



# Geo-Targeting By Unveiling the Target Audience Using GIS Technology

Applying multiple target criteria as a cross-reference

The agency for a large agricultural implement manufacturer was planning a campaign in areas with high farm count concentration as the primary consideration. Secondary criteria for the project called for reach into acreages, hobby farms and small ranch operations. AdWest's GIS application allowed for the alignment of target criteria with coverage areas highlighting appropriate newspaper/market options.

Figure 1

**MARKET ANALYZER REPORT**

Prepared for: [REDACTED]

adwest MARKET DATA | READERSHIP INFO | RESULTS

CMC MARKET ANALYZER

Need help choosing the best newspapers for your target market?  
[Click Here to register for a FREE 30-days trial of the Market Analyzer](#)

[R] - Rank of Newspaper/Market  
 Source: Market Analyzer Statistics  
 Data Reported Based on Newsprint

NEWSPAPER/MARKET NAME	Total number of farms	Total number of farms (R)	Farm Size - 10 to 69 acres	Farm Size - 10 to 69 acres (R)	Farm Size - Under 10 acres	Farm Size - Under 10 acres (R)	Category 7	Category 8
Prairie Post, The (Regional: South West Saskatchewan), Saskatchewan	8,055	1	81	8	31	1		
West Central Crossroads (Regional: West Central Saskatchewan), Saskatchewan	6,658	2	3	74	1	68		
Lloydminster Source, Saskatchewan	3,375	3	21	35	3	32		
Millet Pipestone Flyer, Alberta	3,168	4	100	4	8	9		
Vegreville Observer, Alberta	2,676	5	18	38	2	44		
Redwater Review, Alberta	2,556	6	46	16	1	58		
Wainwright Edge, Alberta	2,036	7	5	65	2	53		
Innisfail Province, Alberta	1,855	8	73	9	10	5		
Lloydminster Meridian Booster, Alberta	1,741	9	13	49	1	63		
Camrose Canadian, Alberta	1,562	10	24	30	5	22		
Brooks & County Chronicle, Alberta	1,379	11	54	12	7	12		
Brooks Weekender, Alberta	1,323	12	52	14	6	17		
Bow Island Commentator, Alberta	1,297	13	33	24	23	2		
Irricana Rocky View Weekly, Alberta	1,220	14	195	1	7	11		
Red Deer Express, Alberta	1,209	15	63	10	9	6		
Wetaskiwin Times Advertiser, Alberta	1,188	16	39	20	7	13		
Leduc Representative, Alberta	1,059	17	28	27	1	59		
Drumheller Mail, Alberta	1,047	18	30	25	2	40		
Barrhead Leader, Alberta	1,027	19	48	15	9	7		
Lamont Farm 'n' Friends, Alberta	991	20	6	61	0	75		
Rimbey Review, Alberta	985	21	44	18	5	20		
Grathmore Standard, Alberta	981	22	46	6	1	20		

**For more information, or for help with your own project, please contact AdWest at [info@adwest.ca](mailto:info@adwest.ca)**