

Media Habits

158 Elgin Street, Sudbury, ON P3E 3N5

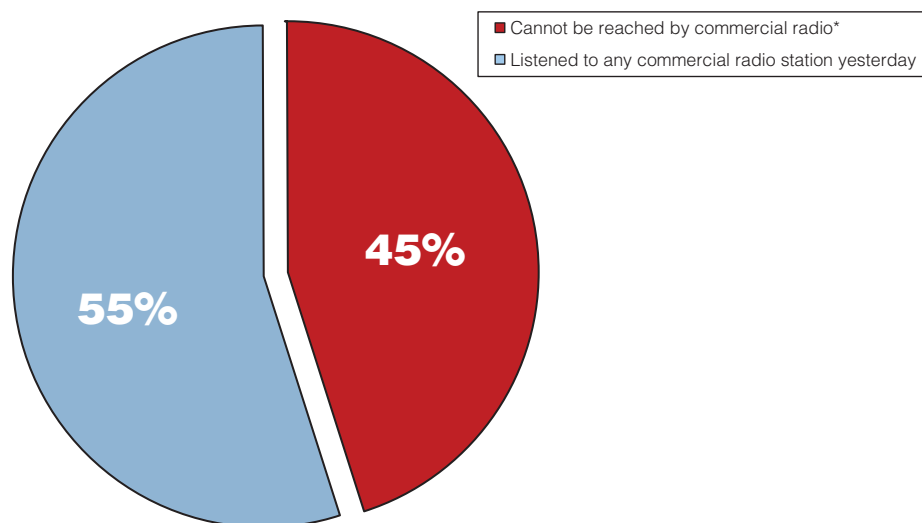
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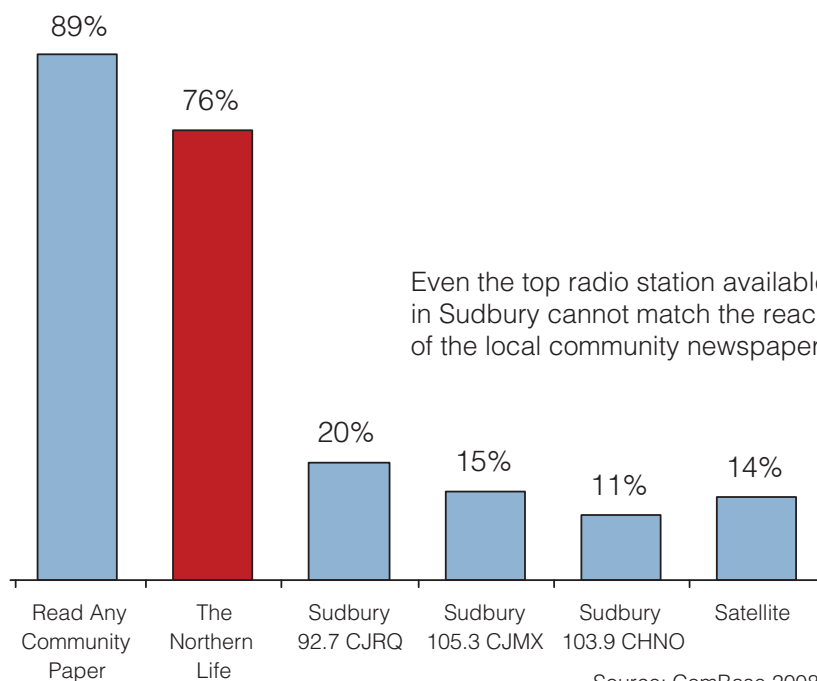
COMMUNITY PRINT MEDIA VS. RADIO

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



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

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



Source: ComBase 2008