



*“Even in the most desirable
target groups community
newspapers are better read than
daily newspapers — adults
18–34, university educated
and high income earners are
among the targets who are loyal
community newspaper readers.”*

— ComBase
COMMUNITY NEWSPAPERS — DEFINITELY

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Employees found.
Careers made.

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Carried by the member newspapers of the **Saskatchewan Weekly Newspapers Association**, **workweek** is a special career section delivered every day of the week to hundreds of thousands of Saskatchewan homes. With a readership of more than half-a-million, **workweek** is both printed and on-line – www.workweek.ca. **workweek** is your key to unlocking the largest pool of potential employees in Saskatchewan.

The Market

More than 350,000 copies of workweek are delivered to over 450 cities and towns, reaching potential employees in every corner of the province.

According to the latest competitive media survey*, 83% of people asked read the last issue of their community newspaper, compared to 27% who had read the last issue of a daily newspaper.



Saskatchewan Newspaper Readership

Source ComBase 2005 Two Year Study*



Who's reading workweek?*

- 81% of all people under 40
 - 87% of all women
 - 89% of all people with a Technical Trade
 - 90% of all people with a degree
- in workweek's marketplace read their weekly community newspaper.

Who lives in workweek's marketplace?*

- More than 50% of Saskatchewan's total workforce
- 80% of people employed in oil & gas, mining, forestry and fishing
- Almost half of the people working in healthcare, education and social services
- 65% of the "goods producing" sector of the labour force

Source: Sask Trends monitor from Stats Canada Labour Force Survey Data**

By tapping into the largest pool of potential employees in Saskatchewan, workweek delivers an exclusive audience not effectively reached by other media.

For more detailed information visit [workweek.ca](http://www.workweek.ca)



The Mechanics

Columns	Picas	Inches
1	n/a	n/a
2	15	2.50
3	22	3.75
4	30	5.06
5	38	6.45
6	46	7.75
7	n/a	n/a
8	62	10.25

Minimum ad size is 2 columns x 28 agate lines.
A full page is 8 columns x 190 agate lines.
We prefer ads to be supplied as PDFs.

Booking and Material deadline every Tuesday by 4:30 PM CST

Send material to classifieds@swana.com
For detailed information on how to supply material see [workweek.ca](http://www.workweek.ca). A PDF Guide is also available for download.

The Investment

Investing in the right employee is critical to the future of your organization.
Easy to say, hard to do.

Why invest in workweek?

Captive Audience

Guaranteed Exposure

Exclusive Market

Cost Effectiveness

workweek is the best employment advertising investment you can make.

www.workweek.ca