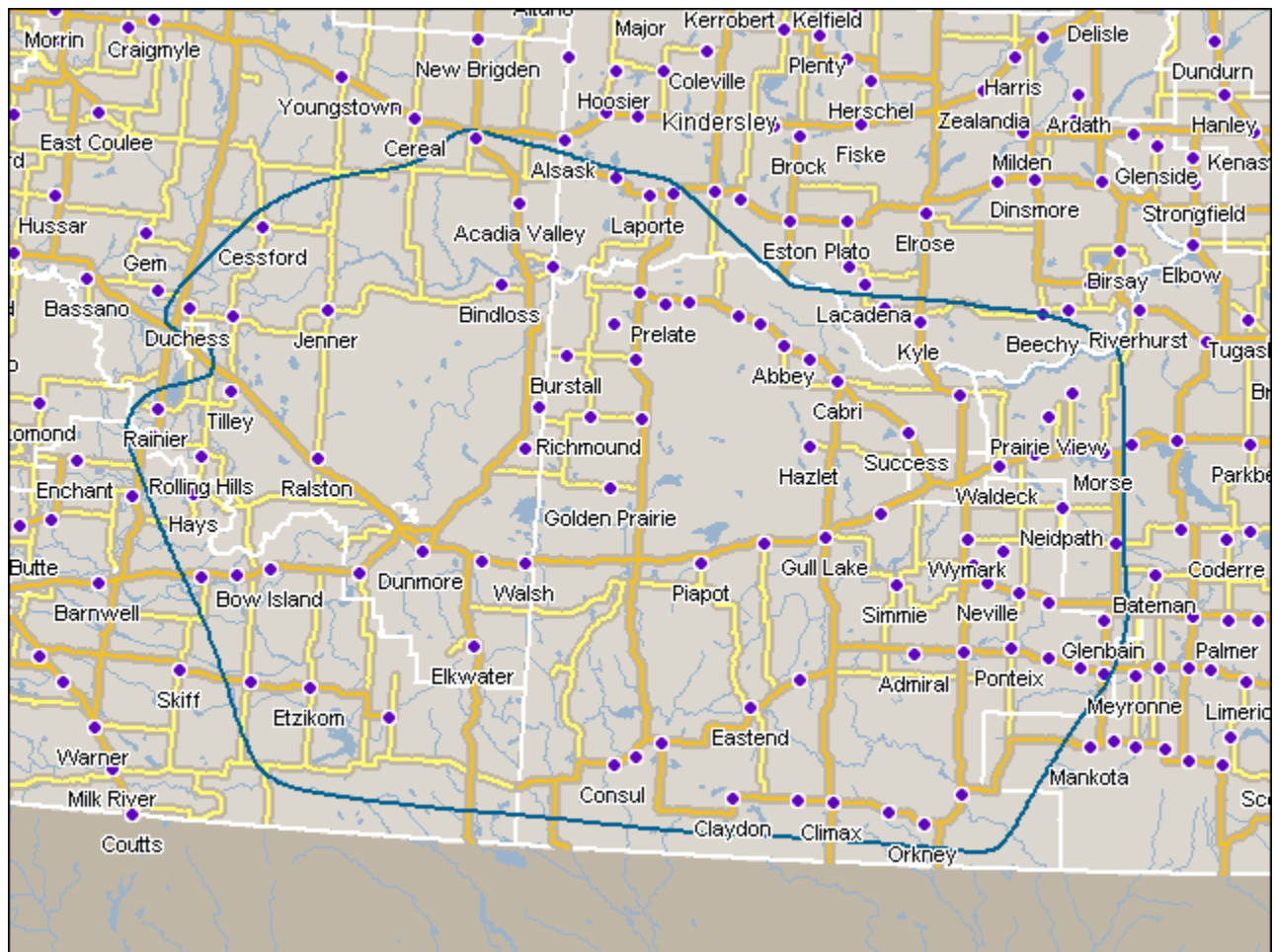


Prairie Post

Publication: Prairie Post
Code: 70062
Market: Regional, SK
Population: 32 588
Publishing Day: Friday
Source: ComBase 2008/2009 Study

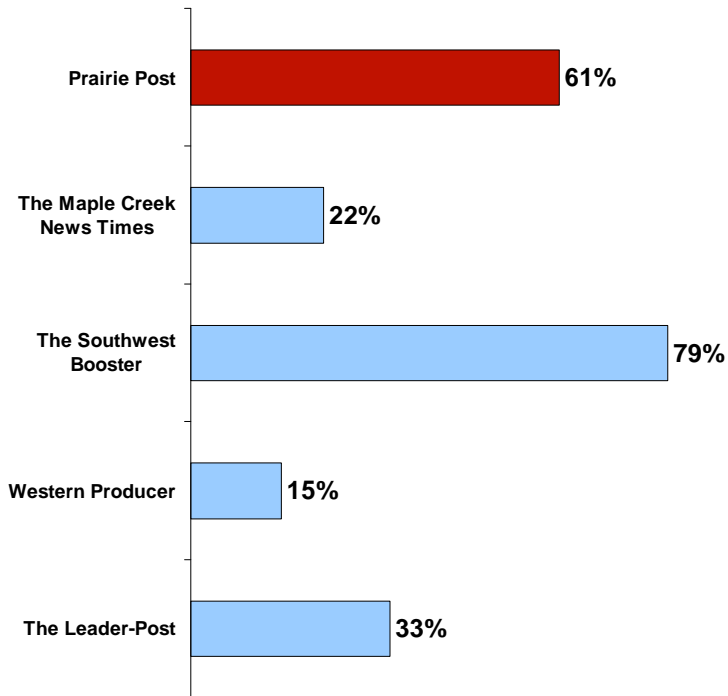


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

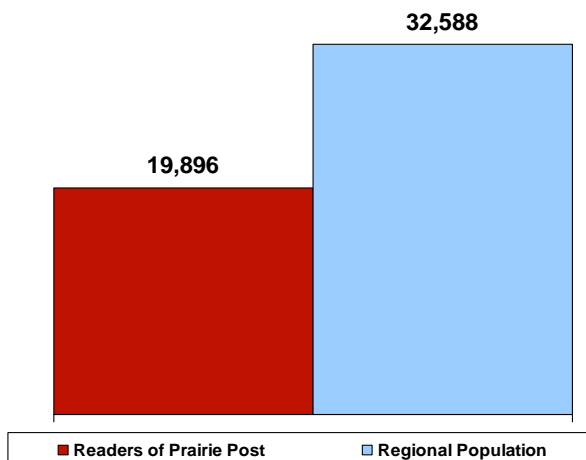
NET READERSHIP*

61% of Regional adults read any of the last 4 issues of Prairie Post.



NET READERS

19,896 Regional adults read any of the last 4 issues of Prairie Post.



NEWSPAPER READERSHIP

- 91% of Regional adults read any community newspaper.
- 41% of Regional adults read any daily newspaper.
- 51% of Regional adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Prairie Post

- 64% of females read Prairie Post.*

GENDER

Male	58%
Female	64%

AGE

18-34 years old	44%
35-49 years old	63%
50+ years old	69%

EDUCATION

High School or less	59%
Tech. or College	55%
University +	73%

HOUSEHOLD INCOME

<\$30K	76%
\$30-49K	67%
>\$50K	71%

RESIDENCE

Own Residence	61%
Rent Residence	67%

FAMILY STATUS

With children	56%
Without children	63%

* 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

53% of Prairie Post readers said they read their community newspaper for advertising.

	Prairie Post Readers*	Community Newspaper Readers**
Editorial	42%	40%
Local News	90%	85%
Local Events	74%	69%
Classified	54%	46%
Real Estate	31%	27%
Jobs/Employment	19%	20%
Advertising	53%	48%
Flyers	39%	38%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

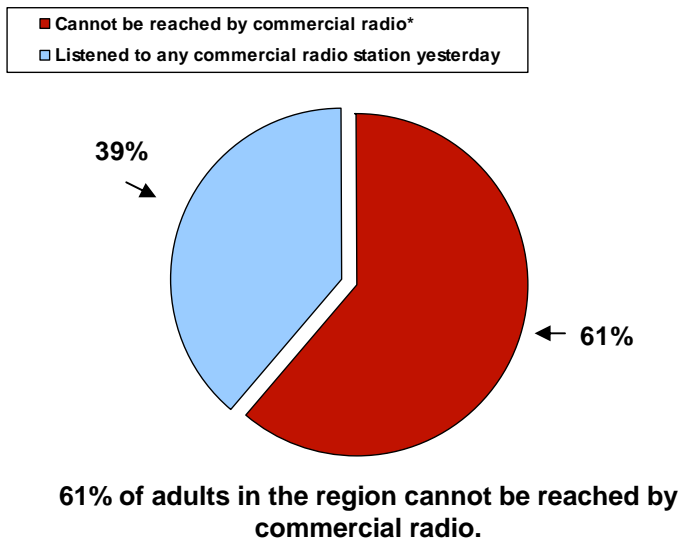
(Read Always Or Sometimes)

51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

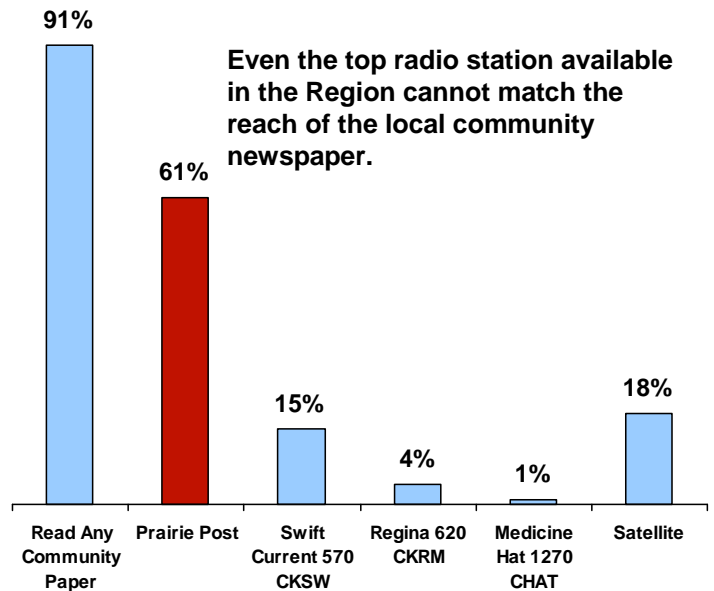
Automotive Supply or Service	51%
Computer Hardware or Software	46%
Department Stores including Clothing	73%
Drug Store or Pharmacy	71%
Fast Food Restaurant	49%
Furniture or Appliances or Electronics	73%
Grocery Store	77%
Home Improvement Store	76%
Investment or Banking Services	26%
Telecommunication and Wireless Products	29%
Other Products or Services	66%

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.



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



Source: ComBase 2008/2009