



Why newspapers are



The Top 11 for '11



NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED



Why newspapers are



#11: We're in good shape



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World-wide newspapers

Growth= +1% in 2011 (\$)

Value = \$80 billion in ads

= GDP of Croatia

= market value of McDonald's

Dynamic	China, India	Young/large population (China circ +14%)
Struggling	U.S.A.	Dependence on ad revenue = issue (Challenges not due to internet)
Growing	Canada	Market less volatile Less classified dependent Healthy competition = strong products \$3.4 billion revenue





2010 Ad Revenues



	<u>2010</u>	
<u>Print:</u>	Canada	+3%
	USA	-8%
<u>Online:</u>	Canada	+16%
	USA	+8%



Confidence moving forward

Global Consumer Confidence Index (Global Average: 90)	
Country	Index
India	131
Brazil	108
China	100
Canada	99
Columbia	98
Israel	94
Netherlands	94
Russia	88
Taiwan	86
Mexico	86
South Africa	84
United States	81
Finland	79
United Kingdom	77
Italy	71
Spain	70
France	65
Japan	54
Portugal	45

2011
newspaper + site
ad \$ est.

Canada +4%

USA -3%



Why newspapers are



**#10: You want us
(more than ever)**



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More Interest in News

Age and Time Spent with the News

-----Average total minutes yesterday-----

	2000	2002	2004	2006	2008	2010
18-29	42	38	45	49	46	45
30-39	50	57	70	65	63	68
40-49	58	56	73	64	67	74
50-64	64	71	82	76	74	81
65+	<u>80</u>	<u>81</u>	<u>88</u>	<u>79</u>	<u>84</u>	<u>83</u>
Total	59	59	72	69	66	70

**Up for
all age
demos!**





Regularly go to Newspapers

News Sources by Age

<i>Regularly watch/ read/listen to...</i>	Total %	18-29 %	30-49 %	50-64 %	65+ %
Newspapers (any)	70	40	65	87	94
Local TV news	50	31	48	61	64
Network evening	28	14	22	37	42
Morning shows	20	12	18	24	28
Sunday shows	11	5	10	15	19
News blogs	9	6	10	12	8
News magazines	8	9	8	8	10

**Newspaper
highest
for all age
demos!**





Stable & Strong

Print newspapers

- Readership **stable to positive** for the past 5 years
- **Three-quarters read** a newspaper each week
- **Time spent** reading weekly **up**
222 minutes (2007) to 229 minutes (2009)

Online newspapers

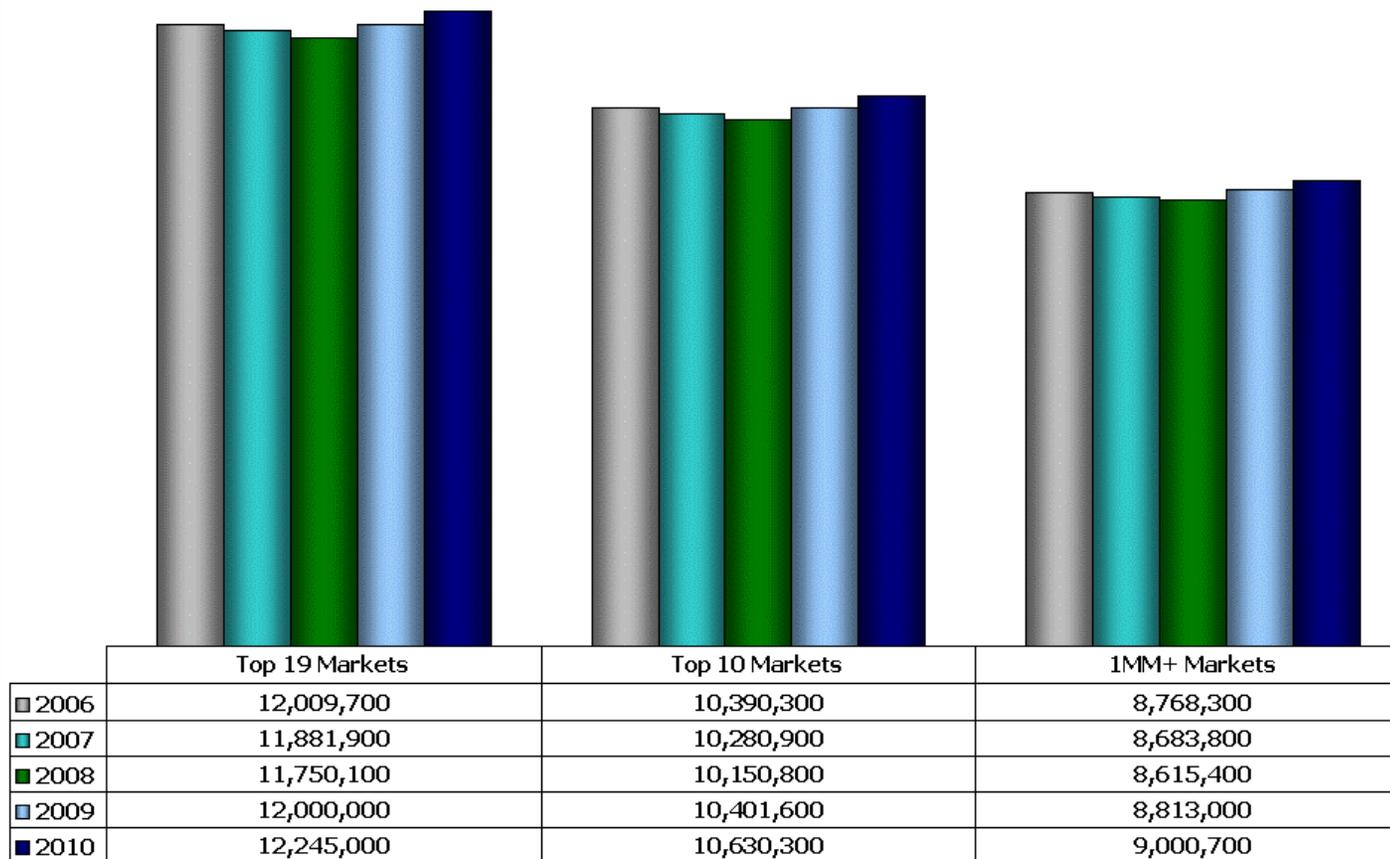
- Readership **increasing** (now 22%)
- **Time spent** weekly **up**
96 minutes (2007) to 121 minutes (2009)
- **80%** of online readers **also read the paper**





Stable & Strong

Weekly Print Readers 2006-2010



Source: 2010 NADbank

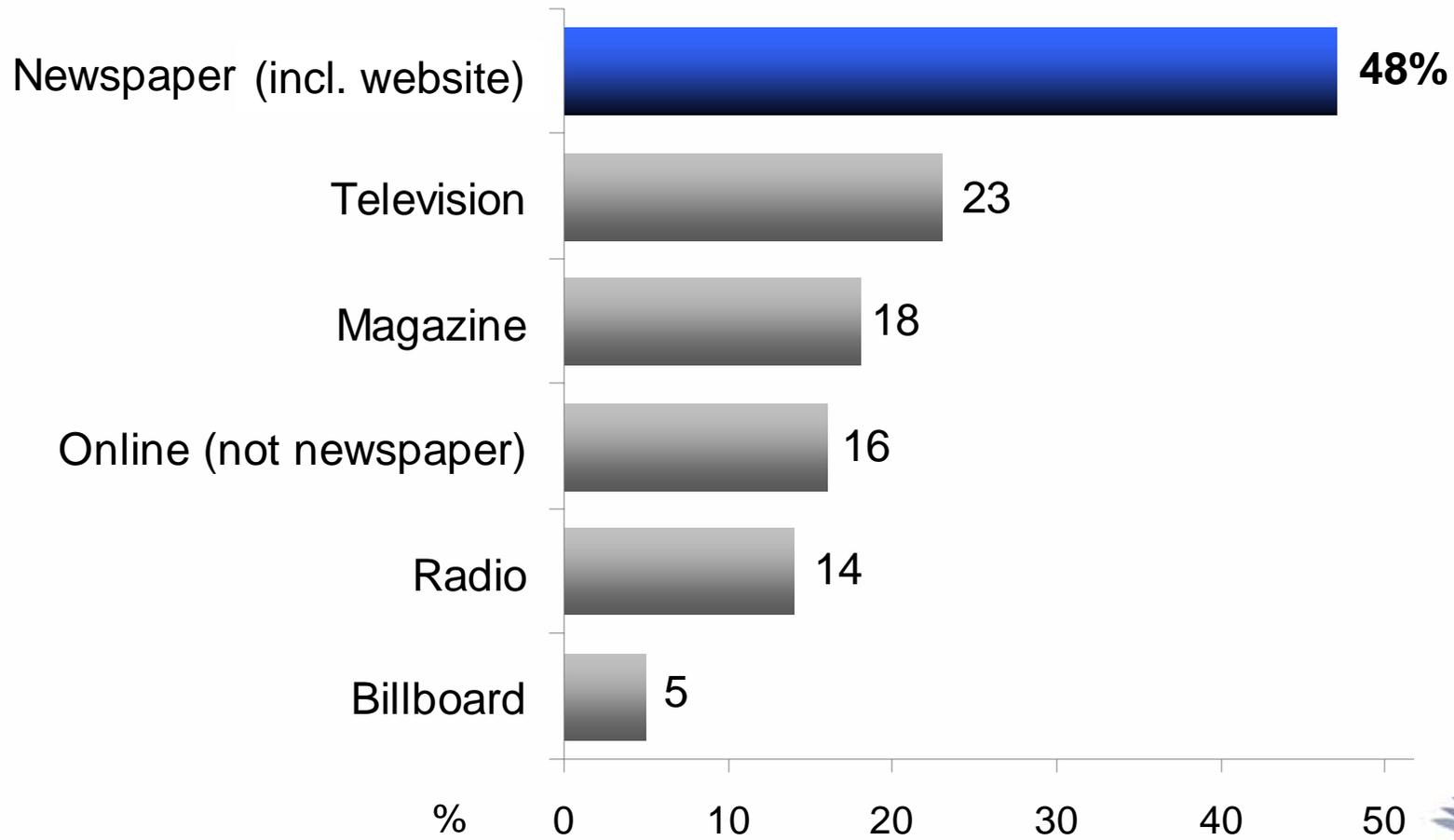


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Trust

“I trust the ads appearing in this medium the most” applies to:





Why newspapers are



#9: We are open to positioning ourselves in new ways

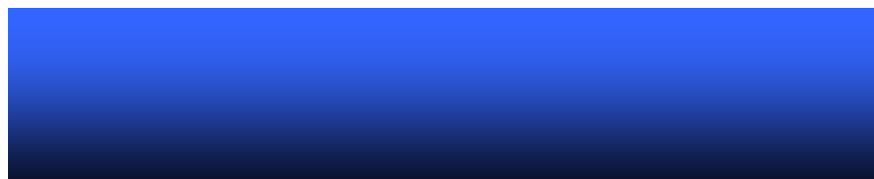


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**Newspapers are not just
printed products but websites
and mobile sources of news**

Agree



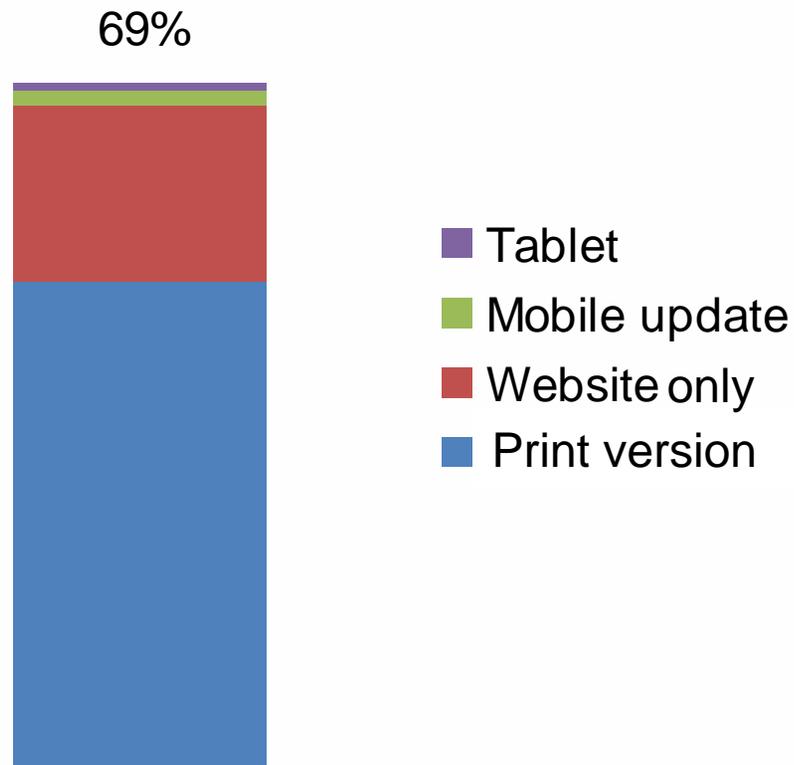
77%

To what extent do you agree or disagree with the following statements:
Base: 1,000 Canadians



Print newspaper readership dominates

Canadians reading the newspaper yesterday on any device





“The *Globe's* redesign investment and *Postmedia Network's* \$1.1 billion acquisition of *Canwest's* newspaper assets earlier this year speak volumes about the **print medium and its value to advertisers and readers...**

There's no question it's going to move digital. People are consuming media on their e-readers and tablets, but there's still **a hell of a lot of people who like to feel the ink with their fingers.**”

- *Sunni Boot, President/CEO, ZenithOptimedia*





Consumers indicate that reading print media is a more important activity than social networking (and it has almost 2x the daily reach)





Why newspapers are



#8: We perform better
than other partners

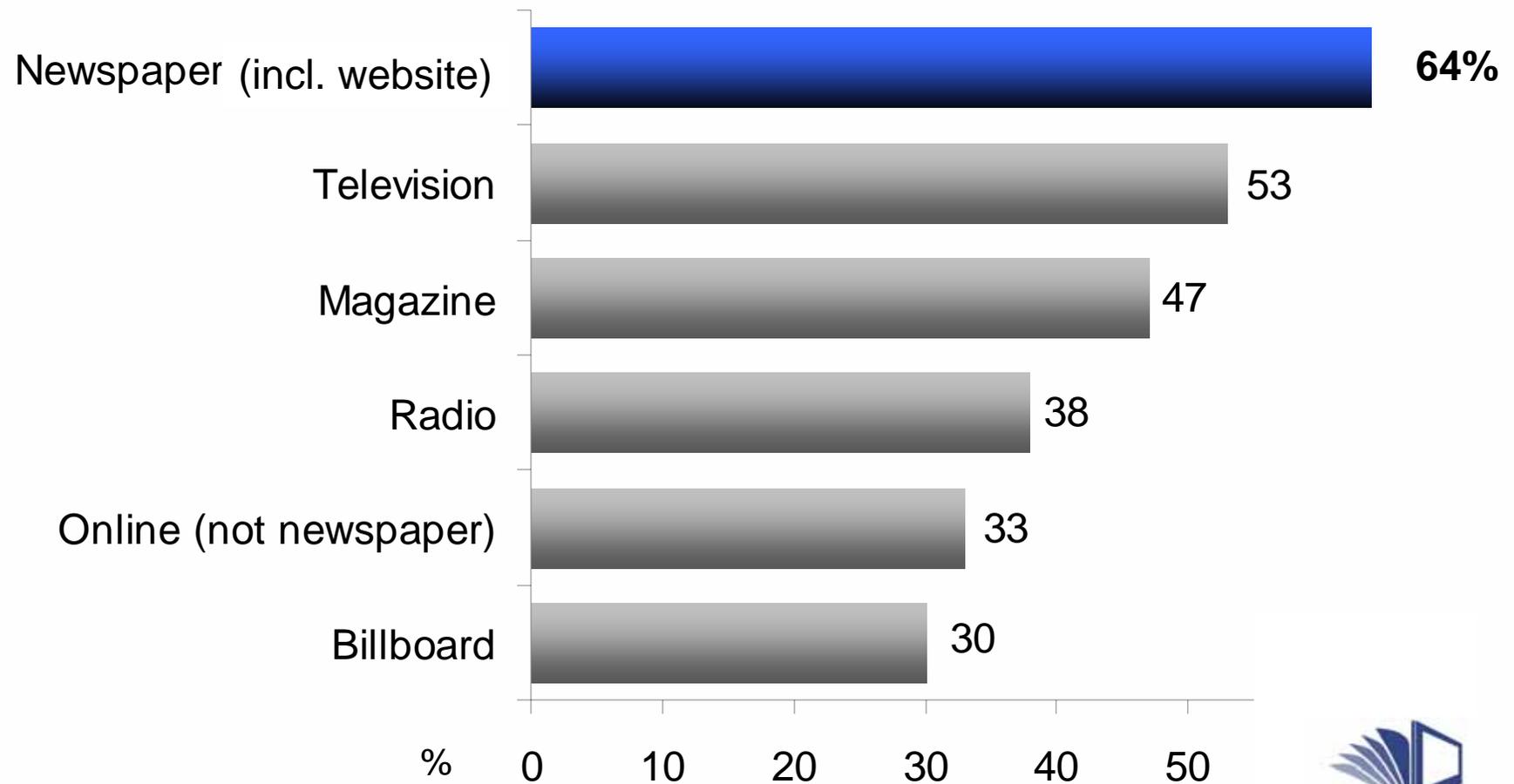


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Want the ads in newspapers

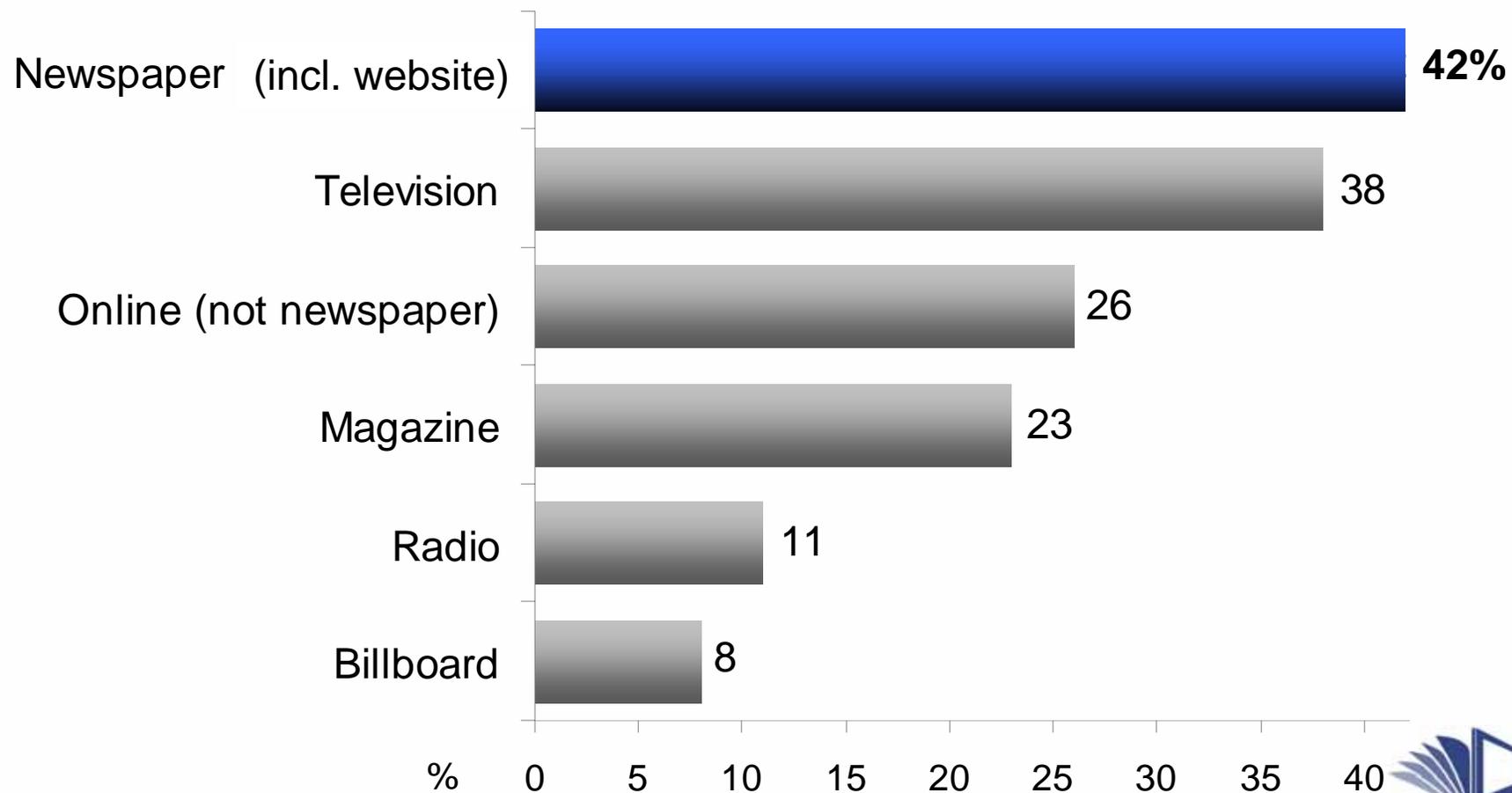
“It is most acceptable for this medium to have ads” applies to:





Ads in newspapers inspire purchase

“Ads in this medium are most likely to inspire purchase” applies to:





Inspire purchase



Advertiser: IKEA

Copy: Next time: Assembly Service



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Influence

TV advertising generates the most word-of-mouth, **newspaper** and magazine ads effectively **target audiences rich in influencers**, and online ads are the most viral.





Influence

A Letter to the Nation from SunChips™

Hey Canada,

There has been some confusion around SunChips' compostable bag, and today I want to set the record straight. Despite what you may have heard, the SunChips brand is, and has always planned on, keeping the compostable bag in Canada.

Canadians from coast-to-coast have been contacting us about how much noise our compostable bag makes. Many of us like it, some of us think it's too loud, but what a lot of people want to know is: what makes it so noisy?

If you want the technical answer, it's because the bag is made of a renewable plant-based material called PLA.

How that matters to us, and our planet, is that this unique material makes the bag completely compostable. Put a SunChips bag in a hot, active compost pile and in as little as 14 weeks, this bag will go back to the land, transformed into usable compost. Composting benefits aside, it's made from renewable materials (as opposed to fossil fuels).

We think the tradeoff is worth it: A little more noise for a little less waste.

But we want you to be the judge. Pick up a bag of SunChips multigrain chips, take it home and test the noise for yourself. We guarantee the chips themselves will taste as great as ever, and our planet will feel a little better, too.

We want to hear what you have to say. Let's meet at [Facebook.com/SunchipsCanada](https://www.facebook.com/SunchipsCanada) and chat over some SunChips.

Thanks Canada!
Helmi Ansari
Helmi Ansari
Sustainability Leader
Frito Lay Canada




Une lettre à la nation de la marque SunChips™

Bonjour Canada,

Une certaine confusion règne autour du sac compostable SunChips et, aujourd'hui, je souhaite clarifier la situation. Malgré ce que vous avez pu entendre, la marque SunChips poursuit et entend poursuivre l'utilisation du sac compostable au Canada.

Les Canadiens d'un océan à l'autre nous ont dit à quel point notre sac compostable fait du bruit. Beaucoup d'entre nous l'aiment, tandis que d'autres pensent qu'il est trop bruyant. Cependant, ce que plusieurs personnes veulent savoir, c'est la raison pour laquelle il fait tant de bruit.

Si vous voulez la réponse technique, c'est parce que le sac est fabriqué à partir d'un matériau renouvelable d'origine végétale appelé PLA.

Ce qui importe pour nous et notre planète, c'est que ce matériau unique rend le sac entièrement compostable. Déposez un sac SunChips dans un tas de compost actif à chaud et, en moins de 14 semaines, il retournera à la terre, transformé en compost utilisable. Indépendamment des avantages du compostage, le sac est fait à partir de matières renouvelables (par opposition aux combustibles fossiles).

Nous pensons que le compromis en vaut la peine : Un peu plus de bruit contre un peu moins de déchets.

Mais nous voulons que vous fassiez votre propre idée sur la question. Procurez-vous un sac de croustilles multigrains SunChips, apportez-le à la maison et jugez le bruit qu'il fait par vous-même. Nous nous garantissons que les croustilles en tant que telles sont toujours aussi délicieuses qu'avant, et que notre planète se sentira un peu mieux aussi.

Nous aimerions entendre ce que vous avez à dire. Alors, rejoignons-nous sur [Facebook.com/SunchipsCanada](https://www.facebook.com/SunchipsCanada) et discutons en savourant des croustilles SunChips.

Merci Canada!
Helmi Ansari
Helmi Ansari
Responsable du développement durable
Frito Lay Canada




Brand: Sun Chips

Situation:

- U.S. pulled “noisy” bag
- Colbert Report ridiculed

Solution:

Letter in trusted media:
newspapers + sites

Results:

- Sales +6% in 1 week
- Praise for Can. & brand on Bill Maher show



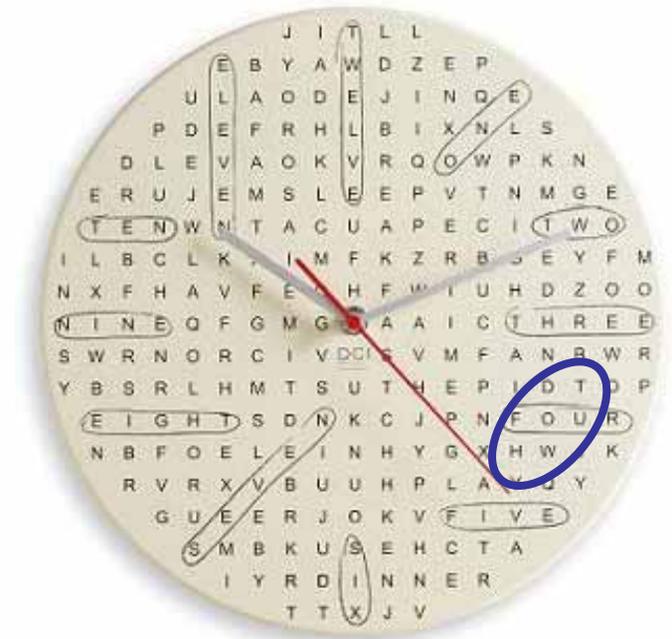
Newspapers also environmentally friendly

- Canada's pulp & paper industry **reduced green house gas emissions** by **10 times** Kyoto targets!
- Newspapers in Canada use **vegetable inks**
- In Canada, **at least 80%** of newsprint is **recycled** – **more than any other** recyclable product





Why newspapers are



**#7: We like to do it all the time
(send 'em online)**



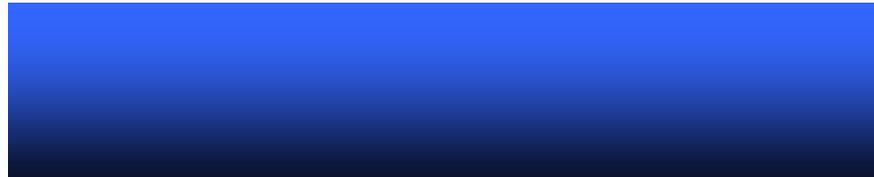
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Newspapers drive to online

I have gone online to find out more information about something I saw in a printed newspaper

Agree



63%



Newspapers drive online sales

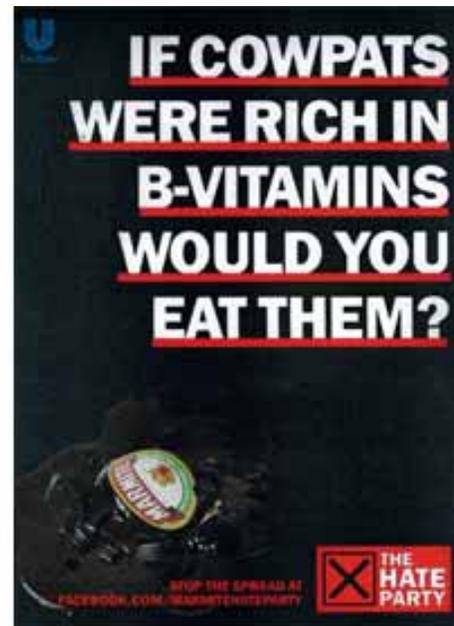
“Visits to the website generated by offline media (including newspapers) were far more productive at conversion into subsequent sales...”

“On average, each 1,000 visits resulted in 10 sales, but for each 1,000 visits brought in by offline media (including newspapers), nearly 25 sales resulted.”





Newspaper drives to online



Brand:

Marmite

Situation:

Break through during an election period

Solution:

Use newspapers to engage, choose a party and vote online



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Newspaper drives to online



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Why newspapers are



#6: We are burning to understand your needs and fulfill them (like giving you ROI)



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ROI - Retail

Microsoft study finds newspaper more than twice as effective as TV for retailers

<u>Amount spent</u>	<u>Media</u>	<u>Sales increase</u>
For every £1	Newspaper	£5.00
For every £1	Online	£3.44
For every £1	TV	£2.15

Study recommends retailers increase print and online advertising budget by 10%
(and decrease TV by that amount)





ROI - Retail

"There's a lot of talk these days about the diminishing effectiveness of newspaper as an advertising medium. We couldn't disagree more...As part of our integrated communications campaigns, newspaper has proven to be an effective driver of traffic to both our store locations and to our website...WIND Mobile will continue to invest in newspaper advertising."

- *Will Novosedlik, VP Brand & Communications,
WIND Mobile*



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"Unlimited local anytime any day..." - Canadagetscreened

phones should be connected both way or night** - Canada

1-800-361-8338 or 905-880-8888 | www.wind.ca

You wanted unlimited plans. We delivered. Done like dinner. Mmm... Dinner...

You asked for unlimited plans. We've got unlimited voice, unlimited text and unlimited data. WINDmobile.ca

2 unlimited plans. Because one set of infinite possibilities just isn't enough.

ALWAYS SHOOT
\$45/month

Unlimited 3G/4G LTE data calling from any WINDmobile.ca phone. Unlimited text (CA/US). Full feature phone. All services available in Canada, US and Mexico. See website for details.

ALWAYS TALK
\$35/month

Unlimited 3G/4G LTE data calling from any WINDmobile.ca phone. Unlimited text (CA/US). Full feature phone. All services available in Canada, US and Mexico. See website for details.

WINDmobile.ca

Brand: Wind Mobile

Challenge:

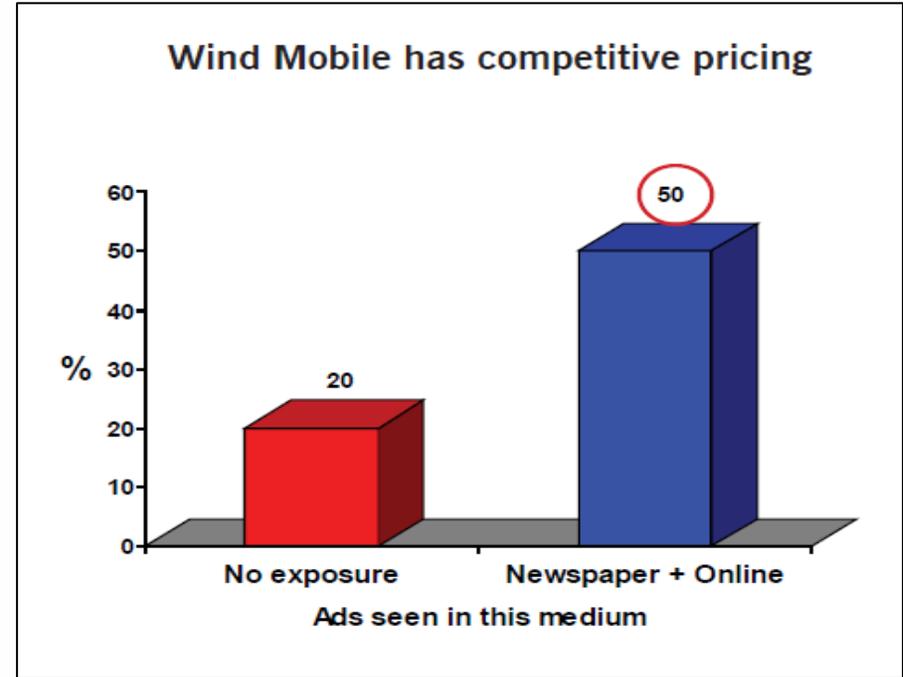
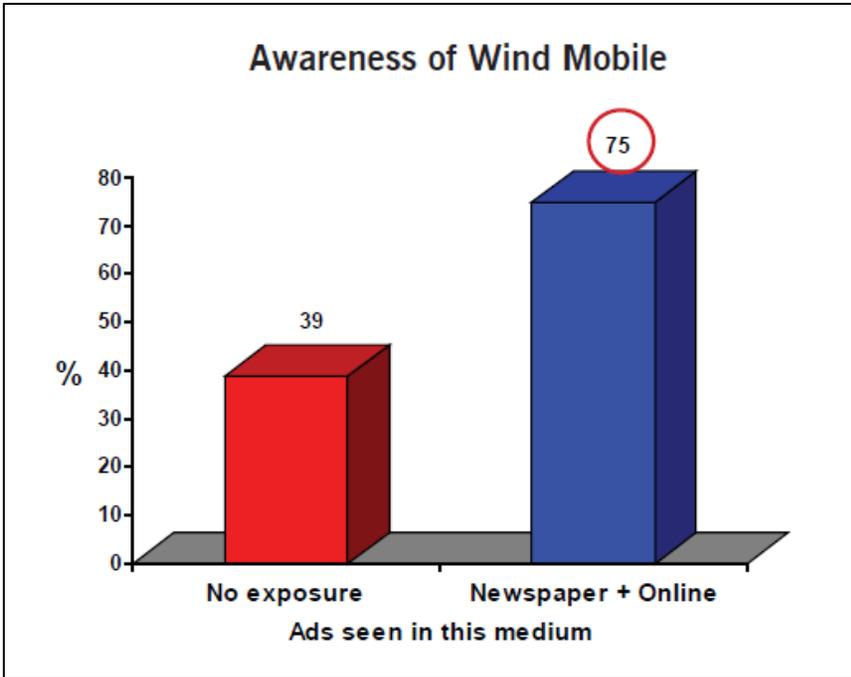
- Launch (build awareness)
- Competitive plans/pricing

Solution:

- Newspaper + online + cinema + outdoor (limited)

Results:

- Awareness doubled
- Pricing position secured
- First choice – 3x more likely if saw newspaper+online ads



Those that saw the newspaper & online advertising were **three times** as likely to choose Wind Mobile as their “first choice if in the market for a new phone” than those not exposed.





ROI – Packaged Goods

8 packaged-goods brands

(food, household products, health & beauty aids, beverages and the like)

were tested to see if they gained sales
(after advertising in newspapers)

Sales increases ranged from +7% to +25%!





Brand: Sylvania Energy
Efficient light bulb

Challenge:

Ads on TV don't fit with an environmental message

Solution:

- Newspaper: start with teaser
- Thousands of emails/calls
- TV ad in the newspaper

Results:

- 2 months: sales 10K to 60K
- 70% of HHLDS now use Sylvania Energy Efficient light bulbs

Copy: Sylvania brings you the first ever television ad in the newspaper. Buy tomorrow's paper to watch it.



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Why newspapers are **HOT**



#5: We are good at touching key demos

Women = Shoppers

Boomers (45-65) = Personal wealth

Managers & Professionals = Corporate money



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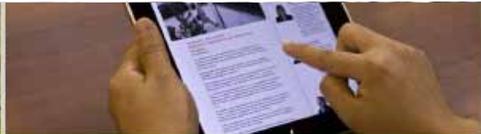


Women

Almost half read a daily newspaper **yesterday**
76% read a **daily** (print or online) in the **last week**
76% read a print **community** paper **any of last 4 issues**

- **Substantial:** 51% of the adult population
- **Influential:** Control 80% of household purchases, and further influence 95%
- **Online users:** Top three activities:
 - 76% connect with family & friends
 - 73% read news**
 - 71% plan to shop for sales/compare prices





Women

we both know
you already bought the shoes

THE VAULT
UNIQUE JEWELLERY

SPRING GARDEN PLACE HALIFAX 902.425.3824

The advertisement features a necklace with a large, oval, reddish-pink pendant and smaller, round beads in shades of pink, red, and white. The necklace is displayed against a light blue background within a decorative, scalloped border. The text is centered and uses a mix of serif and sans-serif fonts.

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Boomers (45-65)

56% read a **daily** newspaper **yesterday**

82% read a **daily** (print or online) in the **last week**

79% read a print **community** paper **any of last 4 issues**

- **Substantial:** Account for 41% of the population & 70% of Canada's wealth
- **Like Advertising:** 80% indicate that newspapers (& flyers) have ads that are useful
- **Online users:** Top three activities:
 - 93% email
 - 73% read news**
 - 71% shop online





Boomers (45-65)

TEENAGE DAUGHTER'S BOYFRIEND

ASPIRINA

COXASPIRINA

IF IT GETS STRONGER, WE GET STRONGER. 

EX-WIFE'S LAWYER

ASPIRINA

COXASPIRINA

IF IT GETS STRONGER, WE GET STRONGER. 

Advertiser: Bayer aspirin

Copy: If it gets stronger, we get stronger.



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Business Executives

Half read a daily newspaper yesterday

82% read a daily (print or online) in the last week

75% read a print community newspaper in the last week

In Canada, business accounts
for 40% of economic activity.





Business Executives



Advertiser: VW Commercial Vehicles
Copy: For any business. Crafter.



Why newspapers are



**#4: We know what works
(in print)**



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Topical



**is an
airport pat-down
the most action
you're getting?**

Join today and be proud of your next body scan.



new york sports clubs
there's a million reasons to join.*

MySportsClubs.com • 800.301.1231 • 108 tri-state locations

Because Australia loves an amazing



loveSex
durex
durex.com.au

Advertiser:
Durex lubrication gel



Demonstration



Advertiser: Canac

Tagline: It's not complicated

Copy: Went to the store. Jo



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Award winning ads

Award winning ads are 11 times more effective
(based on 213 case studies over 8 years)



Advertiser:
MasterCard
Centre free skate
Copy:
His second first
steps, priceless





Why newspapers are



#3: We are willing to spice it up and try new things



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Non-traditional ads

“Our print partners have been very accommodating as we've introduced a range of **non-traditional units** designed to have maximum impact, giving us reach and awareness...**Print is an essential element** of the media plan.”

- *David Barnes, VP Advertising and Communications, American Express Canada*





Non-traditional ads

Toronto's boulevard of broken greens

The city's boulevard of broken greens is a place where the city's green spaces are being lost to development. The city is losing green spaces at an alarming rate, and this is a major concern for many residents.

The city might prevent average car-entitled land — for \$700

Drug shortages put pressure on pharmacists

Too far for a close call? Health-care workers are facing shortages of essential medicines, putting pressure on pharmacists to find alternative solutions.

Can call his doctor had while out for a EBIT

Ontario thinking big with brain institute

Until now, Ontario has been a leader in brain research. The province is now thinking big with a new brain institute, which will focus on understanding the brain and its role in health and disease.

Chances of collective action against Jean Charest

Chances of collective action against Jean Charest are slim, but some are still hoping for a change in leadership. The province's political landscape is in flux, and many are looking for a new direction.

What if your Pizza could take you to **PIZA?**

Egg Membership Rewards® points on the things you buy every day. Then use them for weekend getaways, car rentals or flights. What could top that?

www.icompress.ca/potential

Realize the potential

MY WEEK WITH MABELYN

Michelle Williams to star as Marmee in film chronicling British visit

NO STRANGER TO FICTION

DOUGLAS COPLAND
Standing up for his Mummy Letters

Orchestral manoeuvres

PIU MITHRY

Category	Color
Coffee	Blue
Groceries	Red
Transportation	Green
IT & Withdrawals	Orange
Mortgage	Yellow

Upcoming Rushdie memoir to focus on years in hiding

Always know what your money's doing.

Monitoring your finances — anywhere, anytime — never spending, never a budget.

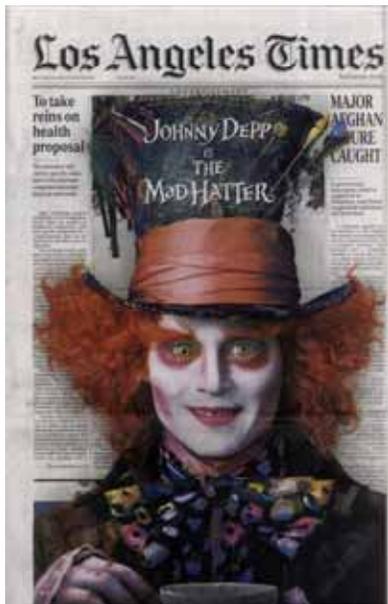
Use for your future plans and more — FREE with RBC Online Banking

rbc.com/myfinancetracker

Where you can bank too



Non-traditional: Front page





Non-traditional: Additions

CANADA'S MVP: QUEEN UNVEILS TRIBUTE TO HOCKEY HEROES, A3

EX-NHL ENFORCER BOB PROBERT DEAD AT 45
FULL STORY ON PAGE 5

PRINCE'S ASPIRE \$43 MILLION

TORONTO STAR

PHOTO BY STEVE GRANITZ FOR GETTY IMAGES FOR THE STAR

Toronto's baby blackout **Top spy is sorry, just not that sorry**

Chicago hits hundreds of thousands but lacks punch of 2003 blackout that plunged entire city into chaos

The annual fall season brings a mix of excitement and anxiety. In Toronto, the excitement is palpable as the city prepares for the annual "Baby Blackout" on Monday night. The city is bracing for a power outage that could plunge the city into darkness for hours. The blackout is expected to affect millions of people across the city, and the city is urging residents to prepare for the possibility of a power outage. The city is also urging residents to have backup power sources, such as generators, and to have flashlights and batteries on hand. The city is also urging residents to have a plan in place for what to do if the power goes out. The city is also urging residents to have a plan in place for what to do if the power goes out.

Richard Paddock returns to spill over comments on 'Toronto's baby blackout'

CASTING CALL FOR COUGARS

Power failure made a city with dark memories shine

45°C

INTRODUCING LIVE AGENT™ FOR SMALL BUSINESS

ROGERS

What would you do with \$250?

FP ENTREPRENEUR: COMPANIES TO WATCH, FP4

POST-BEATLE PAUL
We talk to the author of a massive new tome on everyone's favourite member of The Beatles. **Page B9**

AMERICA: POETRY OF IRONY & DESPERATION

KHADR GIVEN SYMBOLIC 40 YEARS
Plea bargain means he will only serve eight

member of W...

WINTER TIRES

Winter tires stick to the road with up to 25% better traction than all-season tires.

WINTER TIRES

Winter tires stick to the road with up to 25% better traction than all-season tires.



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Non-traditional: Flaps

Living

'I do, I do, I do'

Just Add Water...

Halloween suffers when safety comes first

STUDENTS WIN \$1000 EVERY DAY.
Get what you need **AND** what you want with advice from RBC Royal Bank.
RBC Royal Bank® rbc.com/windaily

Hitting the road again

Blazing his own trail

OR

THE 100 MOST IMPORTANT

it **10% OFF**

ALL TUBE SHOWERS

FOR LETS, VANITIES AND VANITY TIPS

MAAX **HORN** **XOXX** **POLETTA**

STUDENTS WIN \$1000 EVERY DAY.
Get what you need **AND** what you want with advice from RBC Royal Bank.
RBC Royal Bank® rbc.com/windaily

Hitting the road again

Blazing his own trail

AND

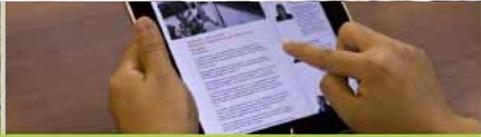
STUDENTS WIN \$1000 EVERY DAY. Open a **FREE** student banking account* or credit card before September 30, and you're automatically entered to **WIN** a daily prize of \$1000.
rbc.com/windaily Advice you can bank on®



Scented



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Talking

www.volkswagen.ca/en









The New Volkswagen Vento.
Crafted with so much passion, it's hard to let it go.

The Volkswagen Vento is a car that's designed specially for India with great care and precision. Take for example the 1.6L powerful yet fuel-efficient engine that keeps the fuel station miles away. Or the 6-speed automatic gearbox with Tiptronic shift. Or the innovative Front seat adjuster that offers extra legroom for passengers in the front. There's also the Climatronic auto AC, along with a Seat AC vent, which ensures a pleasant drive for every passenger; while the Interior surveillance adds up to the passive safety. Even the rear seat is designed to take on difficult road conditions and make every ride smooth. After all, the Vento is a car that's crafted out of pure passion. Perhaps, that's why our engineers find it so hard to let it go. German engineering. Best in Class.



Volkswagen. Das Auto.



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3D



The Sun-Herald
SPECIAL STATE of ORIGIN
3D
LIFTOUT

PUT ON YOUR 3D GLASSES AND ENJOY A 3D EXPERIENCE. Celebrate our special launch.

WE'VE BEEN INTRODUCING QUANTUM LEAP 3D. Now, 3D is back at the paper, thanks to our exciting 3D liftout.

Harvey Norman
 YOUR 3D DESTINATION

Contact your nearest Harvey Norman store on **1300 GO HARVEY (1300 and 278)** to book your very own 3D experience.

Harvey Norman 3D TV

十堰晚报

买报纸 送眼镜

16

移动改变生活

移动改变生活



Interactive

Looking for ways to save money? Start with your bank account.

These simple savings tips can help you get the most out of your bank account.

Provide the right information

When you open a new bank account, make sure you provide the right information. This includes your current address, phone number, and email address. If you move or change your contact information, be sure to update it with your bank.

Check for errors

Review your bank statements regularly to make sure there are no errors. If you find any, contact your bank immediately to dispute the charges.

Use direct deposit

Set up direct deposit for your paychecks and government benefits. This can help you avoid late fees and ensure your money is deposited on time.

Shop around for the best rates

Compare the interest rates and fees for different bank accounts. You may be able to find a better deal elsewhere.

Use a rewards card

Consider using a rewards credit card for your purchases. This can help you earn cash back or other benefits.

Save hundreds of dollars a year with the right bank account.

At CMORE, we have the right bank account for you. Choose from a variety of accounts to fit your needs and budget. Visit www.cmoreswitch.com to learn more.

CMORE

Text SWITCH123 to 11211
To Switch and Save

**LIKE WHAT YOU SEE?
WAIT UNTIL YOU TASTE IT.**

Introducing Chis, the new Jackson Triggs. Over the next few weeks you're going to notice a difference in the look of our bottles. It's more than the name of a field now label with a difference you can taste. It's more than the celebration of blending premium wines from here and around the world. It's about coming together, period.

WIN A VIP WINERY EXPERIENCE
Scan with your phone for your chance to win. And Like us on facebook for a free wine tasting.

WIN A VIP WINERY EXPERIENCE
Scan with your phone for your chance to win. And Like us on facebook for a free wine tasting.
Need a QR code reader? Please go to SKUyou.com on your mobile phone to download the application.

Capture the page and win.

The 2011 IKEA Catalogue is here. Take a picture of this page and send it to MyPage@capturethepage.ca for a chance to win \$10,000 in IKEA gift cards, and lots of other great prizes.

CaptureThePage.ca

Any space can be beautiful.

Capture the page and win.

The 2011 IKEA Catalogue is here. Take a picture of this page and send it to MyPage@capturethepage.ca for a chance to win \$10,000 in IKEA gift cards, and lots of other great prizes.

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Augmented Reality

NOVA SCOTIA SEAFOOD IS AMONG
THE BEST IN THE WORLD

You'll fall for it, look, love and sinker

Chief Chuck Inglis has joined the CATCH 2010 team to share his seafood expertise.

Experience SEAFOOD LIKE NEVER BEFORE
CONTEST!

YOU COULD WIN INSTANTLY!
To enter, visit facebook.com/CATCHfestival and hold the Fish icon above or front of your webcam. That's how a Facebook post will be a contest! Fish icon will be used to enter.

DAILY PRIZE (value \$50):
10 lbs of Nova Scotia 200 pack + 100 lbs Nova Scotia Seafood + 100 lbs Nova Scotia Seafood + 100 lbs Nova Scotia Seafood.

GRAND PRIZE (value \$1,000):
The Ultimate Seafood Party for you and 10 of your friends. Includes 100 lbs of seafood, 100 lbs of seafood, 100 lbs of seafood.

CATCH 2010
Festival Dates: June 19-20, 2010 - Cunard Centre, Halifax



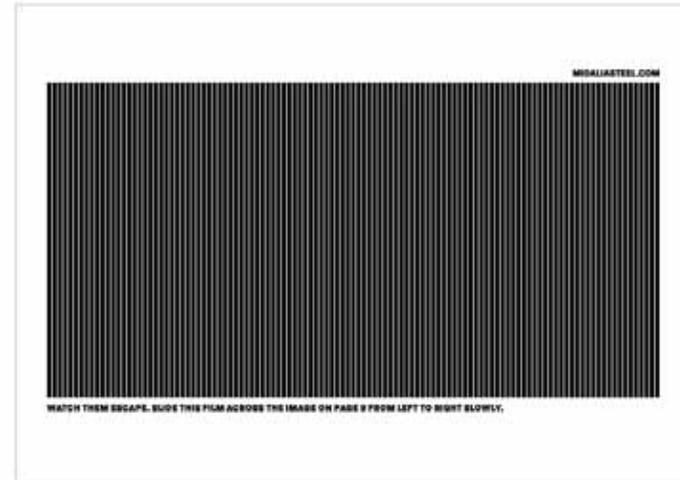
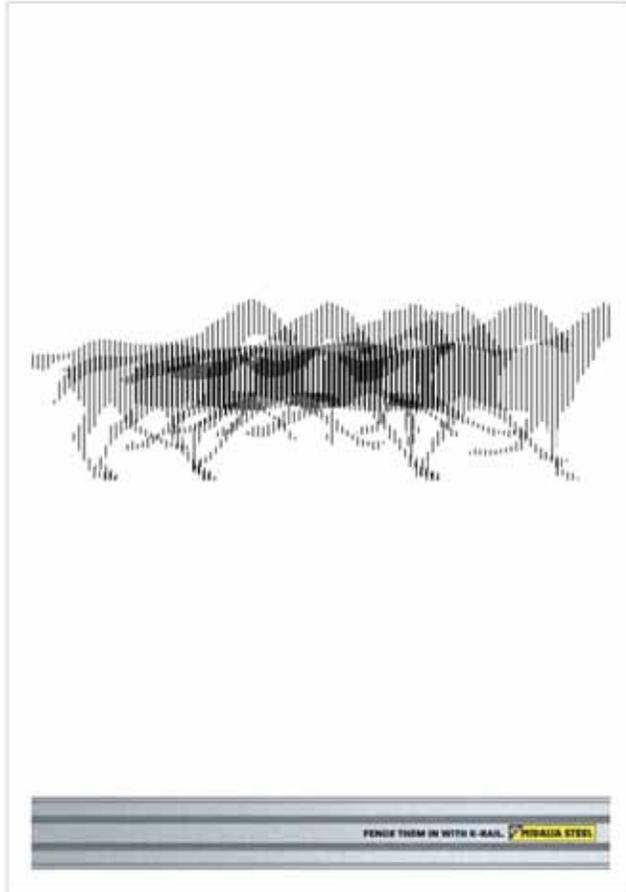
THE 'EXPERIENCE SEAFOOD LIKE NEVER BEFORE' CONTEST!

CATCH

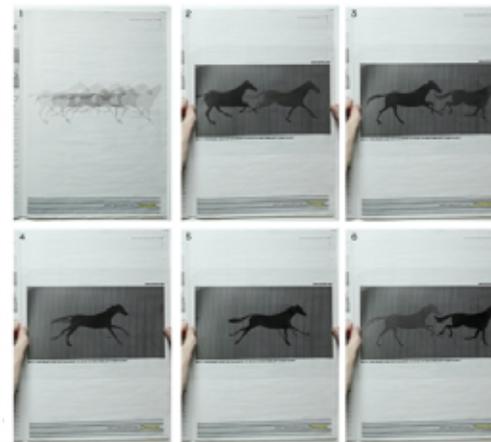




Movement



Animation Sequence



Advertiser: Midalia Steel
Copy: Fence them in with k-rail



Why newspapers are



**#2: We are into cyber ...
(the web)**

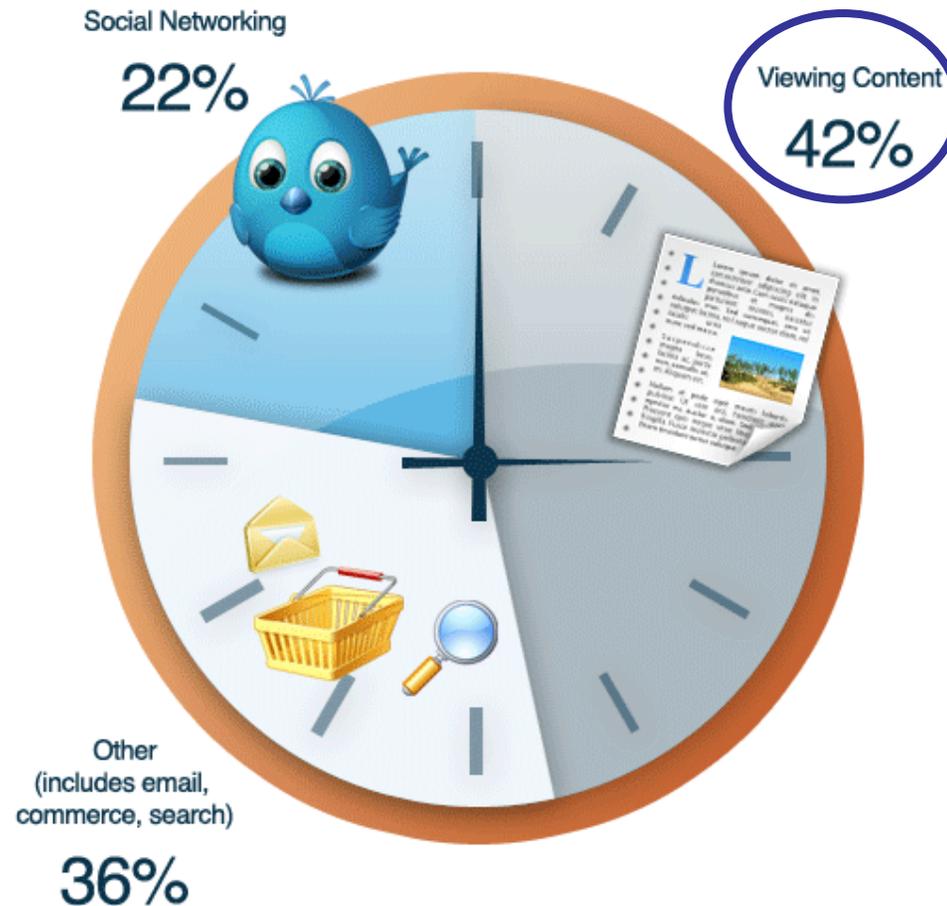


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Total Time Spent Worldwide

As a percentage of total Internet hours spent by all users:



Source: Pew Research Center, Nielsen

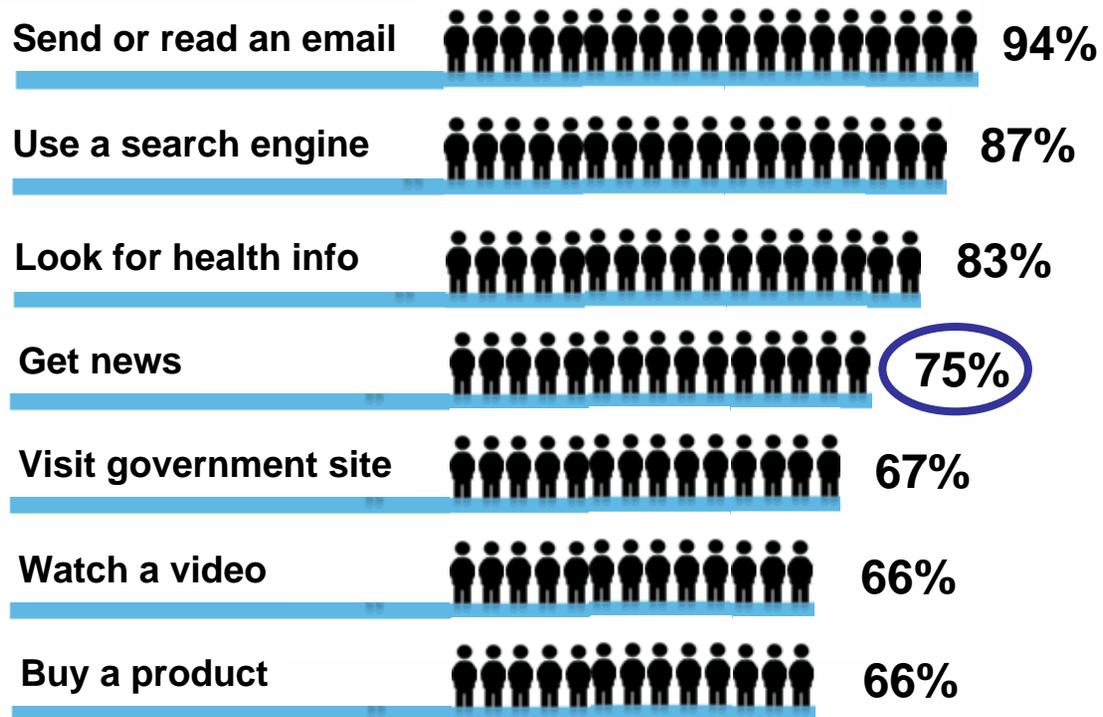


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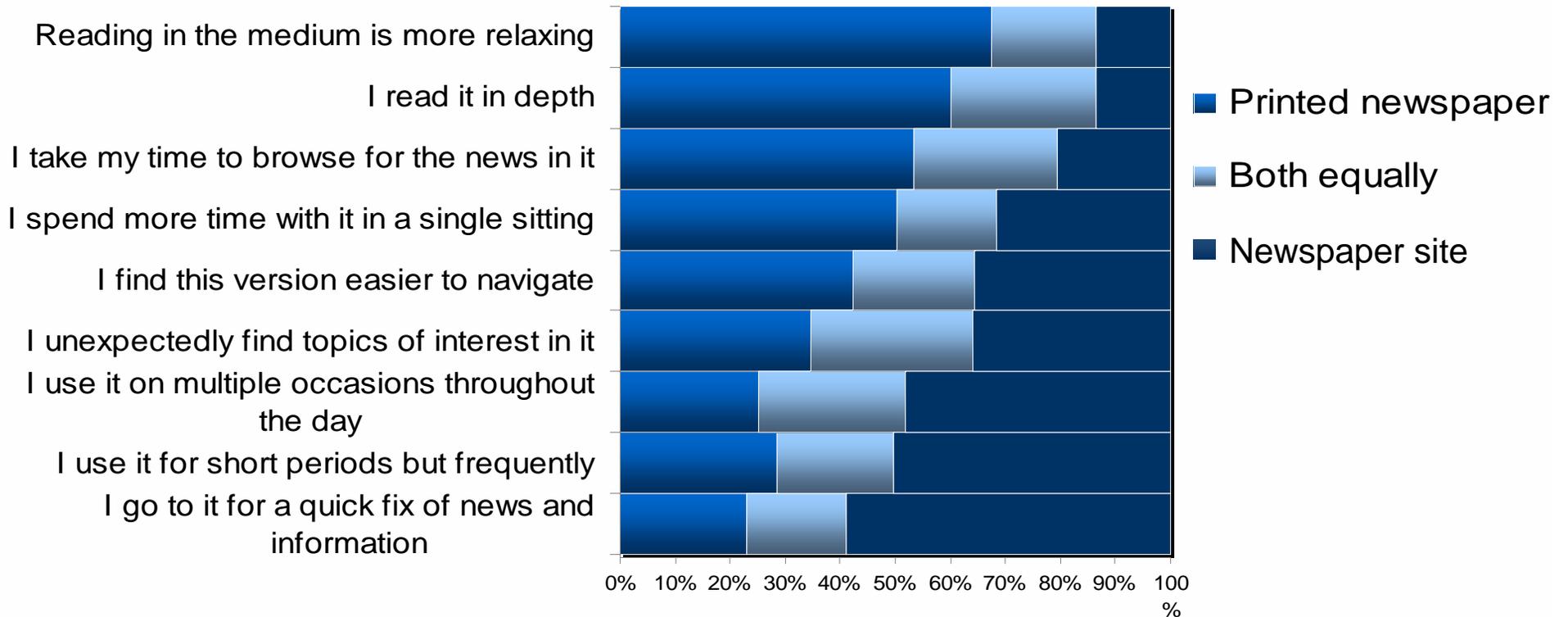
Daily Internet Activities = 5%

Percentage of adults (including non-internet users) who do the following every day.





Reasons for using newspaper websites



Based on users of both media in a typical week
 Totum Research for Newspapers Canada, November 2010



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Trusted online ads

Consumers consider local newspaper web sites to be the most trusted source of online advertising, with ads that are perceived to be more current, credible and relevant to them.





What works online

**Value = Provide something
(information or entertainment)
in exchange for a
consumer's time.**

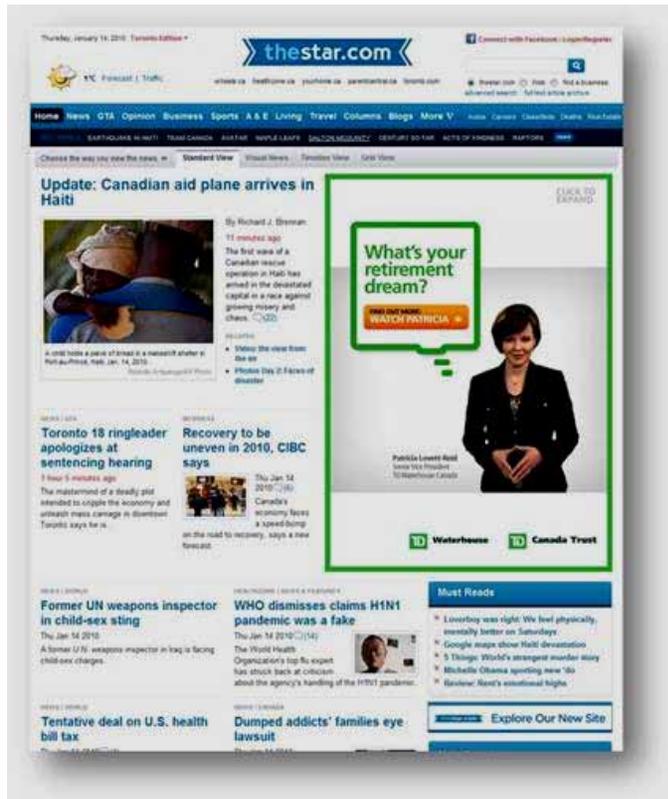
ARF Audience Measurement Conference (Shopping Study results delivered by Yaaov Kimelfeld, Senior VP and Director Analytics for MediaVest Worldwide & Edwin Wong, Director of Market Research, Yahoo!), New York, June 22, 2010



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Expandable



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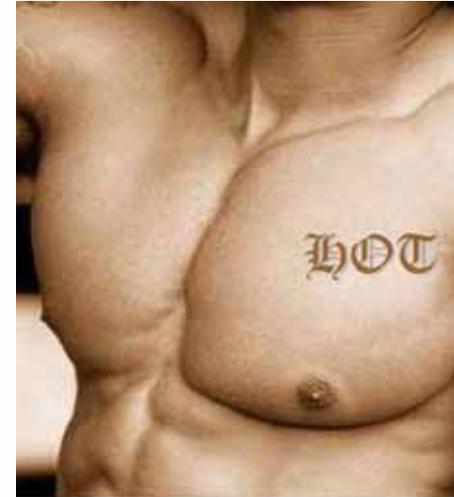
Movement





Why newspapers are

#1: We keep abreast
of where things might go
in the future



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“In a world where people are inundated with information as they try to make decisions, where local and community and mobile are growing, and where trusted brands and roots matter, the **newspaper brands have a bright future.**”

- *Rishad Tobaccowala,*
Chief Strategy and Innovation Officer, VivaKi





Canadian young adults believe in print future



65% of young adults feel print newspapers will exist in 2020

61% believe reading newspapers will increase in 10 years





Mobile

Top Mobile Activities



Accessing maps and directions	81%
Social networking	76%
Accessing local information	73%
Reading news	68%





Apps



Popular Types Of Apps (*% of recent downloaders who have used each category of apps in the past month*)

<u>App</u>	<u>%</u>
Games	60%
News/Weather	52%
Maps/Navigation	51
Social Networking	47
Music	43
Entertainment/Food	34
Banking/Finance	28
Sports	27
Productivity	26
Shopping/Retail	24
Video/Movies	22
Communication	21
Travel/Lifestyle	18
Other	3



Tablets boon to newspapers



82% of **iPad users** said they read the **news** on it

Owners of tablet devices (like the iPad) spend **75% more time reading print newspapers** than those without the gadgets. They make up the time by watching less TV and going online less.

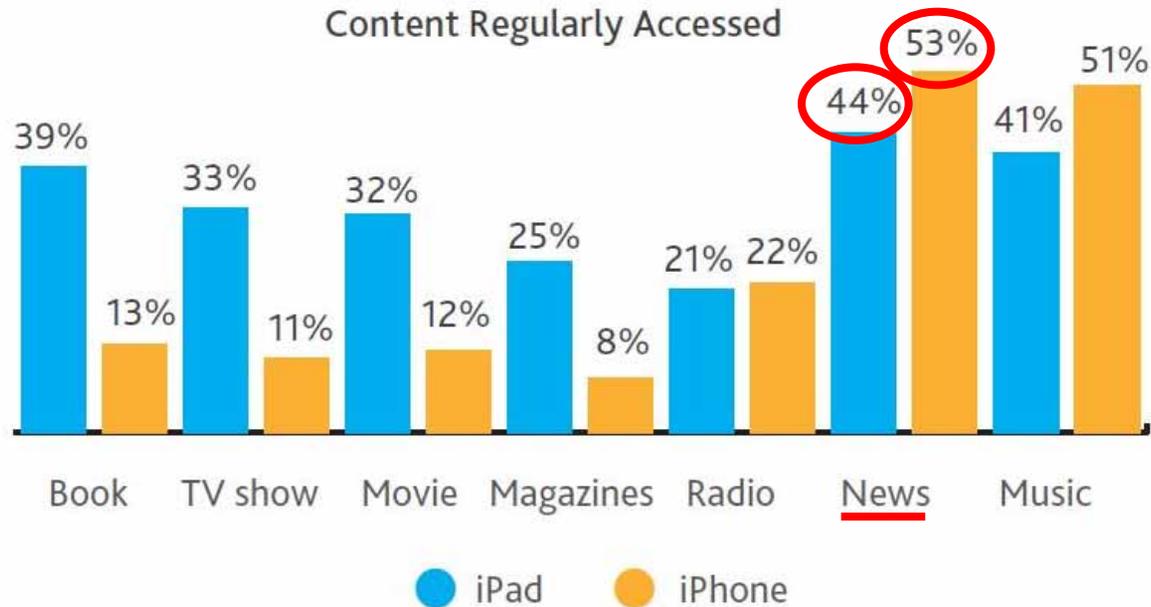
13% of consumers plan to **buy** a device within the next year



iPhone & iPad



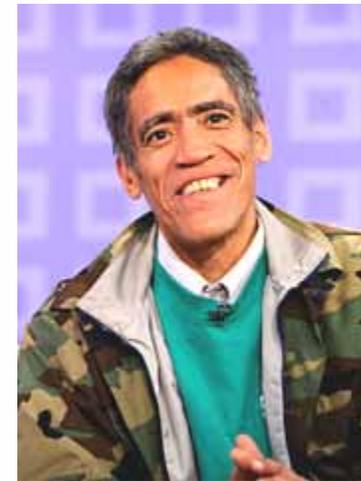
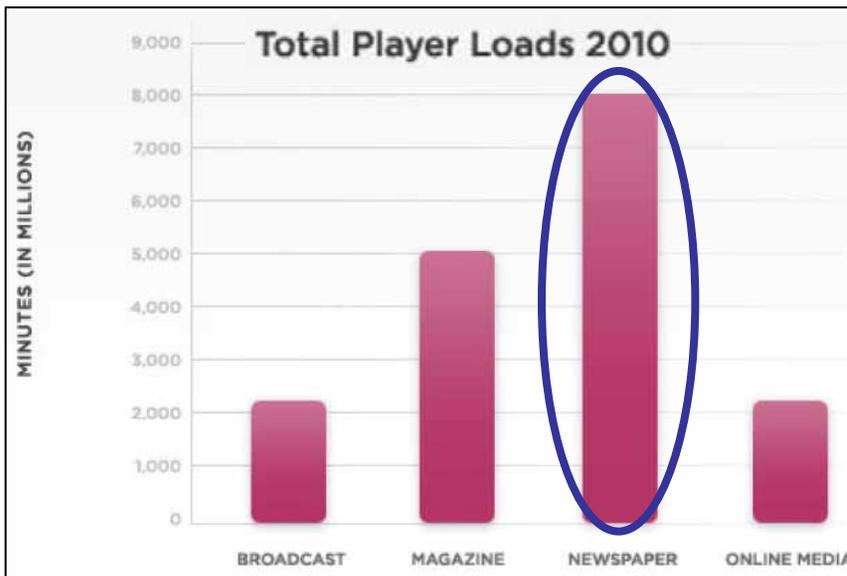
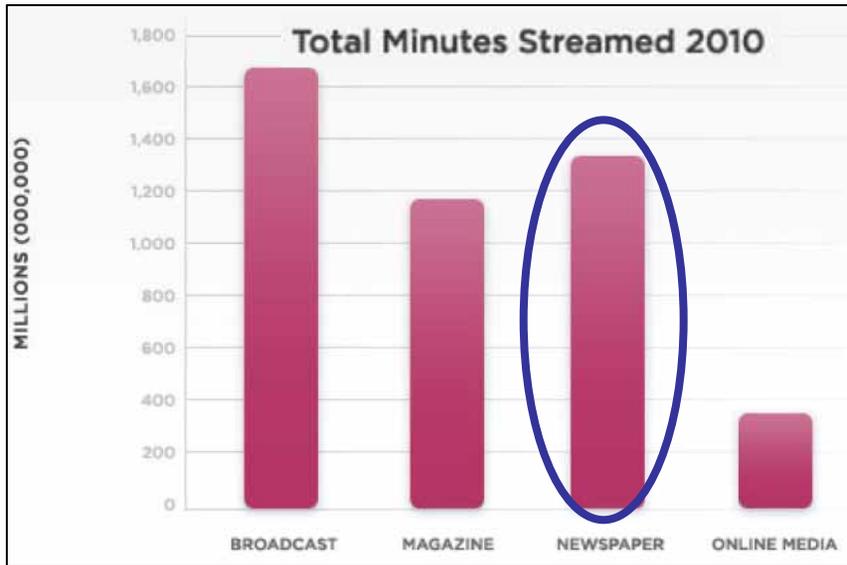
Content Regularly Accessed



Minonline.com, "iPad owners like their print brand", October 22, 2010



Online video



Ted Williams, panhandler with golden pipes, featured by local newspaper using online video

Brightgrove and Tubemobile, Feb.17 ,2011



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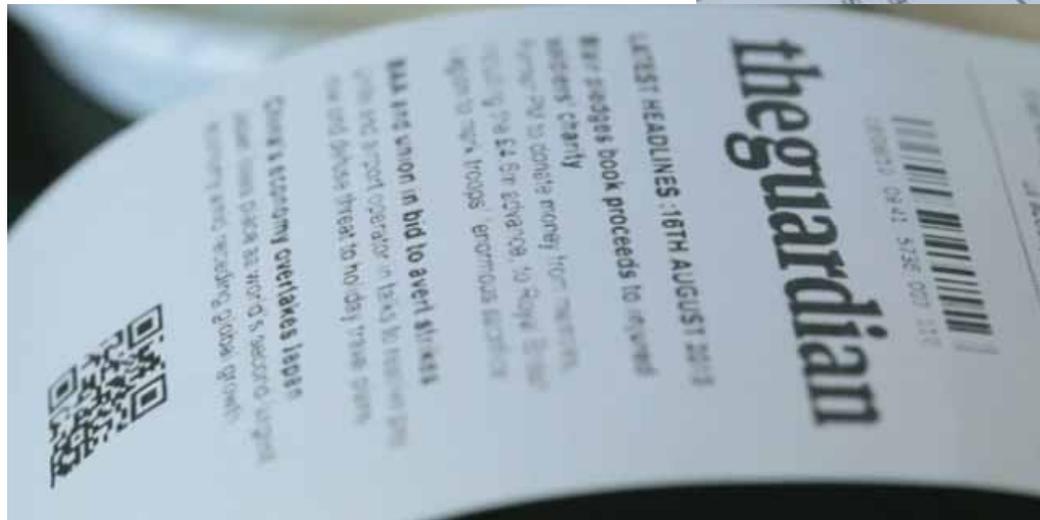
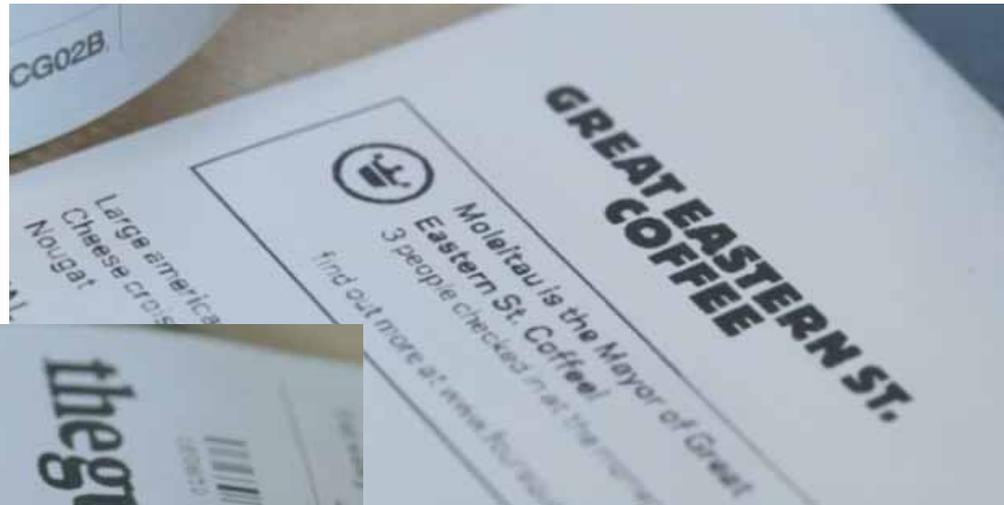
“Newspaper” delivers as you wake up



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“Newspaper” update with coffee



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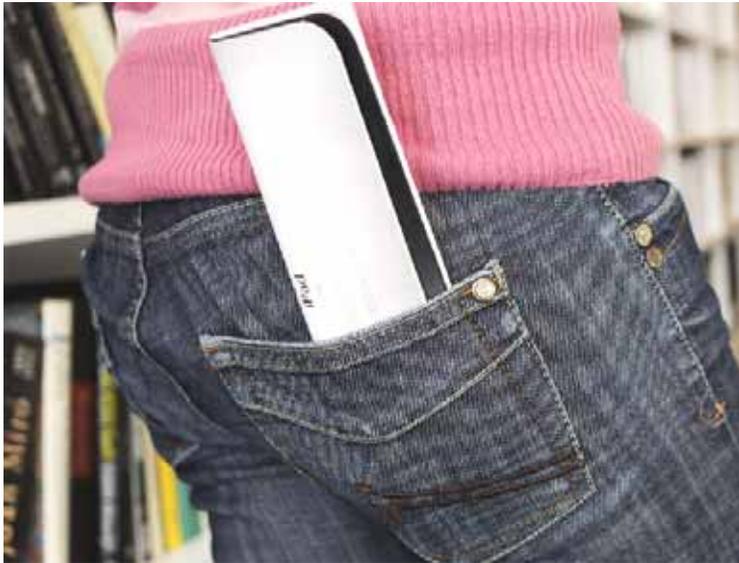
“Newspaper” part of evening out



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“Newspapers” will change



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20/10 WORLD | MIDDLE EAST | GAZA

Israel Stops 100 Jewish Activists From Entering Gaza

But an army spokesman's account says 100 Jewish activists were stopped at Israel's border with Gaza last week. A large group of activists, many of whom were Jewish, were stopped at the border with Gaza last week. The activists were stopped at the border with Gaza last week. The activists were stopped at the border with Gaza last week.







IN THIS ISSUE

GRAND SLAM
 Canadian sprint star takes
 his Murray falls the best in
 treatment...
 ...see page 11



GUN VIOLENCE
 Two dead after shootings
 continue in the west end...
 ...see page 8



THE CANADIAN NEWSPAPER

Trusted. Connected. Targeted.



Back up the streets, the Canadian Newspaper is your trusted source for local and national news.

By Suzanne Raitt

The news is impactful, the paper is green on earth. The newspaper industry is committed to reducing our impact on the environment. We take our responsibility seriously, and our readers can be proud.

With processes that are more energy efficient and environmentally friendly, we recognize the importance of preserving and protecting Canada's forests, and we only use newsprint from responsible sources that embrace accepted sustainability principles in their forestry operations.

For Canadians, this means that the forest industry plants more trees than it takes and has successfully reduced gas emissions by 10 times what is required under Kyoto. You've helped make newspapers a leading industry story by recycling over 90% of all newspapers in Canada.

The Canadian newspaper industry's contribution to environmental sustainability is significant, and we're committed to doing more.

and meaningful sustainability objectives as an effort to join the forest industry and other environmental groups (ENGOs) signed the world's largest commitment agreement.

Reading the newspaper is a greener choice than you might think.

We in the newspaper industry are committed to doing our part for the environment. Our processes and materials are designed to be more energy efficient and have successfully reduced gas emissions by 10 times what is required under Kyoto. And you've helped too, by recycling over 90% of all newspapers in Canada. There is more to do, and together we can work toward sustainability.

Become a sustainability hero and another step to go, it's time we're shaping our future.



For more information on why newspapers are hot, contact:

Suzanne Raitt
VP Marketing & Innovation
sraitt@newspaperscanada.ca
416-923-3567



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