



Cartwright Southern Manitoba Review

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6C

TABLOID

Publisher:

Phone:

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Date generated:

Vicki Wallace

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2009/01/23

RATES

Gross Line Rate

Per agate line : **\$0.45**

Color Charge

1 - \$106.00
2 - \$212.00
Process - \$294.00

Position Charge

N/A

Inserts

Must Be folded to maximum finished size no larger than 8" x 10.5"; Surcharge for oversize / overweight flyers

CIRCULATION

Audit Date: 2008-03-03
Audit Basis: CMCA
Paid Circulation: 844
Controlled Circulation: 0
Total Circulation: 844

SPECIFICATIONS

6C tabloid, 196 Depth
1C - 1.5" 5C - 8.5"
2C - 3.25" 6C - 10.25"
3C - 5.0" 7C - 0.0"
4C - 6.75" 8C - 0.0"

MAIN COMMUNITIES

only top 14 displayed

Cartwright 265
Killarney 65
Mather 62
Clearwater 26

MARKET/DEMOGRAPHIC INFORMATION

• TOP 5 INDUSTRIES

Agriculture, forestry, fishing and hunting	44%
Construction	18%
Educational services	11%
Retail trade	10%
Health care and social assistance	8%

(Numbers represent percentage of population that work in the newspaper areas labour force.)

• PROFILE

Total Population	876
Total Number Households	344
Average Household Income (\$)	47,628

Population by Age

0-14	137
15-24	90
25-34	51
35-44	47
45-64	159
65 & over	114

• CONSUMER SPENDING 2007

Food (\$)	1,925,000
Shelter (\$)	2,883,000
Household Operations (\$)	757,000
Household Furnishings & Equipment (\$)	426,000
Clothing (\$)	600,000
Transportation (\$)	2,182,000
Health Care (\$)	514,000
Personal Care (\$)	207,000
Recreation (\$)	881,000
Reading Materials & Other Printed Matter (\$)	72,000
Education (\$)	190,000
Tobacco Products & Alcoholic Beverages (\$)	350,000

• BUSINESS EXPENDITURES

Available upon request.

• PEOPLE

Marital Status

Single	155
Married	445
Separated	1
Widowed	54
Divorced	9

Household Structure

H/W Family with Child	99
H/W No Child	96
Avg. #Persons per Household	3.0

Family Structure (Married)

No children	96
1 Child	23
2 Children	14
3 Plus Children	29

• EMPLOYMENT/EDUCATION

Employment in Labour Force

Unemployed	0%
Employed	99%

Education

Population 25-64	27
Less than Grade 9	19
Grade 9 - 12	9
Other University	4
Trade Certificates	6
University Degree	8

• HOUSING

Total Number of Dwellings	338
Single Detached	324
Owned Dwellings	350
Rented Dwellings	311

• AGRICULTURAL DATA

Total Farm Count	122
Acres Under Cultivation	88,394
Total Farms Receipts (\$)	16,550,466
Total Expenses (\$)	14,613,000
Livestock/Poultry Market Value (\$)	12,363,390
Fertilizer Purchases (\$)	1,785,000
Chemical Purchases (\$)	1,261,000