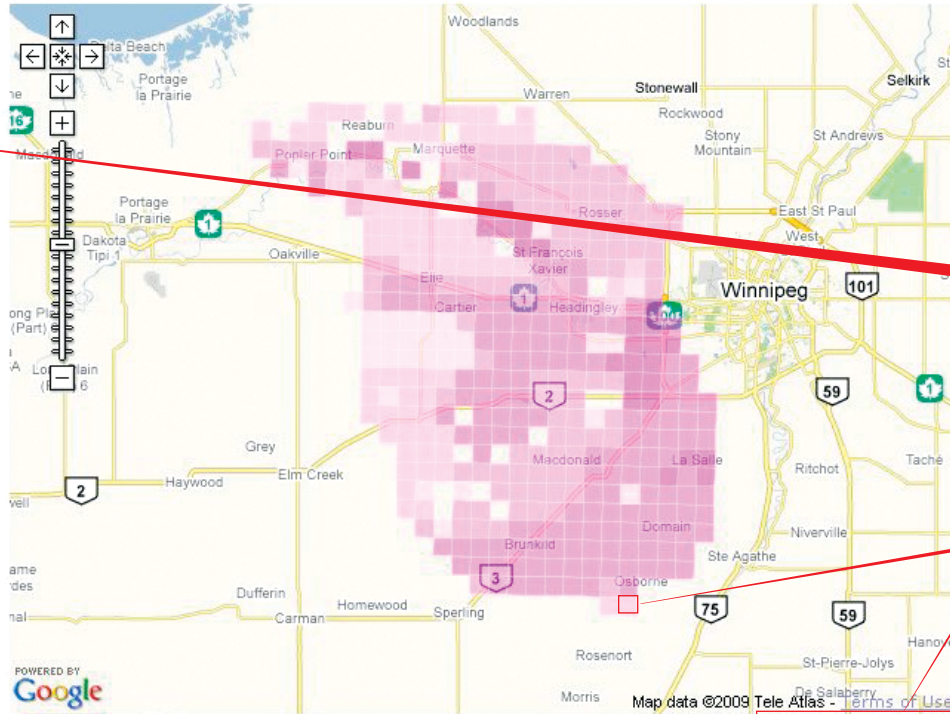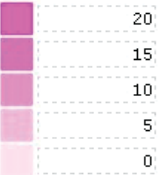**Click** the **DS** icon to access the Rate Card/Datasheet associated with the specific record.

Click the **MAP** icon to view a thematic map that shows you exactly where your target occurs within the coverage area.

Headingley Headliner, Manitoba

Selection of the **MAP** icon will create a new window that shows the distribution of the target data within the newspaper footprint. This footprint is defined as a collection of squares.

Each of the categories you selected can be selected again. This will allow them to be mapped out.

Click the radio button ⦿ of the category you wish to map. In our example, select "Proportion of all private HH: $80,000 and over", and **click** Show . The map will re-draw with the new target data plotted.

You can use each square grid to get a sense of the size of the coverage area. In this case, each square represents an area of 2,500m x 2,500m.

You can also move around the map, and zoom in and out of the map, by using the navigational arrows.

TIP

If you are interested in a larger area or collection of newspapers, try selecting "zone" as an aggregation type and see what happens.

STEP 3: Select Reports

In our Case Study…

We are interested in finding the top 50 community newspapers that cover areas where the proportion of high income households is greatest and where there is a substantial amount of canola production.

TIP

For more information on Reports, please refer to the User Help Guide, found under **Help**.

Click Step 3 – Select Reports.

A listing is displayed of all community newspapers whose coverage area footprint matches the geography defined in Step 2 – Target.

TIP

Where a newspaper has more than one edition (i.e., a Saturday and a Tuesday edition), both editions or "distributions" are listed, as geographic coverage area often varies by edition.

Select the type of report you want to use to find out which newspapers are best. Choose from:

▼ Standard Ranking

▼ Standard Indexing

▼ Top 50 Ranking

▼ Top 50 Indexing

Prioritize how you use the data you have selected by "weighting" the data.

If one category is much more important than the other two categories, change the numbers in the boxes (i.e., if one variable is twice as important as another, give it a weight of "2" and give the other variables a weight of "1").

If a category is not relevant to your analysis, give it a weight of "0".

Click GO!

STEP 1:
Setup

STEP 2:
Target

STEP 3:
Select
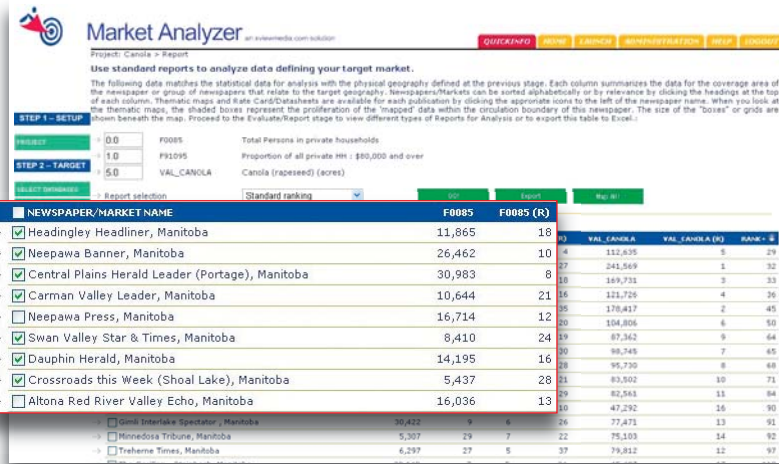
Select the **Rank+** column to sort the papers and get the top community newspapers. All papers are ordered or ranked from best to worst.

Check the ☑ box(es) next to each **Newspaper/Market Name** you you wish to include.

Click GO! to go to the next step.

Click Export to export this data into Microsoft Excel and then use it in other software, if you like.

Click Map All to see a map of all the areas covered by all newspapers you have selected.
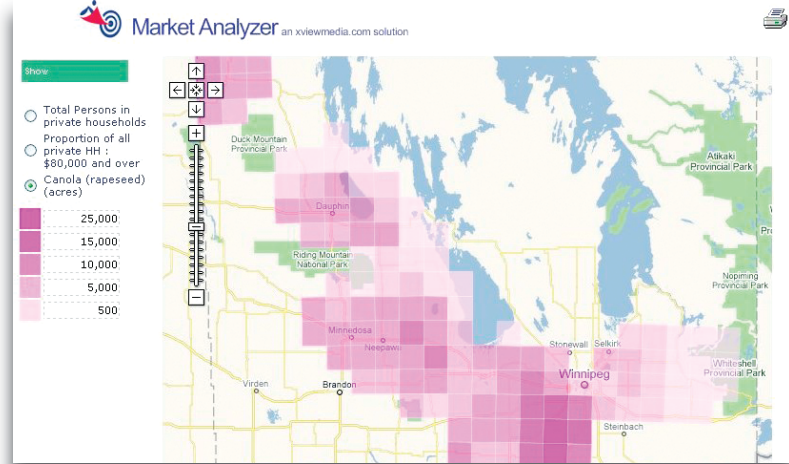
In our Case Study…

You can see where the amount of canola is higher or lower, based on the colour intensity of the grid squares.

Do you want to see other fields or categories of information? **Click** the radio button ⊙ to select the data you are interested in, and then **click** Show .

Want to get even more details?

If you have any questions, require help, or would like the reports and maps done for you, please contact:

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Market Analyzer Project Manager

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