

The Market

workweek^{ca}

More than half-a-million people strong, reaching over 350,000 households, in 11 Saskatchewan cities with total distribution to over 450 Saskatchewan communities.

workweek's demographic represents more than 60% of Saskatchewan's population; our readers can be found 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.

Almost half had read only the last issue of their community newspaper.

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

Who lives in workweek's marketplace?

- **More than 50%** of Saskatchewan's total workforce.
- **79%** of people employed in oil & gas, mining, forestry and fishing.
- **Almost half** of the people working in healthcare, education and social services.
- **More than 50%** of Saskatchewan's construction workers.
- **Half** of the people employed in retail and wholesale.
- **65%** of the "goods producing" sector of the labour force.
- **45%** of people employed in the "services-producing" portion of the workforce .
- **53%** of people employed in the transportation and warehouse industries.

– Source: Sask Trends Monitor from Stats Canada Labour Force Survey Data

“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.”

– Source ComBase 2005 Two Year Study*



Employees found.
Careers made.



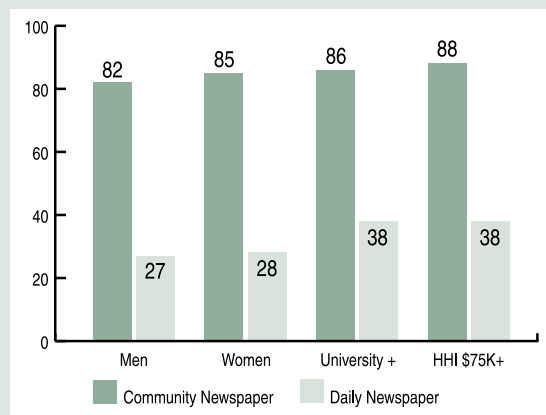
Employment in Saskatchewan - Annual Average for 2005

	Saskatchewan	Regina & Saskatoon Combined	workweek	% in remainder of SK
Total employed	483,500	235,000	248,500	51%
Goods-producing sector				
Forestry, fishing, mining, oil and gas	18,600	3,900	14,700	79%
Utilities	4,600	2,200	2,400	52%
Construction	26,300	12,500	13,800	52%
Services-producing sector				
Educational services	38,800	21,000	17,800	46%
Health care and social assistance	58,100	29,600	28,500	49%
Wholesale and Retail Trade	78,300	38,700	39,600	51%
Transportation and Warehousing	24,900	11,600	13,300	53%

Note: The Regina and Saskatoon figures include the Census Metropolitan Areas (CMAs). These are "bedroom communities" and RMs near the cities such as Lumsden, Pilot Butte, and Martensville.

Source: Sask Trends Monitor from Statistics Canada Labour Force Survey Data

Saskatchewan Readership – Community Newspapers



- Even in the most desirable target groups community newspapers are better read than daily newspapers.
- Among adults with a university+ education, 86% of adults read community papers compared to 38% reading the daily.
- Among adults with household incomes over \$75K 88% read the community paper compared to 38% reading the daily.
- Exclusive community newspaper readership is also strong across all the desirable target groups – a substantial percentage can't be reached with advertising in daily newspapers.
- The results also demonstrate that a number of adults can't be reached with commercial radio.

– Source ComBase 2005 Two Year Study*