



Geo-Targeting With Retail Locations With Trade Areas or Radius

A suburban retail location with trade area stretching into Edmonton

The Agency's significant retail client was opening a new location at a major intersection in Sherwood Park, AB and felt an appropriate trade area for the business would be up to 15km and include parts of Edmonton.

The agency needed to understand which community newspapers in Edmonton should be considered for planning.

Figure 1



For more information, or for help with your own project, please contact AdWest at info@adwest.ca