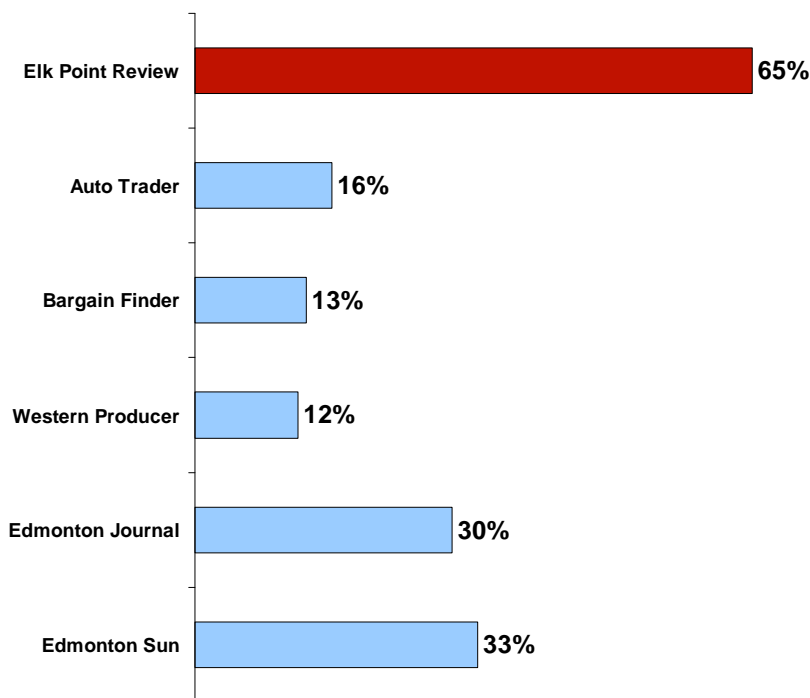


Readership and Demographics

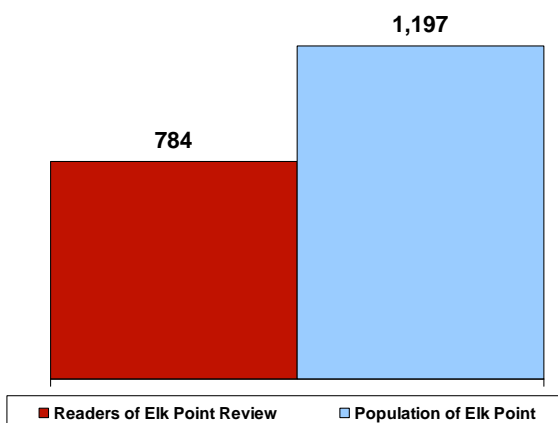
NET READERSHIP*

65% of Elk Point adults read any of the last 4 issues of Elk Point Journal.



NET READERS

784 Elk Point adults read any of the last 4 issues of Elk Point Review.



NEWSPAPER READERSHIP

- 73% of Elk Point adults read any community newspaper.
- 50% of Elk Point adults read any daily newspaper.
- 34% of Elk Point adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Elk Point Review

- 75% of females read Elk Point Review.*

GENDER

Male	56%
Female	75%

AGE

18-34 years old	46%
35-49 years old	66%
50+ years old	77%

EDUCATION

High School or less	65%
Tech. or College	66%
University +	69%

HOUSEHOLD INCOME

<\$30K	72%
\$30-49K	61%
>\$50K	66%

RESIDENCE

Own Residence	67%
Rent Residence	55%

FAMILY STATUS

With children	53%
Without children	75%

* 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

MAIN REASONS FOR READING COMMUNITY NEWSPAPERS

34% of Elk Point Review readers said the main reason for reading the paper is advertising.

	Elk Point Review Readers*	Community Newspaper Readers**
Editorial	39%	39%
Local News	79%	78%
Local Events	75%	73%
Classified	30%	33%
Real Estate	27%	25%
Jobs/Employment	22%	23%
Advertising	34%	36%
Flyers	26%	27%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

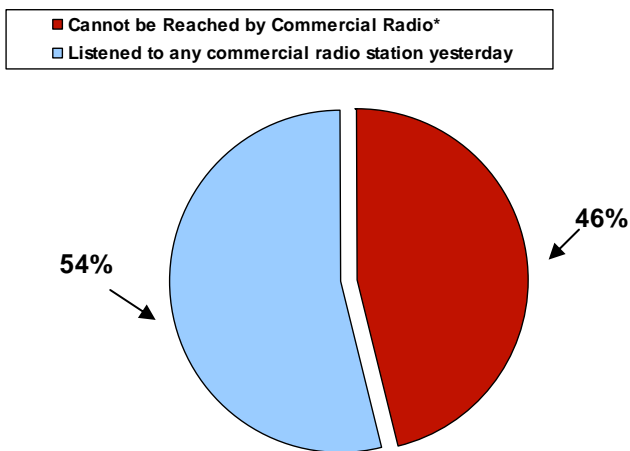
(Read Always Or Sometimes)

40% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	40%
Computer Hardware or Software	40%
Department Stores including Clothing	53%
Drug Store or Pharmacy	50%
Fast Food Restaurant	37%
Furniture or Appliances or Electronics	52%
Grocery Store	69%
Home Improvement Store	64%
Investment or Banking Services	19%
Telecommunication and Wireless Products	28%
Other Products or Services	46%

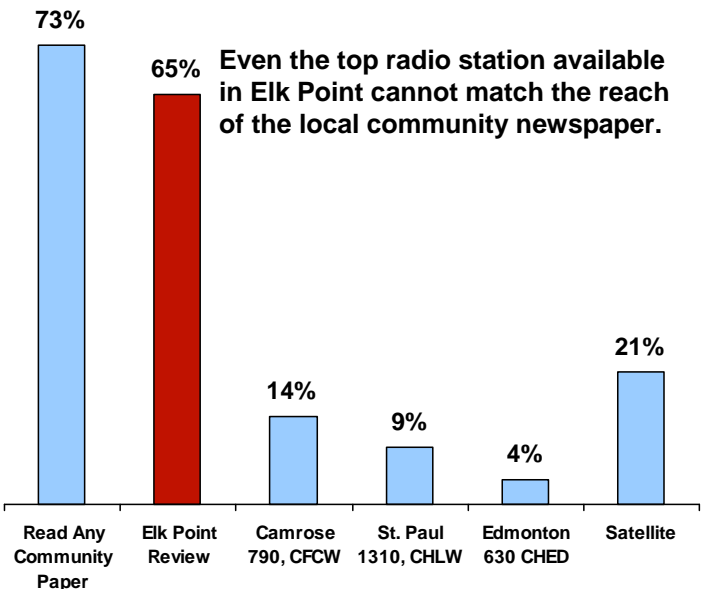
COMMUNITY PRINT MEDIA VS. RADIO

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.



46% of Elk Point Review adults cannot be reached with commercial radio.

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



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

Source: ComBase 2008