

The Lighthouse Log

Publication: The Lighthouse Log

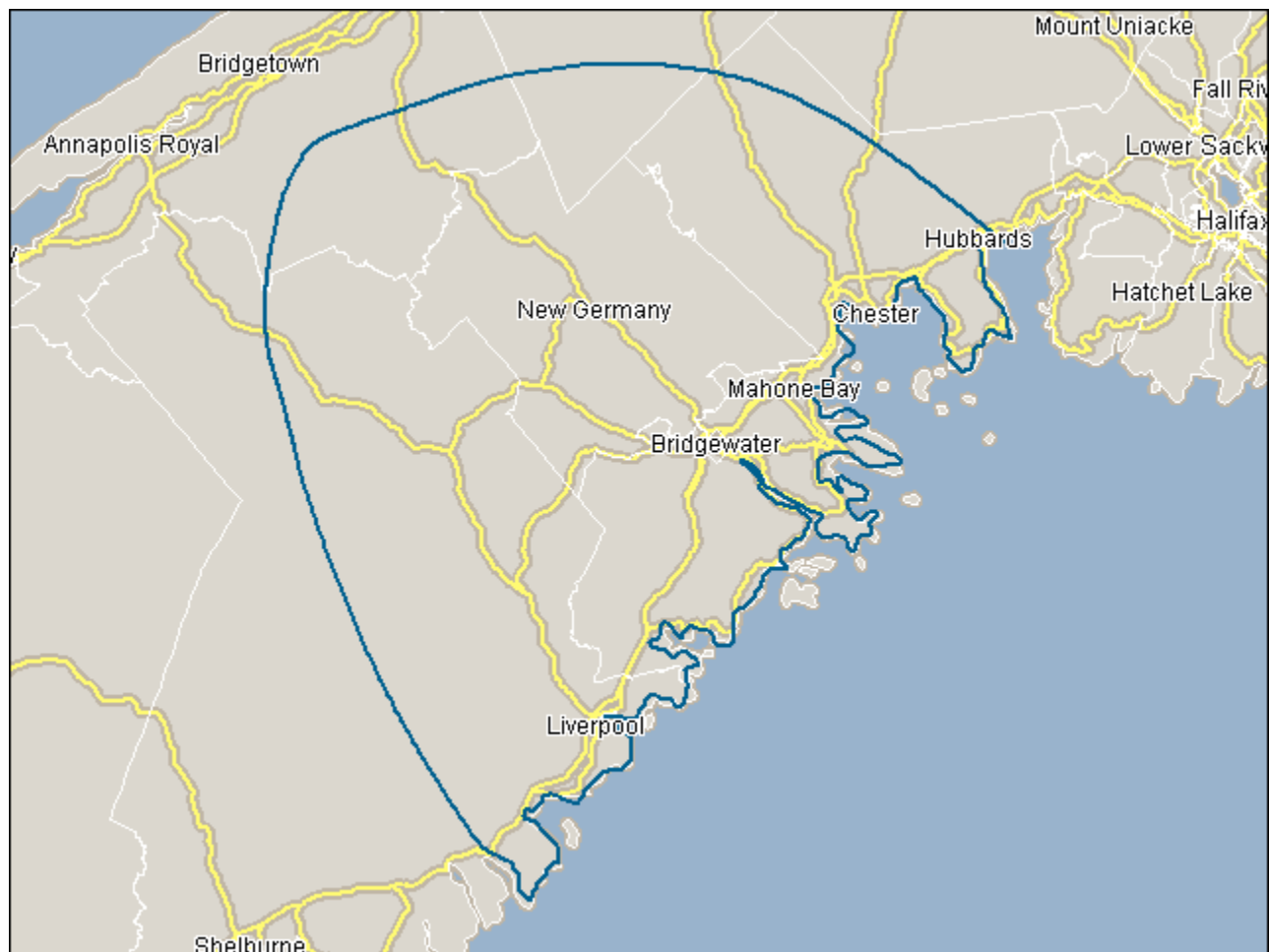
Code: 20101

Market: Lunenburg, NS

Population: 29 003

Publishing Days: Friday

Source: ComBase 2008/2009 Study

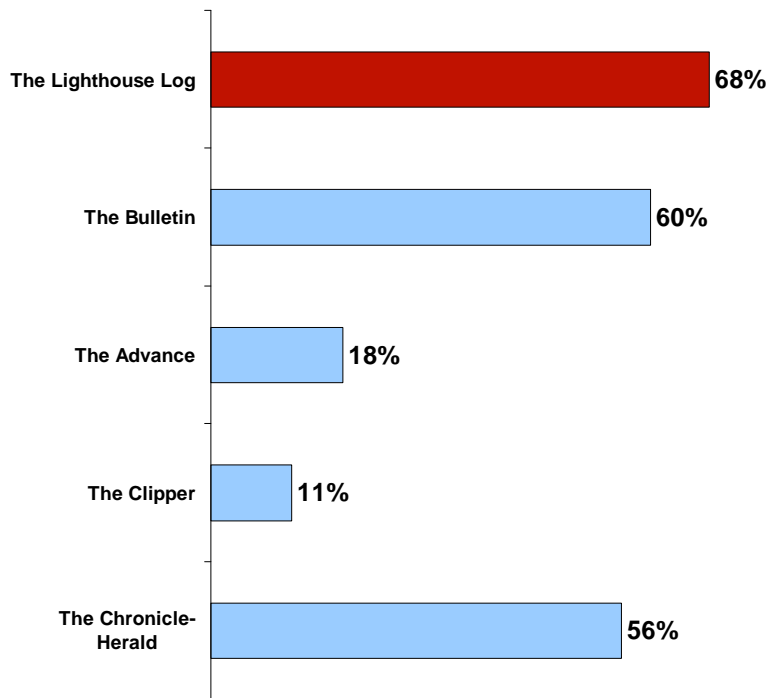


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

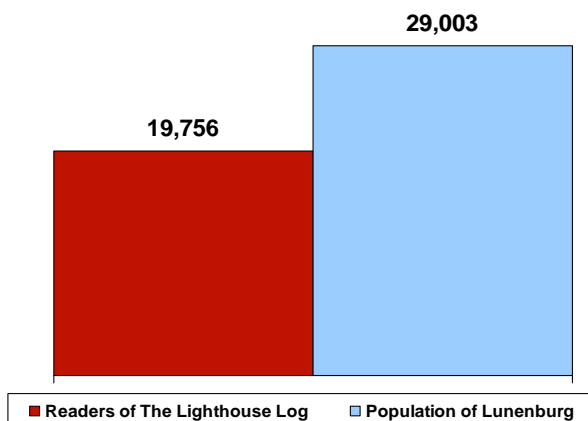
NET READERSHIP*

68% of Lunenburg adults read any of the last 4 issues of The Lighthouse Log.



NET READERS

19,756 Lunenburg adults read any of the last 4 issues of The Lighthouse Log.



NEWSPAPER READERSHIP

- 86% of Lunenburg adults read any community newspaper.
- 56% of Lunenburg adults read any daily newspaper.
- 32% of Lunenburg adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

The Lighthouse Log

- 72% of females read The Lighthouse Log.*

GENDER

Male	65%
Female	72%

AGE

18-34 years old	63%
35-49 years old	69%
50+ years old	69%

EDUCATION

High School or less	73%
Tech. or College	62%
University +	66%

HOUSEHOLD INCOME

<\$30K	65%
\$30-49K	70%
>\$50K	66%

RESIDENCE

Own Residence	71%
Rent Residence	50%

FAMILY STATUS

With children	72%
Without children	66%

* 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

29% of The Lighthouse Log readers said they read their community newspaper for advertising.

	The Lighthouse Log Readers*	Community Newspaper Readers**
Editorial	28%	28%
Local News	79%	80%
Local Events	44%	46%
Classified	44%	41%
Real Estate	16%	15%
Jobs/Employment	30%	27%
Advertising	29%	28%
Flyers	30%	28%

*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)

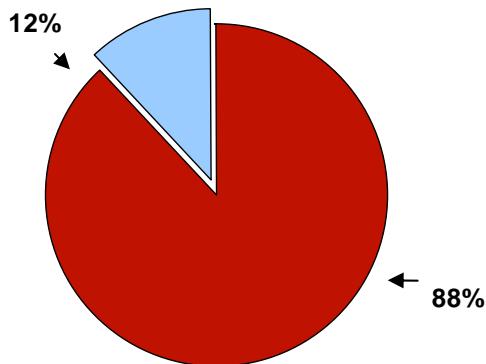
52% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	52%
Computer Hardware or Software	51%
Department Stores including Clothing	79%
Drug Store or Pharmacy	71%
Fast Food Restaurant	57%
Furniture or Appliances or Electronics	76%
Grocery Store	89%
Home Improvement Store	76%
Investment or Banking Services	32%
Telecommunication and Wireless Products	29%
Other Products or Services	68%

COMMUNITY PRINT MEDIA VS. RADIO

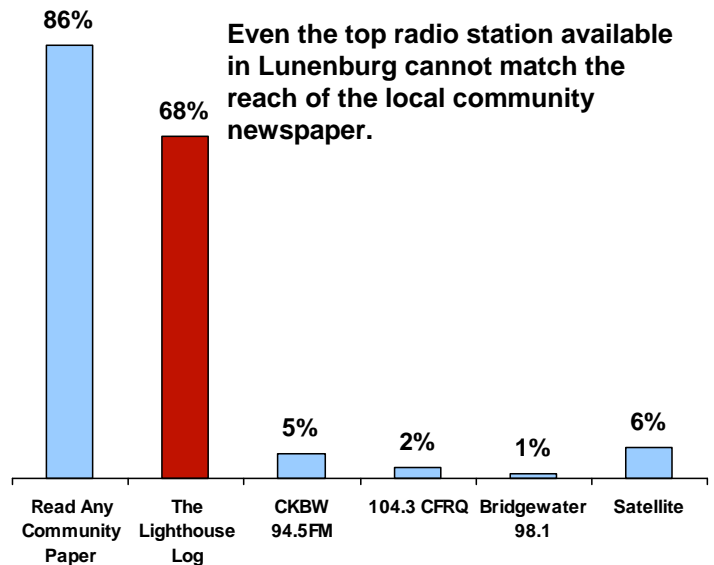
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be reached by commercial radio*
 ■ Listened to any commercial radio station yesterday



88% of Lunenburg adults cannot be reached by commercial radio.

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



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

Source: ComBase 2008/2009