



# Geo-Targeting By Unveiling the Target Audience Using GIS Technology

Identifying potential media options by population count & current employment

StatsCan data and the AdWest GIS system was used to highlight a collection of 'best bet' markets/newspapers for an agency specializing in HR and recruitment. Targets criteria was Occupations Unique to Agriculture and Occupations Unique to Forestry, Fishing/Hunting respectively. Information was provided to the client as population counts by newspaper coverage area. The agency simply built the campaign around newspapers with the highest population counts for the target occupation.

Figure 1

Client name: Classroom Agriculture Program [Click](#)

Report Criteria: Publications reporting 1,000+ population Occupation by Industry: 'Agriculture, Forestry, Fishing, Hunting'

NEWSPAPER/MARKET NAME	Totals : Occupations unique to agriculture, excluding labourers	Totals : Occupations unique to agriculture, excluding labourers (R)	Agriculture, forestry, fishing and hunting	Agriculture, forestry, fishing and hunting (R)	Category 5	Category 6	Category 7
ation East Central Alberta Review, Alberta	4,962		1	5,721			1
ront Farm 'n' Friends, Alberta	3,919		2	4,276			2
rose Canadian, Alberta	2,433		5	2,791			3
inwright Edge, Alberta	2,489		4	2,697			4
uc Wetaskiwin Pipestone Flyer, Alberta	2,615		3	2,690			5
w Island Commentator, Alberta	2,326		6	2,610			6
oks & County Chronicle, Alberta	2,142		12	2,537			7
oks Weekend Regional, Alberta	2,077		13	2,490			8
adminster Source (AB) - Tue, Alberta	2,231		7	2,395			9
adminster Meridian Booster (AB) - Fri, Alberta	2,219		9	2,364			11
mheller Mail, Alberta	1,583		14	1,846			14
zeville Observer, Alberta	1,505		15	1,729			15
athmore Standard, Alberta	1,207		20	1,629			16
istral Province, Alberta	1,347		17	1,621			17
trie (Rural) Rocky View Weekly, Alberta	1,339		18	1,570			18
mlion Voice, Alberta	1,475		16	1,513			19
oks Bulletin, Alberta	1,169		23	1,418			20
aldale Sunny South News, Alberta	1,167		24	1,382			21
askiwin Times Advertiser, Alberta	1,286		19	1,345			22
rbey Review, Alberta	1,186		21	1,338			23
can Advocate, Alberta	1,082		26	1,259			24
ee Hills Capital, Alberta	1,071		27	1,211			25
monton Examiner, Al, Alberta	1,171		22	1,203			26
gswick Community Press, Alberta	1,007		30	1,188			27
clocks Western Wheel, Alberta	1,071		28	1,152			28
mlion Standard, Alberta	1,109		25	1,132			29
uc Representative, Alberta	1,070		29	1,030			30
Is Albertan, Alberta	825		32	1,019			31

**For more information, or for help with your own project, please contact AdWest at [info@adwest.ca](mailto:info@adwest.ca)**