

## REASONS FOR READING COMMUNITY NEWSPAPERS

35% of The Northern Life readers said they read their community newspaper for advertising.

	The Northern Life Readers*	Community Newspaper Readers**
Editorial	33%	31%
Local News	76%	75%
Local Events	51%	49%
Classified	34%	34%
Real Estate	23%	21%
Jobs/Employment	25%	24%
Advertising	35%	32%
Flyers	51%	46%

\*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)

40% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	40%
Computer Hardware or Software	40%
Department Stores including Clothing	77%
Drug Store or Pharmacy	65%
Fast Food Restaurant	40%
Furniture or Appliances or Electronics	72%

Grocery Store	84%
Home Improvement Store	76%
Investment or Banking Services	27%
Telecommunication and Wireless Products	25%
Other Products or Services	59%

Source: ComBase 2008