

Times Advertiser

Publication: Times Advertiser

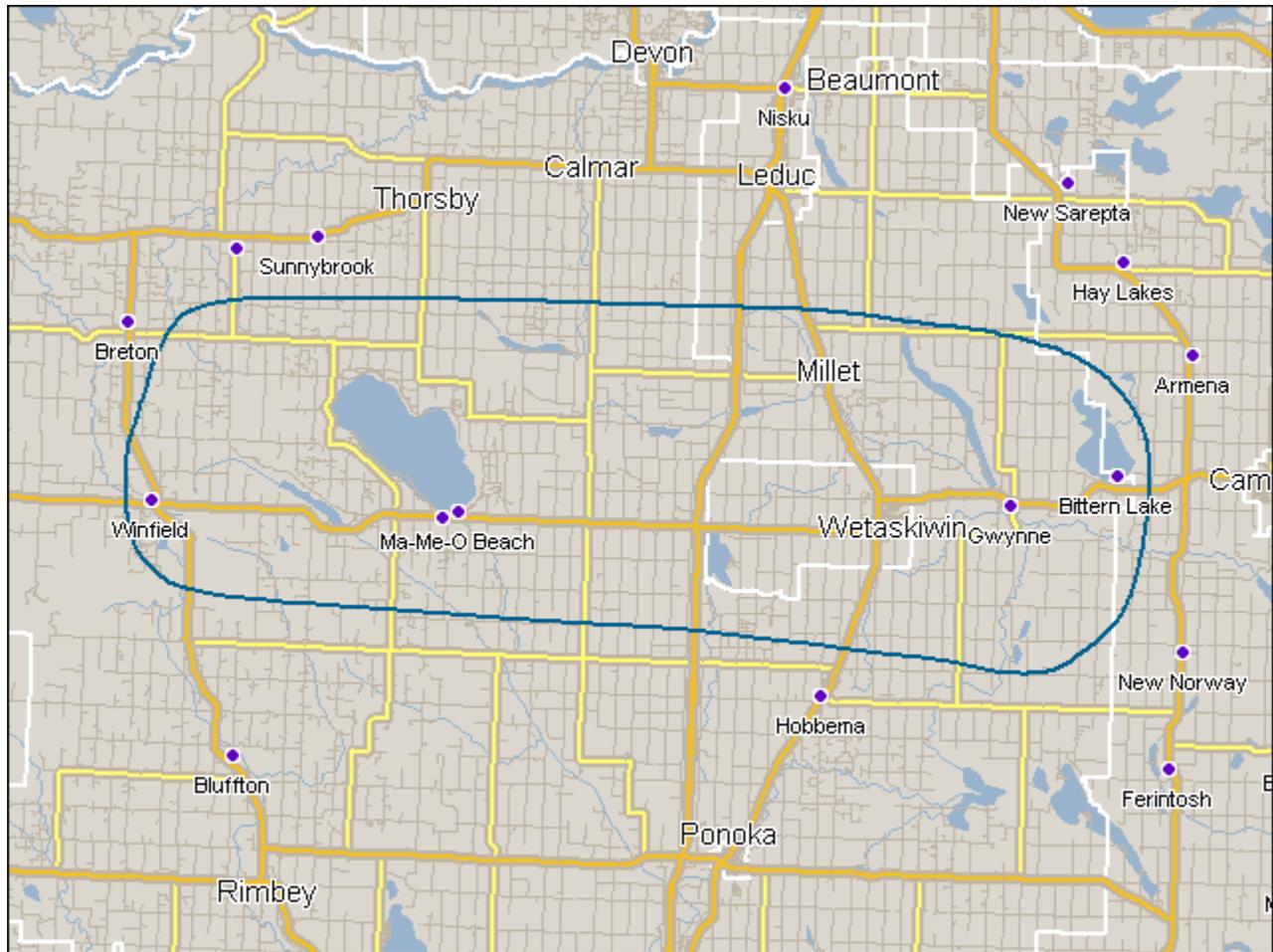
Code: 80121

Market: Wetaskiwin, AB

Population: 19 396

Publishing Day: Monday

Source: ComBase 2008 Study

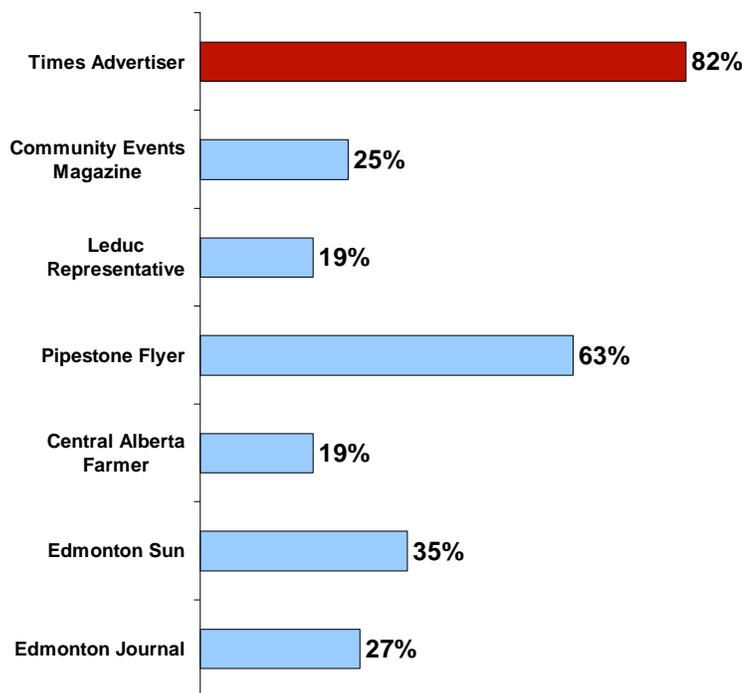


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

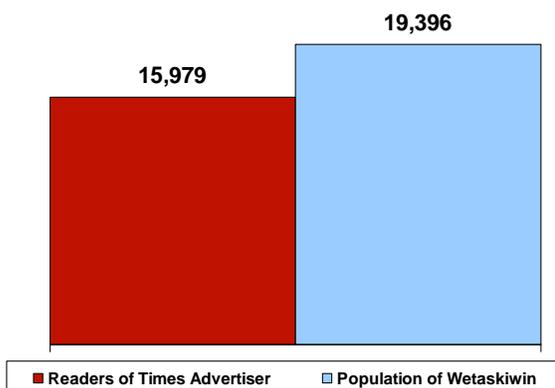
NET READERSHIP*

82% of Wetaskiwin adults read any of the last 4 issues of Times Advertiser.



NET READERS

15,979 Wetaskiwin adults read any of the last 4 issues of Times Advertiser.



NEWSPAPER READERSHIP

- 95% of Wetaskiwin adults read any community newspaper.
- 49% of Wetaskiwin adults read any daily newspaper.
- 47% of Wetaskiwin adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Times Advertiser

- 90% of females read Times Advertiser.*

GENDER

Male	74%
Female	90%

AGE

18-34 years old	84%
35-49 years old	96%
50+ years old	73%

EDUCATION

High School or less	82%
Tech. or College	78%
University +	85%

HOUSEHOLD INCOME

<\$30K	82%
\$30-49K	78%
>\$50K	87%

RESIDENCE

Own Residence	82%
Rent Residence	88%

FAMILY STATUS

With children	85%
Without children	81%

* 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

REASONS FOR READING COMMUNITY NEWSPAPERS

26% of Times Advertiser readers said they read their community newspaper for advertising.

	Times Advertiser Readers*	Community Newspaper Readers**
Editorial	33%	31%
Local News	78%	79%
Local Events	56%	52%
Classified	46%	43%
Real Estate	21%	22%
Jobs/Employment	27%	24%
Advertising	27%	29%
Flyers	26%	24%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

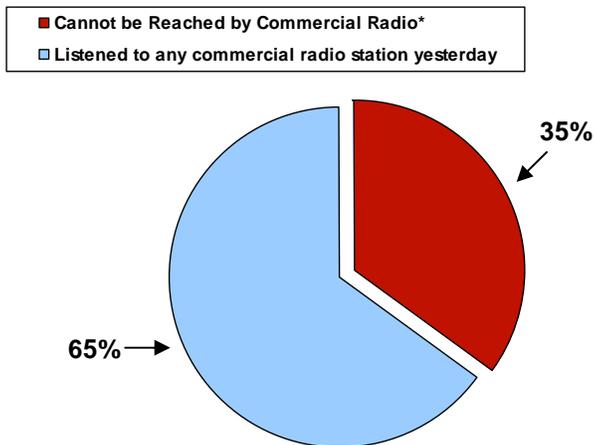
(Read Always Or Sometimes)

42% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	42%
Computer Hardware or Software	46%
Department Stores including Clothing	65%
Drug Store or Pharmacy	60%
Fast Food Restaurant	34%
Furniture or Appliances or Electronics	68%
Grocery Store	72%
Home Improvement Store	58%
Investment or Banking Services	18%
Telecommunication and Wireless Products	30%
Other Products or Services	57%

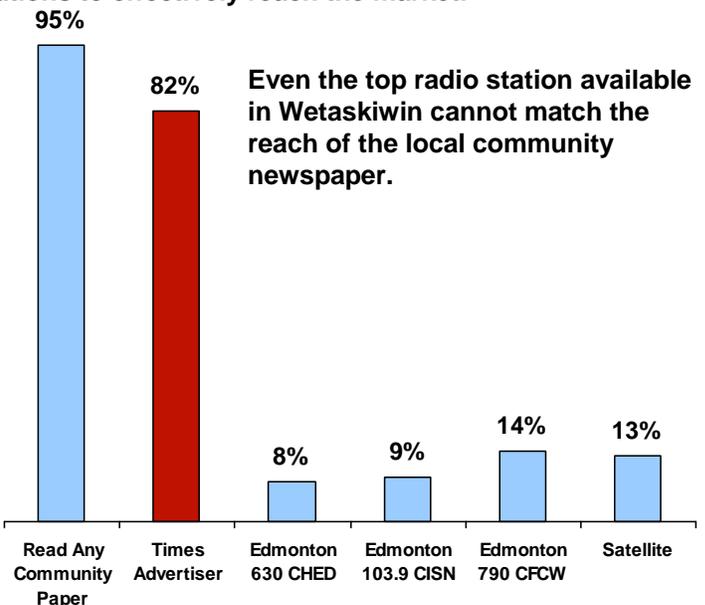
COMMUNITY PRINT MEDIA VS. RADIO

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.



35% of Wetaskiwin 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 Wetaskiwin cannot match the reach of the local community newspaper.

Source: ComBase 2008