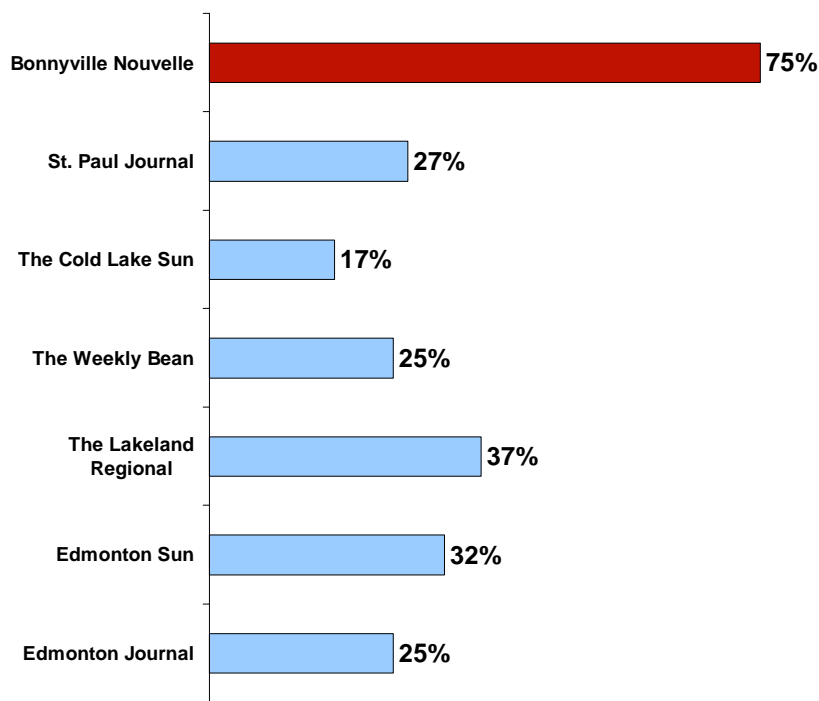


Readership and Demographics

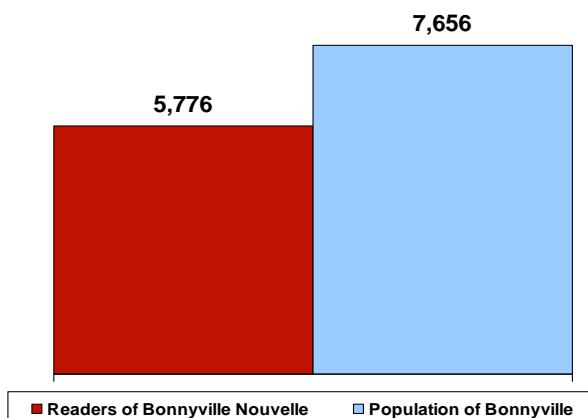
NET READERSHIP*

75% of Bonnyville adults read any of the last 4 issues of Bonnyville Nouvelle.



NET READERS

5,776 Bonnyville adults read any of the last 4 issues of Bonnyville Nouvelle.



NEWSPAPER READERSHIP

- **88%** of Bonnyville adults read any community newspaper.
- **45%** of Bonnyville adults read any daily newspaper.
- **46%** of Bonnyville adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Bonnyville Nouvelle

- **79%** of females read Bonnyville Nouvelle.*

GENDER

Male	72%
Female	79%

AGE

18-34 years old	64%
35-49 years old	88%
50+ years old	77%

EDUCATION

High School or less	66%
Tech. or College	77%
University +	89%

HOUSEHOLD INCOME

<\$30K	64%
\$30-49K	79%
>\$50K	80%

RESIDENCE

Own Residence	75%
Rent Residence	77%

FAMILY STATUS

With children	75%
Without children	76%

* 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

30% of Bonnyville Nouvelle readers said they read their community newspaper for advertising.

	Bonnyville Nouvelle Readers*	Community Newspaper Readers**
Editorial	32%	30%
Local News	81%	80%
Local Events	64%	62%
Classified	38%	38%
Real Estate	31%	28%
Jobs/Employment	31%	27%
Advertising	30%	28%
Flyers	18%	18%

*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)

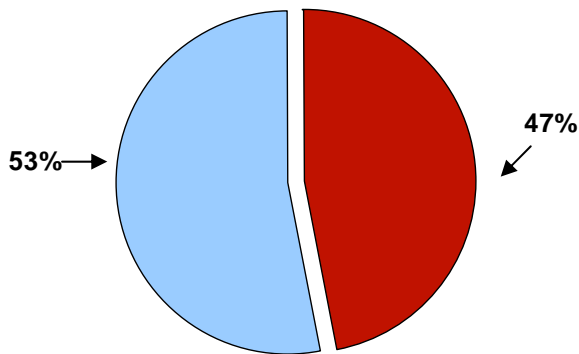
50% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	50%
Computer Hardware or Software	40%
Department Stores including Clothing	64%
Drug Store or Pharmacy	59%
Fast Food Restaurant	34%
Furniture or Appliances or Electronics	63%
Grocery Store	66%
Home Improvement Store	70%
Investment or Banking Services	33%
Telecommunication and Wireless Products	28%
Other Products or Services	61%

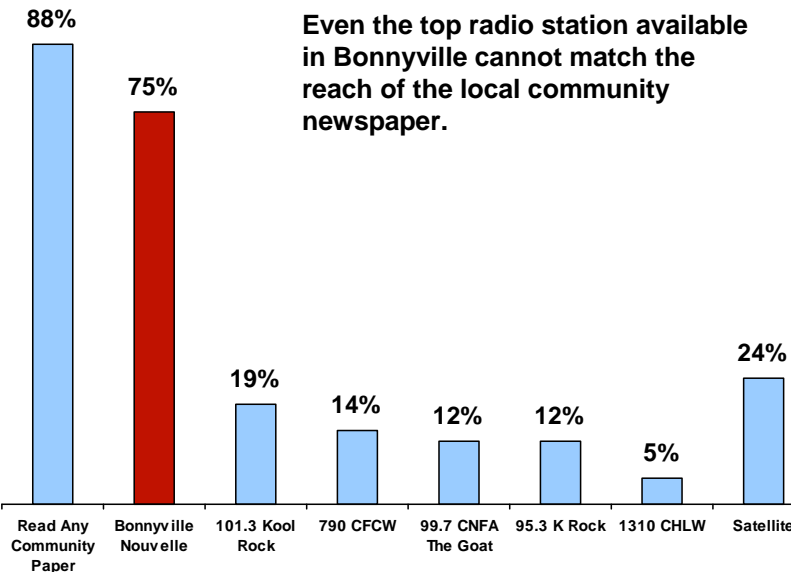
COMMUNITY PRINT MEDIA VS. RADIO

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



47% of Bonnyville adults cannot be reached with commercial radio.



Even the top radio station available in Bonnyville cannot match the reach of the local community newspaper.

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

Source: ComBase 2008