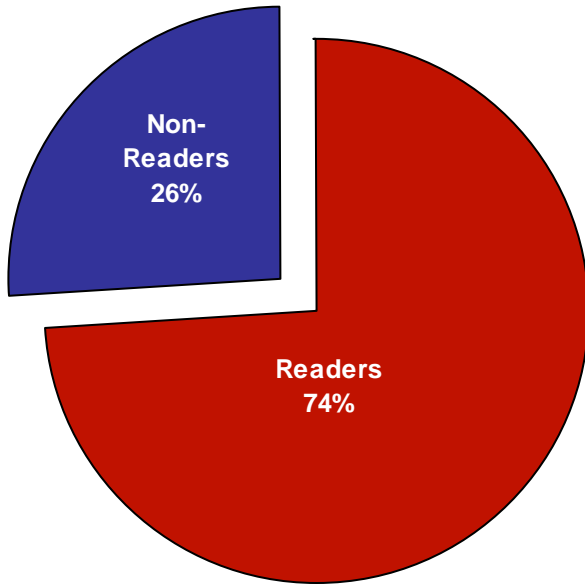


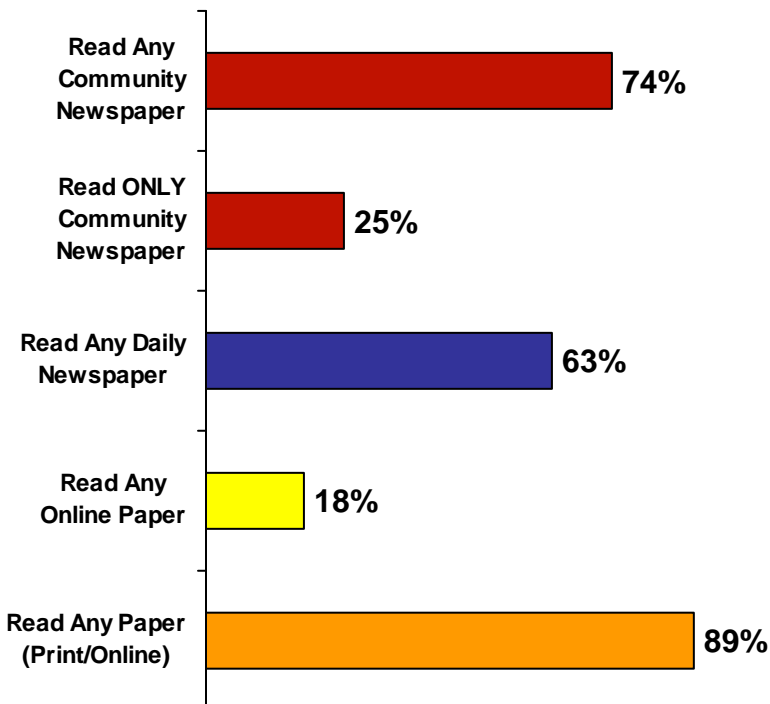
Community Newspapers Readership and Demographics

74% of adults are readers of their local community newspaper*.



NEWSPAPER READERSHIP

Nine out of ten adults are print or online newspaper readers*.



COMMUNITY NEWSPAPERS REACH KEY DEMOGRAPHICS

78% of adults who retired in the last year or plan to retire in the next year are community newspaper readers.*

GENDER

| | |
|--------|-----|
| Male | 72% |
| Female | 77% |

AGE

| | |
|---------------------------|-----|
| Young Readers 18-24 years | 60% |
| Age 25-49 years | 73% |
| Baby Boomers 50+ years | 79% |

EDUCATION

| | |
|-------------------------------|-----|
| High School or less | 73% |
| College (including Technical) | 77% |
| University + | 74% |

HOUSEHOLD INCOME

| | |
|------------|-----|
| <\$30K | 65% |
| \$30-\$49K | 75% |
| >\$50K | 78% |
| >\$75K | 79% |
| >\$100K | 79% |

RESIDENCE

| | |
|----------------|-----|
| Own Residence | 77% |
| Rent Residence | 64% |

FAMILY STATUS

| | |
|------------------|-----|
| With children | 77% |
| Without children | 73% |

LIFE EVENTS *(occurred in last year/next year)*

| | |
|-----------------------|-----|
| Marriage | 73% |
| Child/Grandchild born | 74% |
| Retire | 78% |
| Change job | 69% |
| Move (same city) | 71% |

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

Community Newspapers Media Habits

WHY DO READERS TURN TO COMMUNITY NEWSPAPERS?

31% of community newspaper readers listed Advertising as one of the reasons for reading their community newspaper.

| Community Newspaper Readers* | |
|------------------------------|-----|
| Editorial | 35% |
| Local News | 82% |
| Local Events | 63% |
| Classified | 33% |
| Real Estate | 22% |
| Jobs/Employment | 19% |
| Advertising | 31% |
| Flyers | 36% |

*read any community newspaper. Multiple mentions accepted.

READERSHIP OF FLYERS DELIVERED IN COMMUNITY NEWSPAPERS

Grocery flyers are read by **76%** of community newspaper readers.

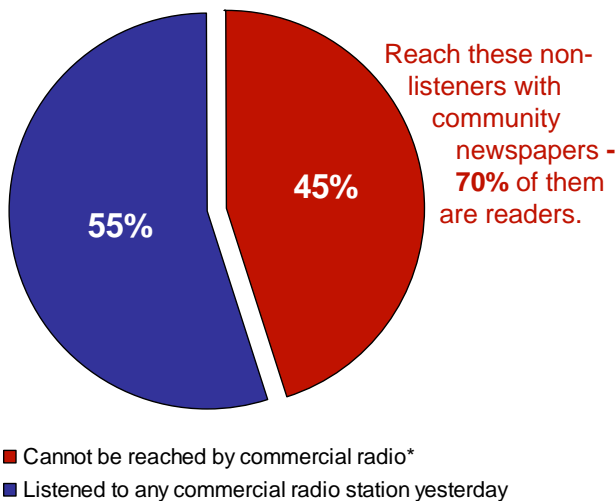
| | |
|---|-----|
| Automotive Supply or Service | 40% |
| Computer Hardware or Software | 47% |
| Department Stores including Clothing | 70% |
| Drug Store or Pharmacy | 62% |
| Fast Food Restaurant | 42% |
| Furniture or Appliances or Electronics | 66% |
| Grocery Store | 76% |
| Home Improvement Store | 68% |
| Investment or Banking Services | 27% |
| Telecommunication and Wireless Products | 31% |
| Other Products or Services | 57% |

*read any community newspaper. Always or sometimes read flyers.

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.

45% of adults cannot be reached by commercial radio*.



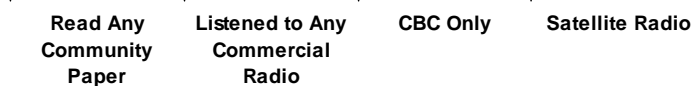
74%

55%

Promote frequency using community newspapers and radio. **Eight out of ten** radio listeners are also reading their local community newspaper.

8%

5%



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

Community Newspapers

ComBase 2008/2009

Methodology

- English interviewing only of adults 18+
- Telephone interviewing (approximate interview length 12-15 minutes)
- No respondent substitution
- Minimum response rate of 35% by market
- Full sample conducted in each market (different from previous rolling sample methodology)
- Sample size by market ranges from 100 to 200+ based on number of households
- Random directory sample based on newspaper market area
- Geographic boundaries determined by newspaper circulation and penetration
- Interviews conducted Tuesday to Saturday and balanced by day of week
- Margin of error ranges from 5-8% depending on total market sample

Timing of ComBase 2008/2009

Interviewing by market was conducted during one of the following fieldwork periods:

- January 2008 to June 2008
- September 2008 to October 2008
- January 2009 to April 2009

Research Supplier

- ComBase 2008/2009 was conducted by Leger Marketing
- Interviews were conducted out of the Winnipeg and Montreal call centres by English interviewers only

Cumulative Readership

- Cumulative Readership for community newspapers represents readers of any of the last four community newspaper issues
- Cumulative Readership for daily newspapers represents readers of any of the last five weekday daily newspaper issues

New Questions

Several new questions were added to the ComBase 2008/2009 questionnaire:

- reasons for reading community newspapers (multiple responses) - *editorial, flyers, local events, classified ads, jobs/employment, real estate, local news, in-newspaper advertising*
- readership of flyers delivered with community *newspapers by category* - *Grocery Store, Drug Store or Pharmacy, Home Improvement Store, Automotive Supply or Service, Department Store including Clothing, Fast Food and Restaurant, Furniture / Appliance / Electronics, Computer Hardware/Software, Investments or Banking Services, Other Products or Services*
- computers/internet - *time spent, usage by category, Number of computers in household, readership of online newspapers*
- satellite radio measurement
- classifieds - *usage of print or online classified ads*
- life events in the past 12 months or the next 12 months - *marriage, child born/adopted, change job, retire, move (within same town or to another city)*

ComBase 2008/2009 Measured Markets

Number of Markets Measured: 217

Total Adult Population: 5,542,317

Number of Interviews: 39,812

| Province | Market | Member Papers | Member Papers | Member Papers |
|----------|----------------------|----------------------------------|------------------------|-------------------------------|
| AB | Airdrie | Airdrie Echo | | |
| AB | Athabasca | Athabasca Advocate | | |
| AB | Banff | Banff Crag and Canyon | | |
| AB | Barrhead | Barrhead Leader | | |
| AB | Beaumont | Beaumont News | | |
| AB | Bonnyville | Bonnyville Nouvelle | | |
| AB | Bow Island | The Commentator and Courier | | |
| AB | Brooks | Brooks Bulletin | The Weekender | The Brooks & County Chronicle |
| AB | Camrose | The Camrose Canadian | | |
| AB | Canmore | Canmore Leader | Rocky Mountain Outlook | |
| AB | Cardston | Temple City Star | | |
| AB | Carstairs | Carstairs Courier | | |
| AB | Claresholm | Claresholm Local Press | | |
| AB | Coaldale | Sunny South News | | |
| AB | Cochrane | Cochrane Times | | |
| AB | Consort | Consort Enterprise | | |
| AB | Coronation | Coronation Review | | |
| AB | Crossfield/Irricana | Rocky View Weekly | | |
| AB | Crowsnest | Crowsnest Pass Promoter | | |
| AB | Devon | Devon Dispatch News | | |
| AB | Didsbury | Didsbury Review | | |
| AB | Drumheller | Drumheller Valley Times | | |
| AB | Eckville | Eckville Echo | | |
| AB | Edmonton | The Edmonton Examiner | | |
| AB | Elk Point | Elk Point Review | | |
| AB | Falher | Falher Smoky River Express | | |
| AB | Fort MacLeod | Fort MacLeod Gazette | | |
| AB | Fort Saskatchewan | Ft. Saskatchewan Record | | |
| AB | Grande Cache | Grande Cache Mountaineer | | |
| AB | High Prairie | High Prairie South Peace News | | |
| AB | High River | High River Times | | |
| AB | Innisfail | Innisfail Province | | |
| AB | Lac La Biche | Lac la Biche Post | | |
| AB | Lacombe | Lacombe Globe | | |
| AB | Lamont | Lamont Farm N Friends | | |
| AB | Leduc | Leduc Representative | | |
| AB | Lethbridge | Lethbridge Sun Times | | |
| AB | Lloydminster | Meridian Booster (AB/SK) | | |
| AB | Magrath | Westwind Weekly News | | |
| AB | Millet | Pipestone Flyer | | |
| AB | Morinville | Morinville Free Press | | |
| AB | Nanton | Nanton News | | |
| AB | Okotoks | Okotoks Western Wheel | | |
| AB | Olds | The Olds Albertan | | |
| AB | Oyen | Oyen Echo | | |
| AB | Peace River | Peace River Record Gazette | | |
| AB | Pincher Creek | Pincher Creek Echo | | |
| AB | Ponoka | Ponoka News | | |
| AB | Provost | Provost News | | |
| AB | Red Deer | The Red Deer Express | | |
| AB | Redwater | Redwater Review | | |
| AB | Rocky Mountain House | Rocky Mountain House Mountaineer | | |
| AB | Rycroft | Rycroft Central Peace Signal | | |
| AB | Sedgewick | Sedgewick Community Press | | |
| AB | Sherwood Park | Sherwood Park News | | |
| AB | Slave Lake | Slave Lake Lakeside Leader | | |
| AB | Spruce Grove | Spruce Grove Examiner | | |
| AB | St. Albert | Saint City News | St. Albert Gazette | |
| AB | St. Paul | St. Paul Journal | | |
| AB | Stettler | Stettler Independent | | |
| AB | Stony Plain | Stony Plain Reporter | | |
| AB | Sundre | Sundre Round-Up | | |
| AB | Sylvan Lake | Sylvan Lake News | | |
| AB | Taber | Taber Times | | |
| AB | Three Hills | Three Hills Capital | | |
| AB | Tofield | Tofield Mercury | | |

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|----------|------------------------------|--------------------------------|-------------------------------|-----------------|
| AB | Valleyview | The Valleyview Valley Views | | |
| AB | Vauxhall | Vauxhall Advance | | |
| AB | Vermilion | Vermilion Standard | | |
| AB | Viking | Viking Weekly Review | | |
| AB | Vulcan | Vulcan Advocate | | |
| AB | Wainwright | Wainwright Review | Wainwright Star Chronicle | Wainwright Edge |
| AB | Westlock | Westlock News | | |
| AB | Wetaskiwin | Wetaskiwin Times | | |
| AB | Whitecourt | Whitecourt Star | | |
| BC | 100 Mile House | 100 Mile House Free Press | | |
| BC | Abbotsford | Abbotsford Times | Abbotsford News | |
| BC | Burnaby | Burnaby Now | The News Leader | |
| BC | Campbell River | Courier-Islander | Campbell River Mirror | |
| BC | Chilliwack | Chilliwack Progress | The Times | |
| BC | (Port) Coquitlam/Port Moody | The Now | Tri City News | |
| BC | Courtenay/Comox | Comox Valley Record | Comox Valley Echo | |
| BC | Cranbrook | Kootenay News Advertiser | The Daily Townsman | |
| BC | Delta (South Delta Only) | South Delta Leader | The Optimist | |
| BC | Duncan | Cowichan News Leader/Pictorial | Cowichan Valley Citizen | |
| BC | Kamloops | Kamloops This Week | | |
| BC | Kelowna | Capital News | | |
| BC | Kimberley | Kootenay News Advertiser | The Daily Bulletin | |
| BC | Langley | The Advance (News) | Langley Times | |
| BC | Maple Ridge/Pitt Meadows | The Times | Maple Ridge/Pitt Meadows News | |
| BC | Mission | Mission Times | Mission City Record | |
| BC | Nanaimo | Nanaimo News Bulletin | | |
| BC | Nelson | Nelson Daily News | | |
| BC | New Westminster | The News Leader | The Record | |
| BC | North Surrey & North Delta | Surrey/North Delta Leader | Now Regional | |
| BC | North Vancouver | North Shore News | The Outlook | |
| BC | Parksville | The News | | |
| BC | Penticton | Penticton Western News | | |
| BC | Port Alberni | Alberni Valley Times | Alberni Valley News | |
| BC | Powell River | The Powell River Peak | | |
| BC | Prince George | The Prince George Free Press | | |
| BC | Prince Rupert | Prince Rupert Northern View | Prince Rupert Daily News | |
| BC | Quesnel | Quesnel Cariboo Observer | | |
| BC | Richmond | Richmond Review | Richmond News | |
| BC | Sechelt | Coast Reporter | | |
| BC | Squamish | The Chief | | |
| BC | Surrey South/White Rock | The Peace Arch News | The Now Regional | |
| BC | Trail | Trail-Rossland News | Trail Daily Times | |
| BC | Vancouver (city) - Downtown | Westender | | |
| BC | Vancouver (city) - East side | The Courier | | |
| BC | Vancouver (city) - West side | The Courier | | |
| BC | Vernon | The Morning Star | | |
| BC | Victoria CMA (Oak Bay) | Oak Bay News | | |
| BC | Victoria CMA (Saanich) | Saanich News | | |
| BC | Victoria CMA (Sidney) | Peninsula News Review | | |
| BC | Victoria CMA (Sooke) | Sooke News Mirror | | |
| BC | Victoria CMA (Victoria) | Victoria News | | |
| BC | Victoria CMA (Westshore) | Goldstream News Gazette | | |
| BC | Williams Lake | Williams Lake Tribune | | |
| MB | Altona | Altona Red River Valley Echo | | |
| MB | Baldur & Glenboro | The Gazette | | |
| MB | Beausejour | The Clipper Weekly | Beausejour Review | |
| MB | Brandon | Brandon Wheat City Journal | | |
| MB | Carberry | Carberry News Express | | |
| MB | Carman | Carman Valley Leader | | |
| MB | Dauphin | Dauphin Herald | | |
| MB | Emerson | Emerson Southeast Journal | | |
| MB | Gimli | Interlake Spectator | | |
| MB | Lac du Bonnet | Lac Du Bonnet Leader | | |
| MB | Minnedosa | Minnedosa Tribune | | |
| MB | Morden | Morden Times | | |
| MB | Neepawa | Neepawa Press | | |

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|----------|-------------------------------|----------------------------------|--------------------------|--------------------------|
| MB | Portage La Prairie | Herald Leader | | |
| MB | Roblin | Roblin Review | | |
| MB | Russell | Russell Banner | | |
| MB | Selkirk | Selkirk Journal | | |
| MB | Shoal Lake | Crossroads This Week | | |
| MB | Steinbach | Carillon | | |
| MB | Stonewall | Stonewall Argus & Teulon Times | | |
| MB | Swan River | Swan River Star & Times | | |
| MB | The Pas | Opasquia Times | | |
| MB | Treherne | The Treherne Times | | |
| MB | Virден | Virден Empire and Advance | | |
| MB | Winkler | Winkler Times | | |
| NB | St. Stephen | The St. Croix Courier | | |
| NL | Carbonear | The Compass | | |
| NL | Channel-Port Aux Basques | The Gulf News | | |
| NL | Clareville | The Packet | | |
| NL | Gander | The Beacon | | |
| NL | Grand Falls-Windsor | The Advertiser | | |
| NL | Lewisporte | The Pilot | | |
| NL | Marystown | The Southern Gazette | | |
| NL | Stephenville | The Georgian | | |
| NS | Bedford-Sackville | The Weekly News | | |
| NS | Bridgewater/Lunenburg | The Bulletin/Progress Enterprise | | |
| NS | Kentville | The Advertiser | | |
| NS | Kentville/Berwick | The Kings County Register | | |
| NS | Liverpool | The Advance | | |
| NS | Lunenburg | The Lighthouse Log | | |
| NS | Pictou | The Advocate | | |
| NS | Port Hawkesbury | The Reporter | | |
| NS | Yarmouth | The Vanguard | | |
| NT | Fort Simpson | Deh Cho Drum | | |
| NT | Hay River | The Hay River Hub | | |
| NT | Inuvik | Inuvik Drum | | |
| NT | Yellowknife | Yellowknifer | News North - NWT Edition | |
| NU | Rankin Inlet | Kivalliq News | | |
| NU | Yellowknife | News North - NU Edition | | |
| ON | Belleville/Trenton (Stirling) | The Community Press (Quinte) | | |
| ON | Campbellford | The Community Press (Western) | | |
| ON | Dryden | Dryden Observer | | |
| ON | Fort Frances | Fort Frances Times | | |
| ON | Kincardine | Kincardine Independent | | |
| ON | Kingston | Kingston This Week | Kingston Whig Standard | |
| ON | Little Current | The Manitoulin Expositor | | |
| ON | Orleans | Orleans Star | | |
| ON | Stirling | The Community Press (Eastern) | | |
| ON | Sudbury | Northern Life | | |
| PE | Alberton | West Prince Graphic | | |
| PE | Montague | Eastern Graphic | | |
| SK | Carlyle | Carlyle Observer | | |
| SK | Estevan | Estevan Lifestyles | Estevan Mercury | Southeast Trader Express |
| SK | Humboldt | Humboldt Journal | | |
| SK | Moose Jaw | Moose Jaw Sunday Times | Moose Jaw Times Herald | |
| SK | North Battleford | The News Optimist | Regional Optimist | |
| SK | Prince Albert | Prince Albert Daily Herald | Rural Roots | |
| SK | REGIONAL | Parkland Review | | |
| SK | Rosthern | Saskatchewan Valley News | | |
| SK | Swift Current | Prairie Post | | |
| SK | Wadena | Wadena News | | |
| SK | Weyburn | Weyburn Review | | |
| SK | Yorkton | Yorkton News Review | Yorkton This Week | |