

The Gazette

Publication: The Gazette

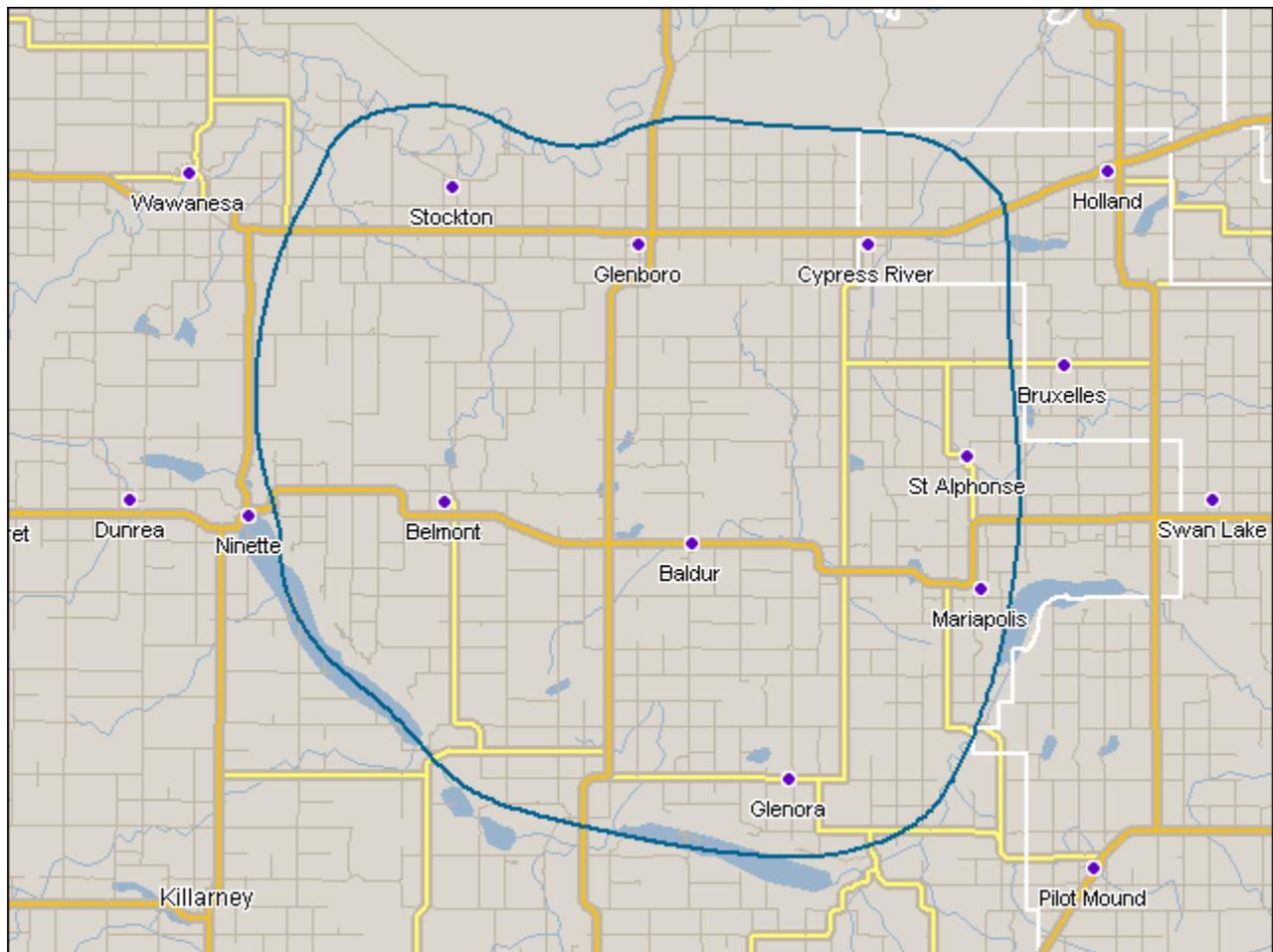
Code: 60030

Market: Baldur and Glenboro, MB

Population: 2 546

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

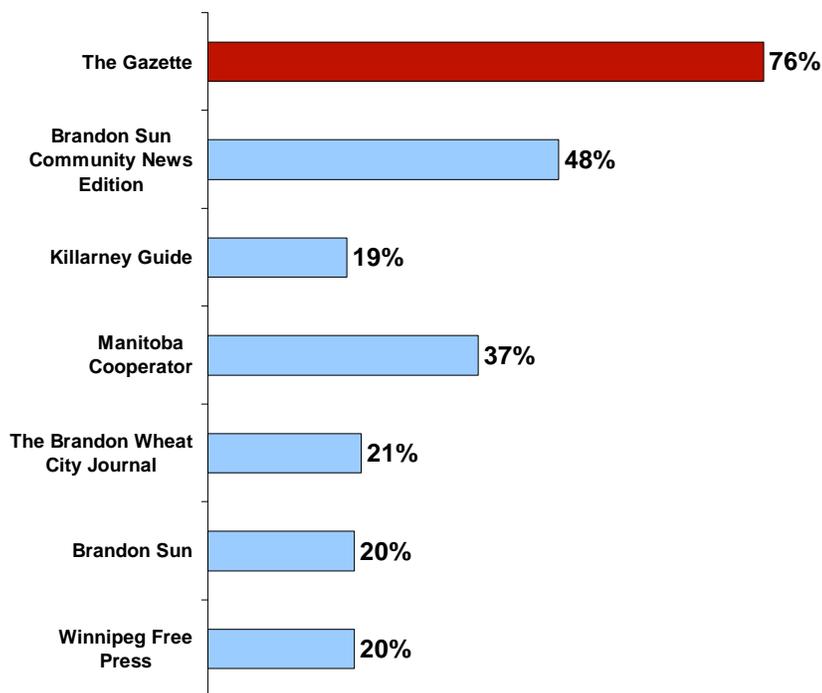


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

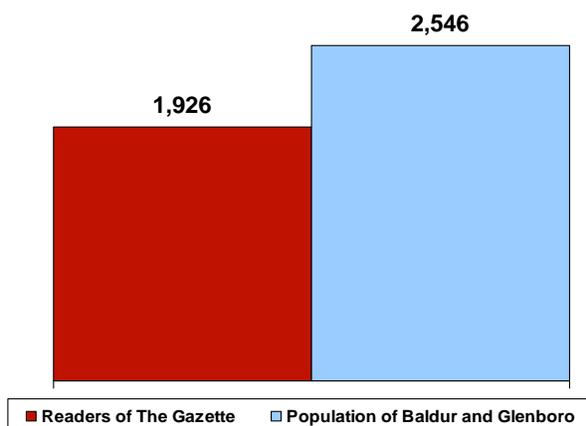
NET READERSHIP*

76% of Baldur and Glenboro adults read any of the last 4 issues of The Gazette.



NET READERS

1,926 Baldur and Glenboro adults read any of the last 4 issues of The Gazette.



NEWSPAPER READERSHIP

- 95% of Baldur and Glenboro adults read any community newspaper.
- 43% of Baldur and Glenboro adults read any daily newspaper.
- 52% of Baldur and Glenboro adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

The Gazette

- 83% of females read The Gazette.*

GENDER

Male	70%
Female	83%

AGE

18-34 years old	74%
35-49 years old	89%
50+ years old	68%

EDUCATION

High School or less	63%
Tech. or College	100%
University +	95%

HOUSEHOLD INCOME

<\$30K	48%
\$30-49K	72%
>\$50K	92%

RESIDENCE

Own Residence	74%
Rent Residence	100%

FAMILY STATUS

With children	84%
Without children	72%

* 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

35% of The Gazette readers said they read their community newspaper for advertising.

	The Gazette Readers*	Community Newspaper Readers**
Editorial	32%	25%
Local News	85%	86%
Local Events	68%	72%
Classified	50%	44%
Real Estate	18%	15%
Jobs/Employment	28%	22%
Advertising	35%	32%
Flyers	24%	21%

*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)

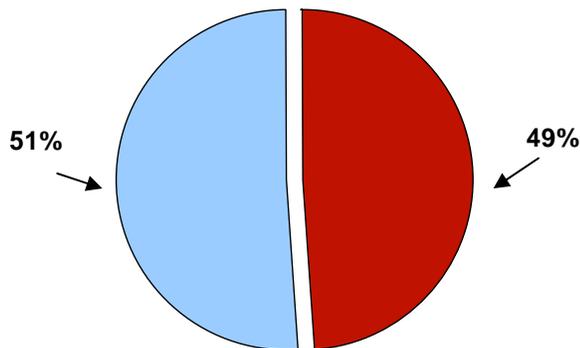
41% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	41%
Computer Hardware or Software	34%
Department Stores including Clothing	54%
Drug Store or Pharmacy	42%
Fast Food Restaurant	35%
Furniture or Appliances or Electronics	55%
Grocery Store	73%
Home Improvement Store	59%
Investment or Banking Services	21%
Telecommunication and Wireless Products	24%
Other Products or Services	48%

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.

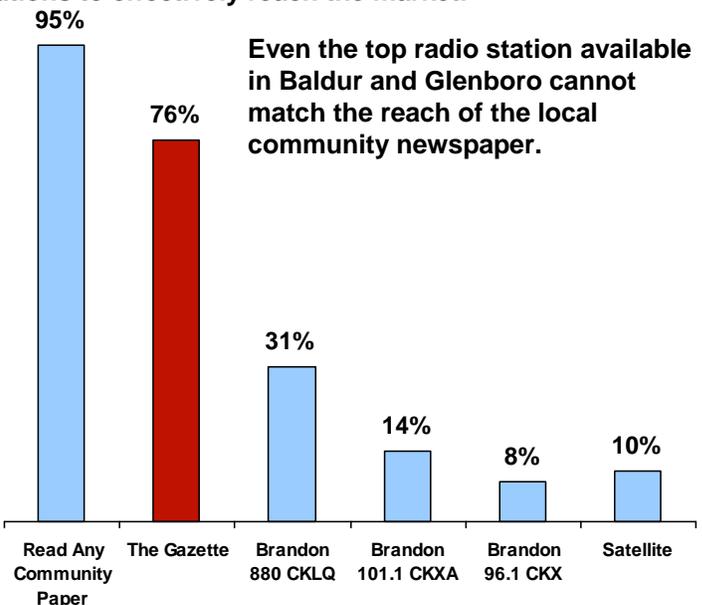
■ Cannot be reached by commercial radio*
 ■ Listened to any commercial radio station yesterday



49% of Baldur and Glenboro adults cannot be reached by commercial radio.

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

Even the top radio station available in Baldur and Glenboro cannot match the reach of the local community newspaper.



Source: ComBase 2008/2009