

Rates & Data : February 2014

YOUR AIRPORT & SEA ISLAND COMMUNITY CONNECTION

SKYTALK





SkyTALK

SkyTalk is an established airport community newspaper founded and owned by Westco Marketing Ltd, which has been published continuously since 1994.

It is recognised as the official newspaper of Vancouver International Airport (YVR). Published monthly, it serves the interest of the Richmond neighborhood community of Sea Island.

Readership is primarily airport employees (74%) with passengers(26%) a secondary major audience. Monthly bulk distribution is delivered to dedicated SkyTalk racks and delivered door-to-door to offices throughout Sea Island plus targeted selected Richmond location.

This niche market is reached exclusively by SkyTalk through monthly print editions, bulk delivered free for daily pickup by qualified readers. SkyTalkonline .com is updated weekly and contains an archive of past editions employing easy- to- read page-turning software using the Issuu publishing platform. www.issuu.com/skytalk

Additionally, household copies are delivered door to door to the Sea

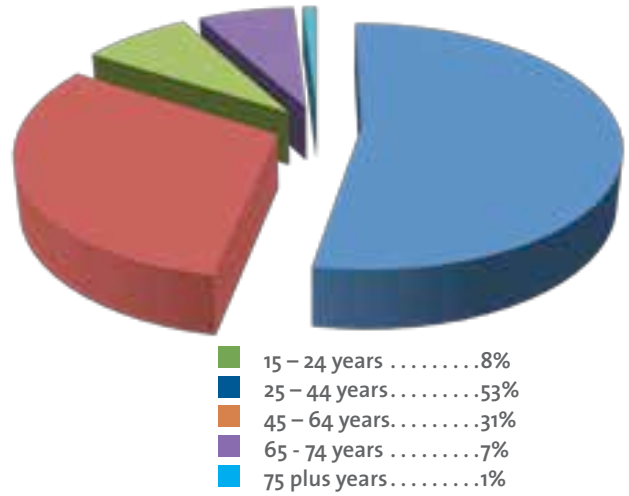
Island residential community of Burkvile. (330 households with 780 readers. These readers were not included in the survey).

The Sea Island community is made up of 24,000 employees working in more than 400 businesses with combined annual earnings in excess of \$1 billion annually. YVR is Canada's second busiest airport with 17.6 million passengers, 228,000 tonnes of cargo and more than 296,000 aircraft take-offs and landings from four Terminals and four FBO's. Total economic impact is \$11.7 billion into the Canadian economy.

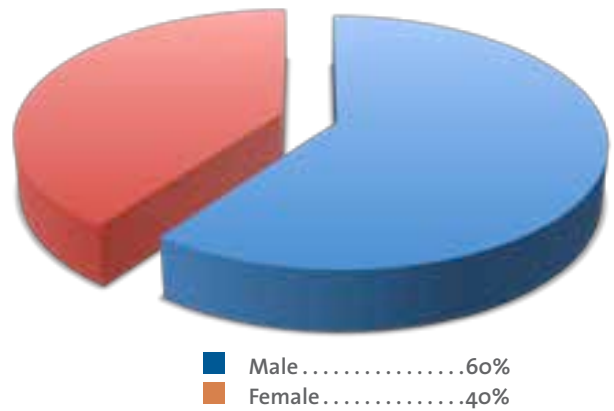
Survey : 18,270 Total Readers

SkyTALK

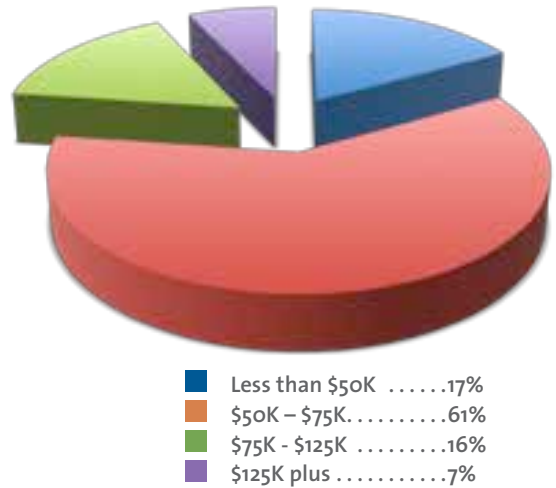
AGE:



GENDER:



HOUSEHOLD INCOME:



Survey : 18,270 Total Readers

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Readers:



- Sea Island Employees.....74%
- Travellers / Airport Meeters & Greeters.....26%

READER HABITS:

Where SkyTalk is read



- At YVR workplace67%
- Public transit17%
- At home.....16%

READERSHIP:

How much of each issue read?



- Entire publication77%
- Certain sections.....23%



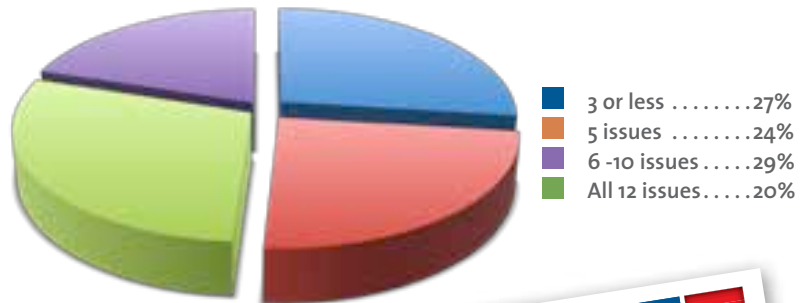
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FREQUENCY:

Number of issues read out of 12.

Note: 49% read more than 6 issue per year.



READING OTHER RICHMOND NEWSPAPERS

16% Richmond News

17% Richmond Review

Note: Unduplicated Readers: 84% of SkyTalk readers do not read either of the two Richmond community newspapers.

READER FORMAT PREFERENCE

85% Like tabloid format

15% Would prefer a smaller format.

READER PLATFORM PREFERENCE

60% Prefer Print

40% Prefer Online

