

IN CELEBRATION OF NEWSPAPER WEEK, OCTOBER 4 - 10, 2015

THE POWER of the PRESS

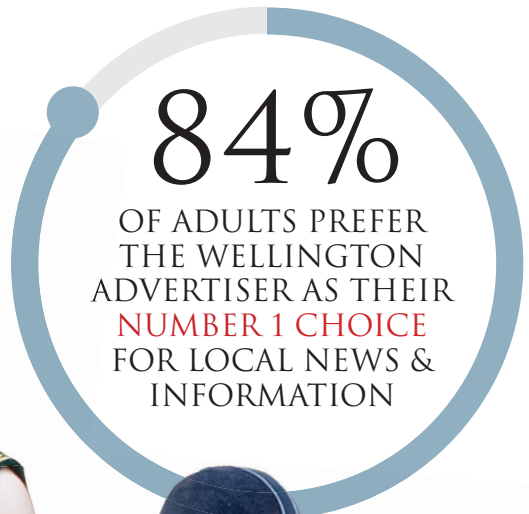
In late 2014 The Wellington Advertiser commissioned KubasPrimedia to conduct a comprehensive study of consumers in its marketplace.

The research focused on readership and rating of *The Wellington Advertiser*. Topics also covered media usage, shopping habits, lifestyle habits and demographics.

The research survey was conducted by mail and online over November and December 2014. Surveys were distributed in specific postal codes in which the publication is distributed and incentives were provided to respondents to encourage participation.

Responses were compiled and analyzed into a full report. We are proud to share some of the results of the survey in celebration of Newspaper Week and "the power of the press."

VERIFIED
CIRCULATION
40,173



THE WELLINGTON ADVERTISER

FREE PRESS ~ NEWS WEEKLY

www.wellingtonadvertiser.com

CDC: Flu vaccine may not provide full protection

by Jaime Myslik
WELPH - The flu vaccine North Americans are receiving this year is not providing full protection against the most dangerous virus around this season, the Centers for Disease Control and Prevention says.
In the past year, the seasonal influenza virus has been the most common cause of death in North America and approximately half of the cases are caused by "drift" variants, meaning they are a different strain of flu against which the vaccine does not protect.



Quick action, first aid training saved heart attack victim's life, OPP says

VERIFIED CIRCULATION OF 40,173

WE COVER THE COUNTY

LOCAL NEWS SINCE 1968

78%

OF SURVEY RESPONDENTS READ THE LAST ISSUE OF THE WELLINGTON ADVERTISER

THANK YOU FOR PARTICIPATING

We are fortunate to enjoy strong readership results and we would like to thank those who took the time to complete the survey.

We would also like to thank our loyal readers and the advertisers that help us to provide FREE NEWS WEEKLY to Wellington County.



In 1968, William Hugh Adsett (WHA) founded the Fergus and Area Shopping News and WHA Publications was born. William Adsett was the only employee and his office was the front seat of his 1965 Chevy Impala.

The paper grew and expanded to *The Wellington Advertiser* we know and read today. The company has grown to 43 staff members, and now includes a print division.



WHA Publications remains family owned and operated and *The Wellington Advertiser* is currently

ONE OF THE LARGEST INDEPENDENT NEWSPAPERS IN SOUTHWESTERN ONTARIO.

Since 1971 *The Community News* has served Mapleton Township. Its current circulation is

5,451.



The average reader spends **27.5 MINUTES** per issue reading *The Wellington Advertiser*

1980s - 2005

The little gingerbread brick house in downtown Fergus, currently VanGali's, served as our office for a period of great transition.

Compugraphic photo-typesetting and cutting and pasting by hand were replaced by desktop publishing, which ultimately led to full-page pagination.

The advent of the internet made it possible to send files in minutes, saving the weekly three-hour round trip to Hamilton to deliver a box of physical layout pages to the press.





There's a lot of glossy products out there, particularly flyers, magazines and flyer booklets - the majority of which are printed on virgin material.

At the very best, they may have some recycled content, but it is fractional. All of that material gets fed into recycled newsprint.

MEANWHILE ... WE ARE GREEN.

The newspaper always has been recycled and continues to be recycled. In fact, we pay fees with ads to help offset the cost of recycling in Wellington.

The net cost for pickup is roughly

\$90,000 PER YEAR

and the newspapers pay half of that in in-kind advertising.

33%

OF READERS WILL READ A PARTICULAR ISSUE 3 OR MORE TIMES. READERS WILL KEEP A COPY OF THE WELLINGTON ADVERTISER FOR **3.7 DAYS**

Eventually, after being well read, The Wellington Advertiser will end up in the recycling bin and we're okay with that!

2005 - PRESENT

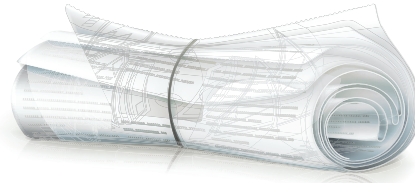
In 2005 The Wellington Advertiser moved to its current location at the corner of Gordon and Gartshore in Fergus.

The new building offered space to build, sort, store and package the weekly paper and house the growing number of flyers, staff and vehicles in the delivery fleet.

Fergus Printing moved to our location in 2012 and we have just recently expanded our current location to provide much needed space to our mail room facility.

97%

OF RESPONDENTS ARE SATISFIED WITH THE DELIVERY OF THE WELLINGTON ADVERTISER



150 Foot Carriers

Deliver to **215** different routes

Pictured above are Centre Wellington carriers: Noelle, Brooklyn and Scott Morris.

3 VANS

delivering to rural drivers and foot carriers cover Fergus, Guelph, Elora; Arthur, Conn, Mount Forest, Belwood, Erin and Hillsburgh; Alma, Harriston, Clifford, Listowel, Palmerston, Moorefield, Drayton and Rockwood areas.



OUR DRIVERS COVER OVER 4,000 KM EACH WEEK



19 Rural drivers deliver to **42** different rural routes

17

Mail room/distribution employees handle anywhere from

250,000 TO 600,000

flyers and papers per week, depending on the shopping season.



WE BELIEVE IN

of THE POWER PRINT

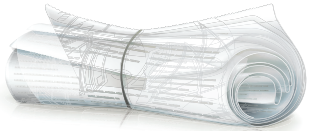
WE OFFER ONE-STOP SHOPPING FOR YOUR LOCAL MARKETING NEEDS



PUBLISHING

From graphic design to layout and print, we can create a project from start to finish, including delivery.

Chances are you have seen the work of our award-winning production department.



ADVERTISING

We are passionate about our paper and proud to provide value for your advertising dollar.

FOR LOCAL COMMUNITY NEWS AND INFORMATION EACH WEEK, WE ARE TRULY LOCAL. LOCAL NEWS, LOCAL PEOPLE, LOCAL OFFICE.

40,173 copies

315 copies

Arthur Enterprise

1,250 copies

Erin Advocate

7,973 copies

Fergus Elora News Express

648 copies

Minto Express

1,557 copies

Mount Forest Confederate

The Wellington Advertiser

Weekly circulation figures based on the OCNA website as of Sept. 28, and our recent verified circulation.



DISTRIBUTION

With recent changes to Canada Post delivery, we are your best choice locally for 'door-to-door' delivery.

We offer flyer delivery for as low as **\$49.95** PER THOUSAND

Compare with Canada Post at nearly 15.4¢ per home!

WE CAN TARGET YOUR PREFERRED MARKET BY ZONES AND OFFER ADDITIONAL DISCOUNTS TO THOSE WHO USE OUR PRINT SERVICES



WEB

We were first on the web locally and joined Twitter in 2011. WE BRING YOU BREAKING NEWS THROUGH OUR WEBSITE AND TWITTER. Also, this is a great platform for community print publications and online advertising. Community publications we design and publish are marketed online under digital publications listed at the bottom of our home page and we promote their launch on twitter.

WWW.WELLINGTONADVERTISER.COM | @WELLYADVERTISER