The News Review

Publication: The News Review Code: 70300 Market: Yorkton, SK Population: 12 247 Publishing Day: Thursday Source: ComBase 2008/2009 Study

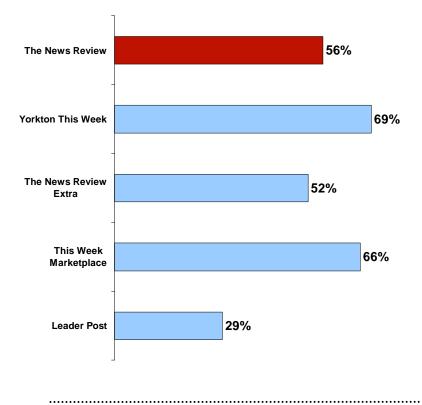


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

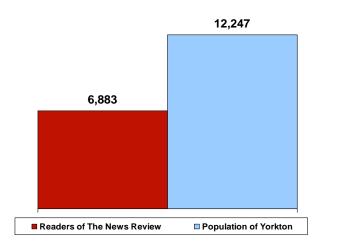
NET READERSHIP*

56% of Yorkton adults read any of the last 4 issues of The News Review.



NET READERS

6,883 Yorkton adults read any of the last 4 issues of The News Review.



* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

NEWSPAPER READERSHIP

- 88% of Yorkton adults read any community newspaper.
- 29% of Yorkton adults read any daily newspaper.
- 60% of Yorkton adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

The News Review

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 55% of females read The News Review.*

Male 58% Female 55% AGE 44% 18-34 years old 44% 35-49 years old 55% 50+ years old 62% EDUCATION 56% High School or less 56% Tech. or College 65% University + 46% \$30K 61% \$30-49K 67% \$50K 56%
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HOUSEHOLD INCOME <\$30K
<\$30K 61% \$30-49K 67%
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>\$50K 56%
RESIDENCE
Own Residence 62%
Rent Residence 30%
FAMILY STATUS
With children 56%
Without children 56%

Media Habits

REASONS FOR READING COMMUNITY NEWSPAPERS

50% of The News Review readers said they read their community newspaper for advertising.

Editorial 46% 39% Local News 87% 83% Local Events 63% 60% Classified 58% 53% Real Estate 33% 27% Jobs/Employment 35% 28% Advertising 50% 41% Flyers 52% 46%		The News Review Readers*	Community Newspaper Readers**
Local Events63%60%Classified58%53%Real Estate33%27%Jobs/Employment35%28%Advertising50%41%	Editorial	46%	39%
Classified58%53%Real Estate33%27%Jobs/Employment35%28%Advertising50%41%	Local News	87%	83%
Real Estate33%27%Jobs/Employment35%28%Advertising50%41%	Local Events	63%	60%
Jobs/Employment35%28%Advertising50%41%	Classified	58%	53%
Advertising 50% 41%	Real Estate	33%	27%
.	Jobs/Employment	35%	28%
Flyers 52% 46%	Advertising	50%	41%
-	Flyers	52%	46%

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

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READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

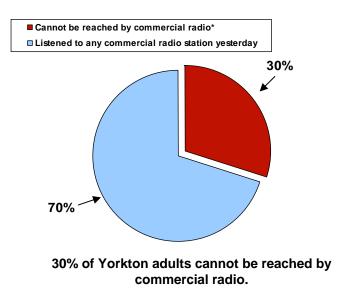
(Read Always Or Sometimes)

50% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	50%
Computer Hardware or Software	46%
Department Stores including Clothing	75%
Drug Store or Pharmacy	58%
Fast Food Restaurant	51%
Furniture or Appliances or Electronics	69%
Grocery Store	79%
Home Improvement Store	75%
Investment or Banking Services	33%
Telecommunication and Wireless Products	37%
Other Products or Services	65%

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.



88% Even the top radio station available in Yorkton cannot match the reach of the local community newspaper. 56% 33% 32% 20% 5% Satellite Read Anv The News Yorkton 940 Yorkton 94.1 THE ROCK Community Review CJGX CFGW 100.5 FM Paper

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