

The Barrhead Leader outperforms radio every time.

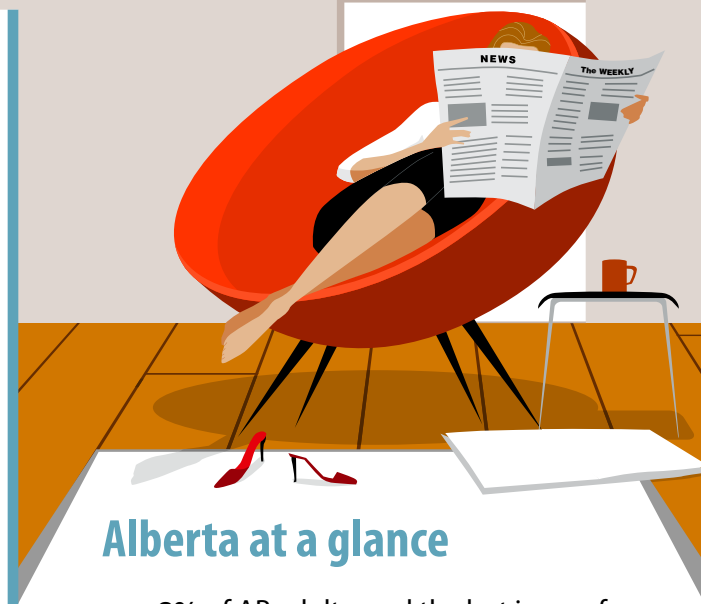
Just one ad in *The Barrhead Leader* reaches more adults than *all* radio stations combined in Barrhead.

Radio is a fragmented medium requiring many ads on many stations to effectively reach a target market. Community newspapers can achieve massive local reach with just a single insertion.

To reach the 48% who listened to any radio station yesterday would require purchasing spots throughout the day on all stations in Barrhead.

The Barrhead Leader goes where radio cannot

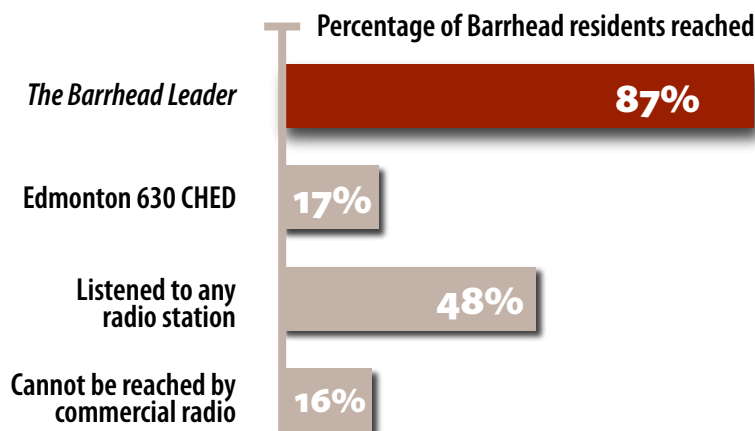
With a single ad, the *The Barrhead Leader* reaches 84% of those who can't be reached by commercial radio. That represents 700 adults who will never hear a radio ad.



Alberta at a glance

- **78%** of AB adults read the last issue of their community newspaper
- **30%** of respondents who read a community newspaper but not a daily
- **46%** of AB adults are light TV viewers
- Among adults with a university+ education, **75%** of adults read community papers
- Among adults with household incomes over \$75K, **79%** read the community paper compared to 50% reading the daily

Community Media versus Radio



Radio reach is limited

The top radio station in Barrhead (Edmonton 630 CHED) only reaches 17% of adults daily.

A total of 16% of Barrhead adults can't be reached with commercial radio because they do not listen to radio or listen only to commercial-free CBC.

What is ComBase?

ComBase is North America's largest media study, measuring newspapers of all types in 400+ individual Canadian markets.

ComBase is an initiative of the Canadian Community Newspapers Association and its nearly 750 members Canada-wide. It is the principal readership research conducted on behalf of the community newspaper industry in Canada. The purpose of the research is to provide consistent and accurate, market-by-market information to assist in the buying and selling of community newspaper advertising space.



Community media deliver

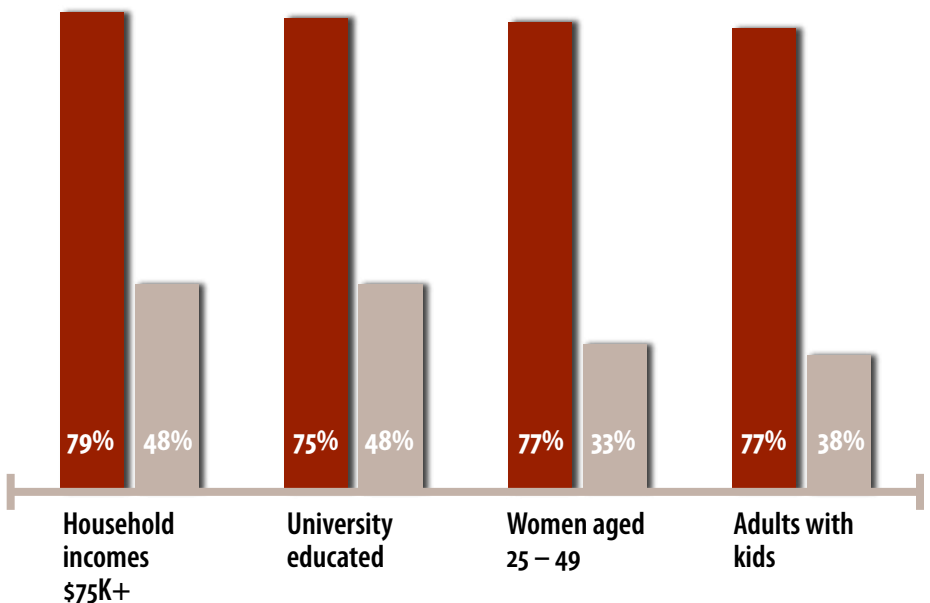


Not only do community newspapers have high readership, but they also reach the most desirable readers for advertisers—**women, households with high incomes, families with children, and university graduates.**

- Even in the most desirable target groups community newspapers are better read than daily newspapers
- Among adults with a university+ education, 75% of adults read community papers compared to 48% reading the daily
- Among adults with household incomes over \$75,000, 79% read the community paper compared to 48% reading the daily

■ Community newspapers
■ Daily Newspapers

Alberta readership



ComBase
COMMUNITY NEWSPAPERS – DEFINITELY