

# Newspapers: A Recipe for Success

## Nutrition Facts

Serving Size: Lots over whole day

Amount Per Serving: 4 hours a week

Calories 0

Protein 56g

Food for thought

Ideas to drink in

Carbohydrates 20g

Dietary inspiration

Sweet presentation

Fat 0g

Iron clad facts 100%

Magnificent ads 100%

What's  
Cooking  
in  
2012?



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# Set the Table



How are Newspapers  
doing in Canada?



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# Tasty Nuggets

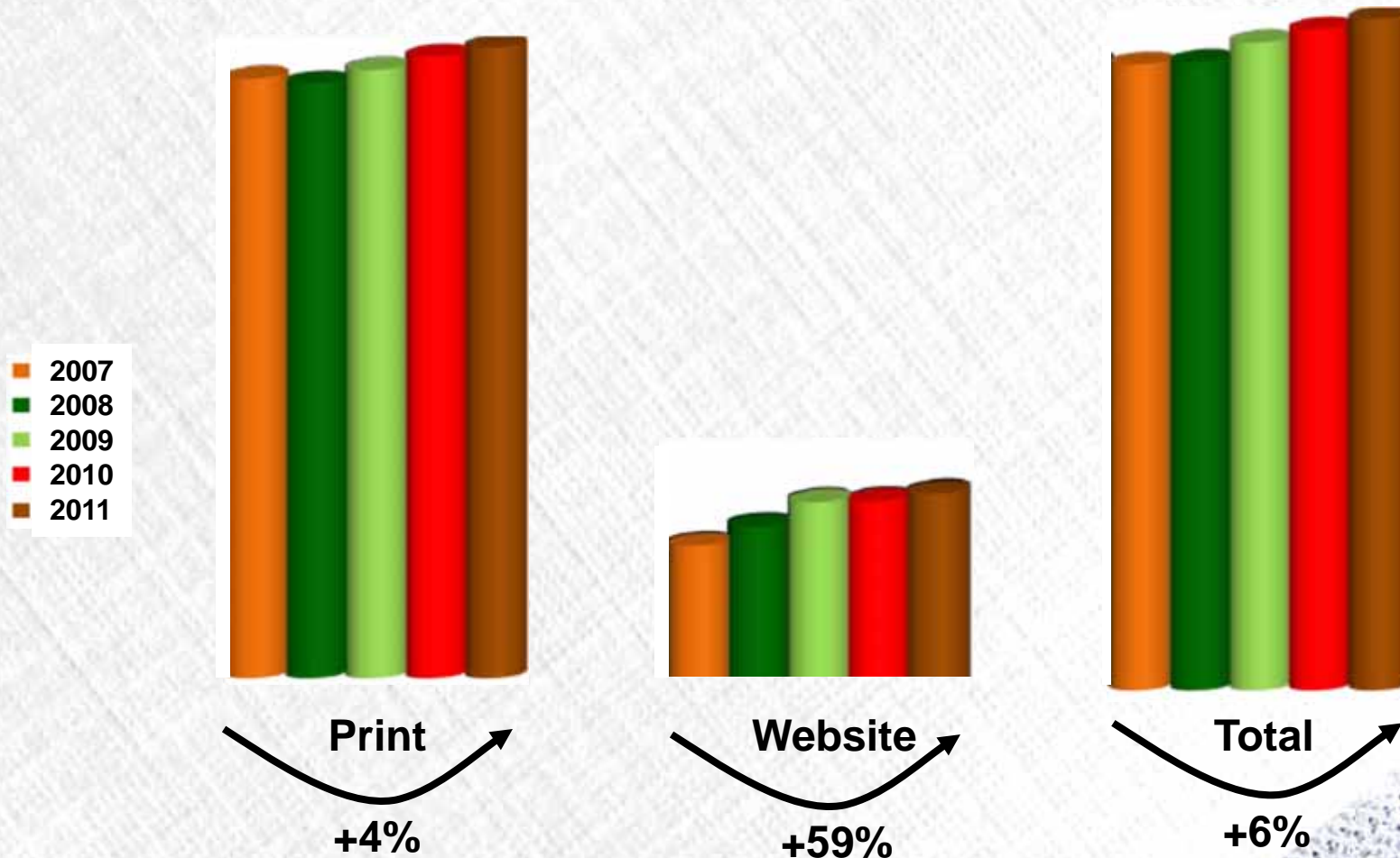
- There are 122 dailies and >1,100 community newspapers in Canada
- There are more print newspapers today than in 1970
- A quarter of all advertising occurs in newspapers and on their sites (\$)
  - Matching that of TV advertising
  - Bigger than Magazines, Yellow pages,  
Direct mail and Outdoor combined!
- Newspaper readership is growing





# Have your Cake and Eat it too

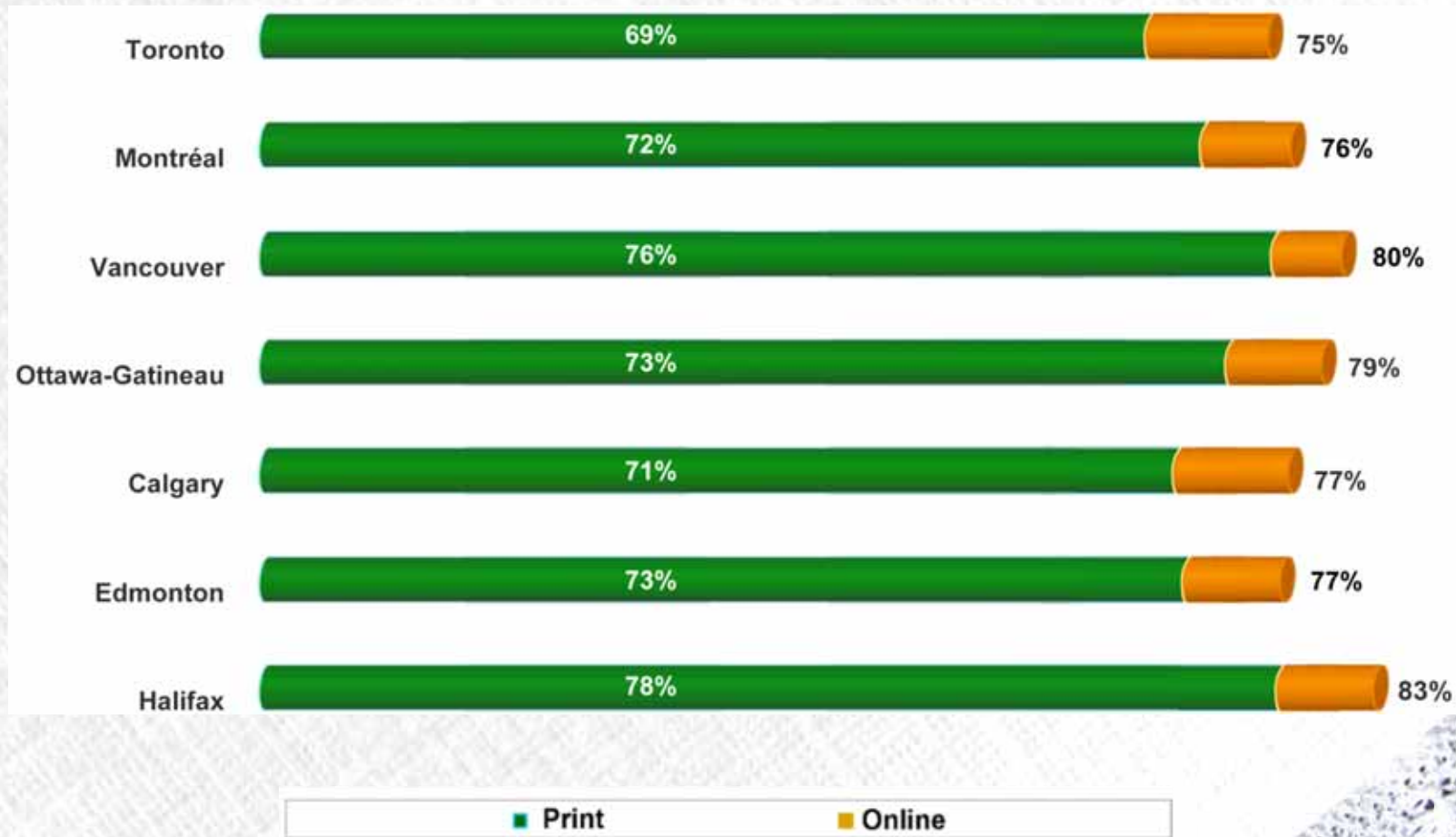
## Weekly Readership Growth: In Print and Online



NADbank 2011, Adults 18+; Population 1 million plus markets

# Those that Imbibe

8 in 10 Canadians Read a Newspaper Each Week



NADbank 2011, Adults 18+



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## Those that Abstain

**4-in-10** adults who identify themselves as newspaper **“non-readers”** in the past week recalled using newspapers to **check sales in local stores, clip coupons, compare prices, check movie or TV listings and more.**

This unofficial exposure adds another **13%** **points to the newspapers’ weekly reach.**





# U.S. Tastes Different than Canada



## Newspaper Ad Revenues

(print and online)

	<u>USA</u>	<u>Canada</u>
2010	-6 %	+1%
2011E	-7%	+0%



## Number of Newspapers

(dailies and communities)

	<u>USA</u>	<u>Canada</u>
2012 vs 1970	-17%	+21%



## Readership

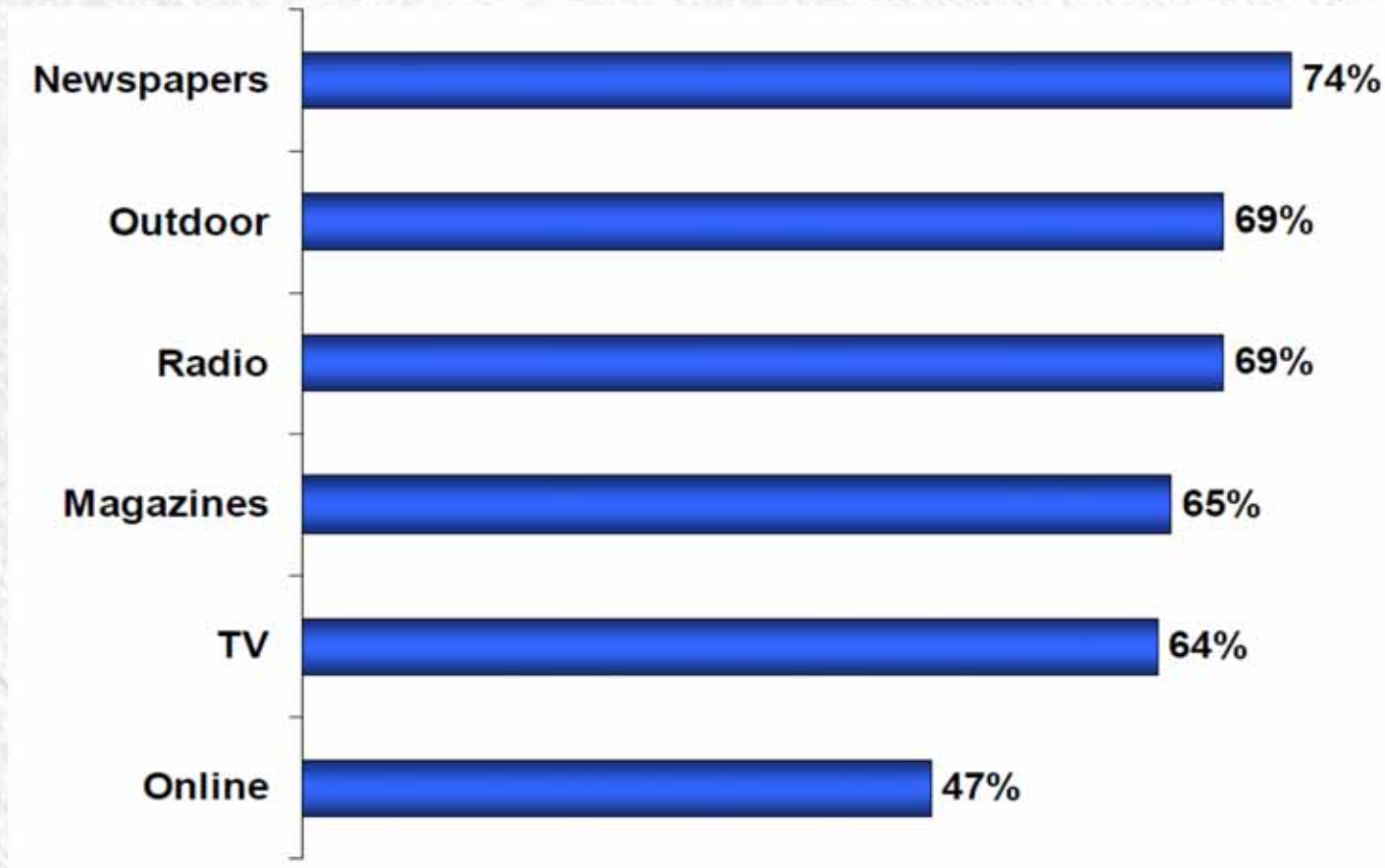
	<u>USA</u>	<u>Canada</u>
Print	63%	72%
Print & online	69%	77%



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# Spill the Beans

Ads in this Medium are the **Most Truthful**







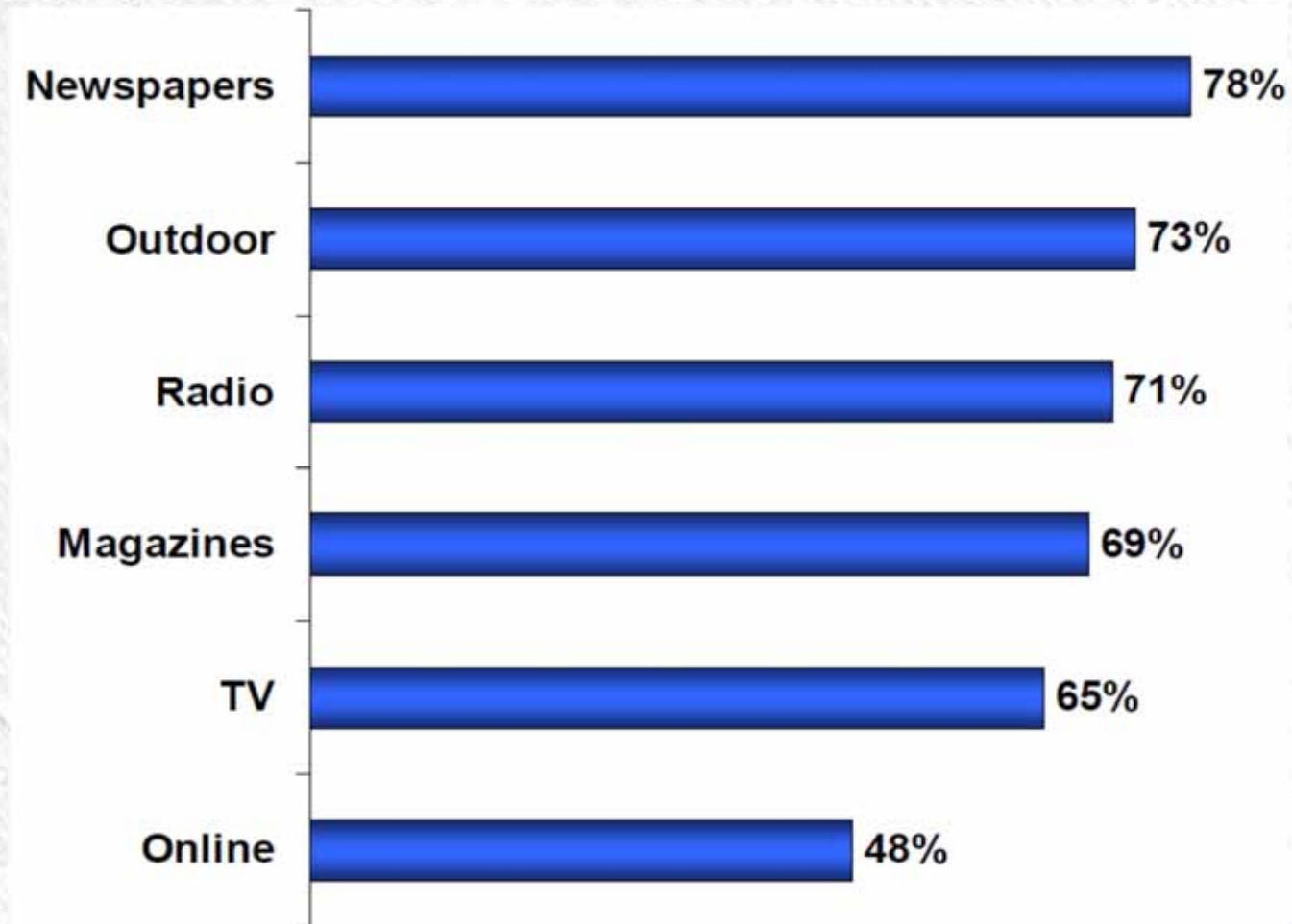
A-77, West Falm Nagar, New Delhi-110008. Ph: 911-25880233



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# My Cup of Tea

Ads in this Medium are the **Most Acceptable**



Advertising Standards Canada, "Canadian Perspectives on Advertising", November 16, 2011



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## Tourists drawn to dance's heartland



The collage consists of two newspaper clippings. The top clipping is from 'The New York Times' dated 10/10/1991, with the headline 'Belarus seeks to join the Soviet Union'. The bottom clipping is from 'The New York Times' dated 10/10/1991, with the headline 'More than three decades on, Pinter classic is still wrapped in mystery'.

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*'Still stuck on Dubai farmat. No one seems to know how long we'll be here.'*



**News wire** **Breaking news**  
 6:00am The State: A History, Sunday, November 6  
 6:00am Out of the Ashes, Sunday, November 6

## Video news



### Teary teen begs Bali court to go home

**ABC switches off Deborah Cameron**  
**THE DICK 4:30pm** The ABC decides to 'refresh' the morning radio host in Sydney

**Thorpe makes final in comeback swim**  
MICHAEL COMLEY 3:38pm Former Olympics hero did just enough to finish second in his heat. ➔

### Occupy Sydney march to go ahead

- Aussie's warned over \$1.7m Slysco scandal
- Group buying: is boom set to blow up?
- Hot weather on its way for Sydney
- Filing for the working mother myth

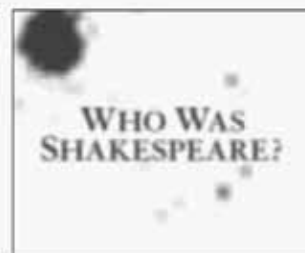


Sydney timber dogs - what struck  
pouches: audition for Davis Day

### Promotions



[Sylvia Festival 2013](#)  
8mo ago  
on TheVine



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# “Talking Turkey”

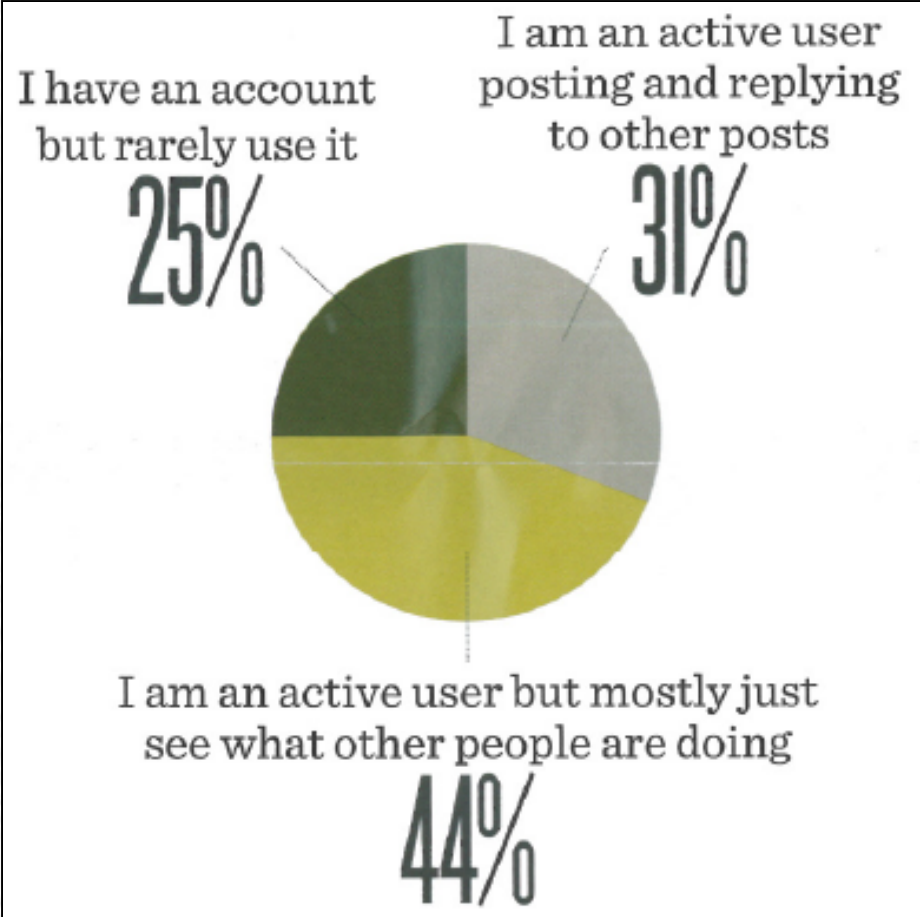
Isn't Social Media Where It's At?



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## **SOCIAL MEDIA USE IN CANADA**

**Less than one-third consider  
themselves active social  
media users**



### **Primary online social network**

Facebook **88%**  
LinkedIn **3%**  
Twitter **1%**  
Other **3%**





**3 out of 5 internet users  
do not want to  
engage with brands  
on social networks**







“Facebook fan numbers are the cocaine  
of social media statistics....

There might be 750 million people on Facebook  
and 100 million accounts on Twitter,  
but people still rank **print more important**  
in terms of **engaging with brands.**”



# Newspapers Part of Social Media Plan

Social & mobile marketing tools retailers plan to use in **next 6 months**:

- Mobile commerce site
- **QR code in traditional media**



More consumers scan QR codes:  
in newspaper or magazine  
than from any other source





# Staple

## Print Newspapers



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# Comfort Food

“I personally think there is something in our DNA that really **likes print**.  
There's something nice about reading a print article. I like to curl up in bed on a Sunday with the newspaper and a cup of coffee.”



- Arianna Huffington,  
Founder of The Huffington Post

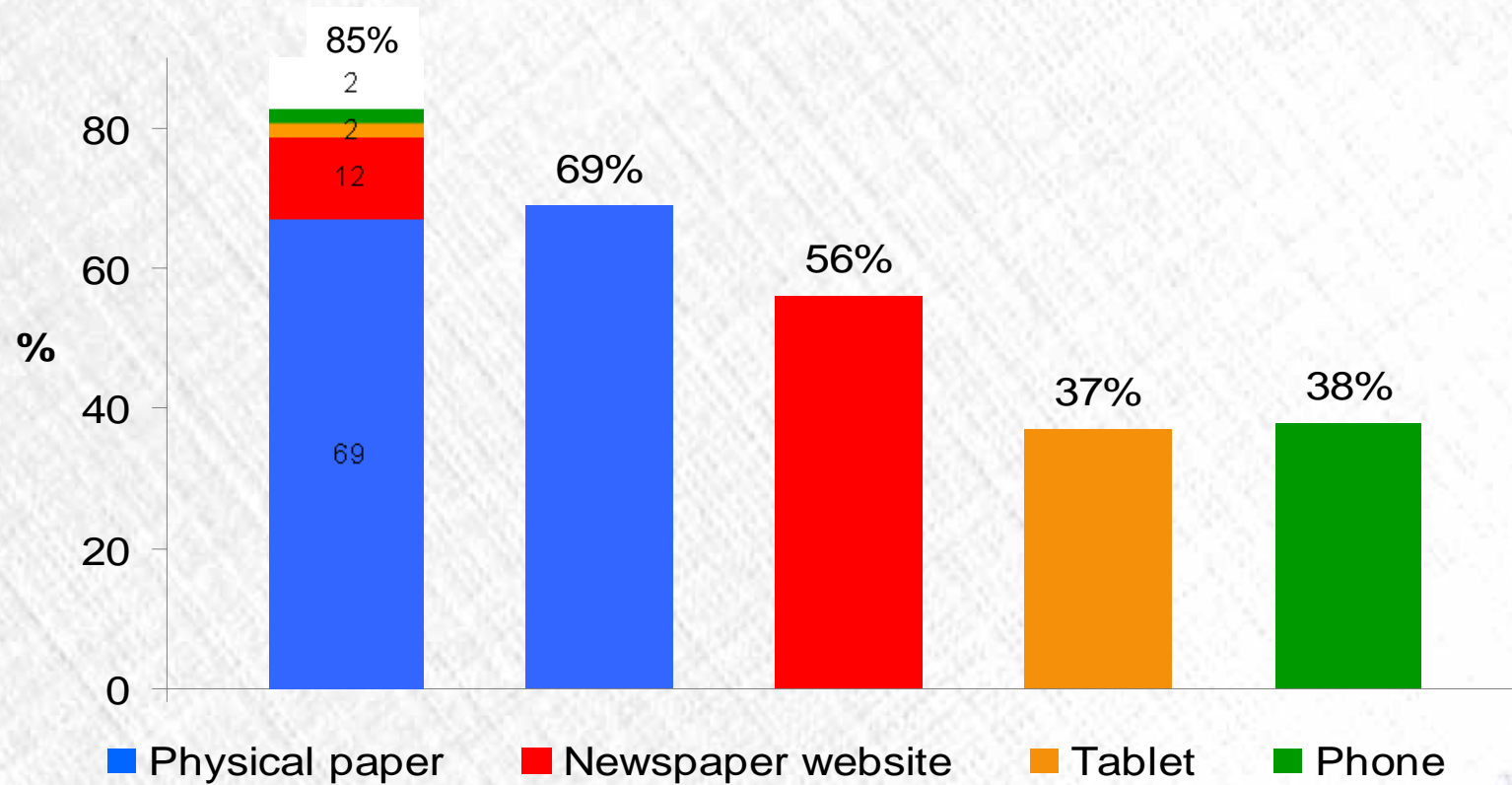
Montreal Gazette, “Huffington says print still valued”, Sept. 16, 2011



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# Meat & Potatoes

## Weekly Readership across Multiple Media



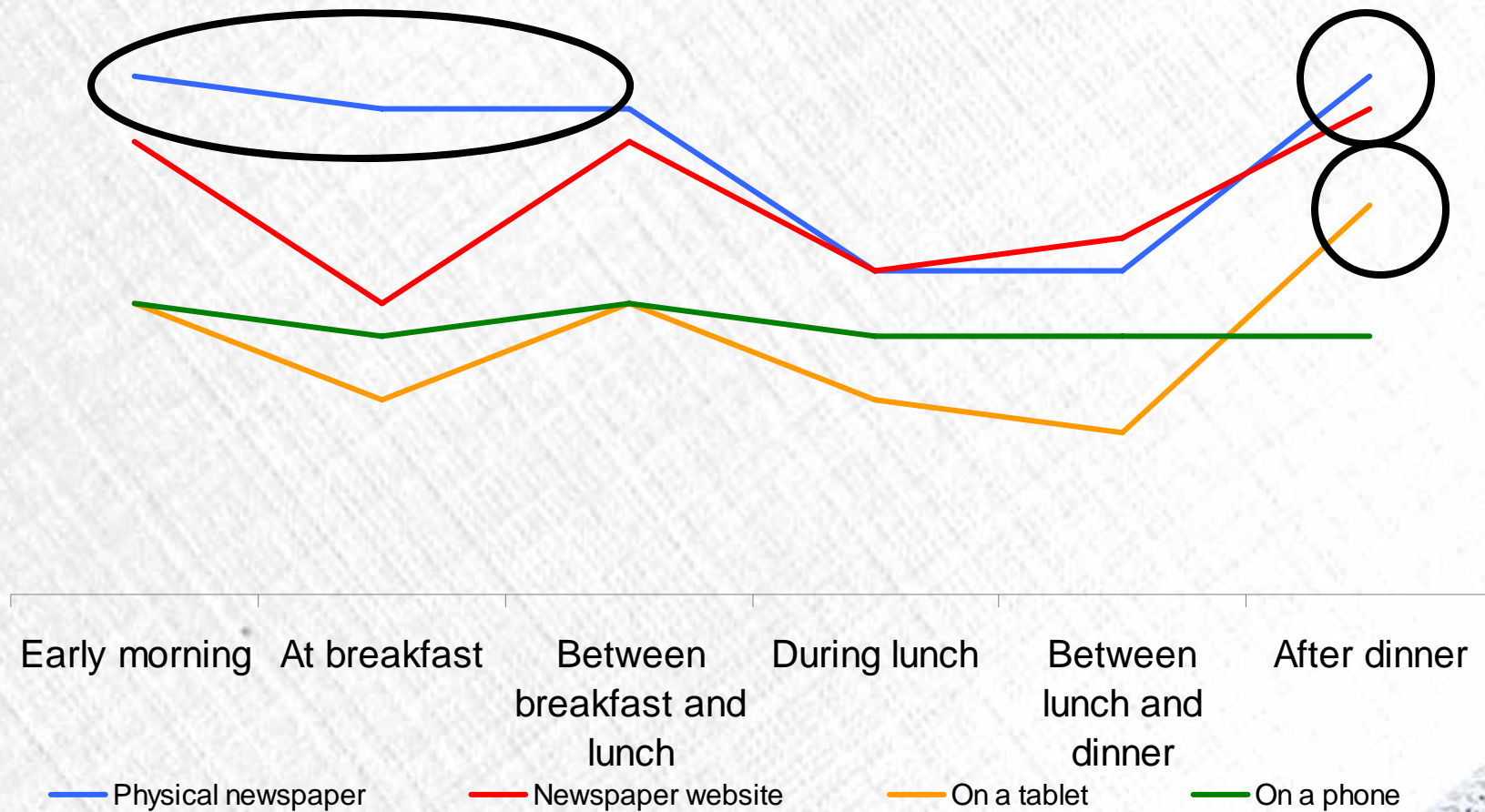
Totum Research; Canadians 18+, any week, December 2011



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# Snack Throughout the Day





# Locally Grown

- **Local media** (73%) is the most relevant source for **feeling part of community** ahead of the internet (22%) and TV (11%)
- **Newspapers** rank **first** as the **source people rely on most** for 11 of the 16 different kinds of local information - **more topics than any other media source**
- 60% **act on the ads** from local media



# Locally Grown

**EDGE NEWS**

## MD sticks to development plan over Clear Lake subdivision

Kelly Clemmer  
kelly@edgenews.ca

The Municipal District of Wainwright are adhering to the development plan regarding the Clear Lake subdivision owned by Tim and Jan Suley.

The Suleys recently wrote a letter to the MD Council requesting that the MD release

Suley also requested that the road be scheduled for the soil cement process instead of filling and asked for some clarification regarding the amount of gravel that was hauled by the MD to complete the internal road and approaches in his subdivision.

Jim Klason, the MD's development officer explained that outlined in the development permit there is a one-year guarantee on the security funds after the MD's construction manager checks the work that's been done and gives his

Council discussed the use of the soil cement for the subdivision as well as the gravel, but referred back to the development permit.

Suley felt that the outlined specs on a standard local road configuration was exceeded with the amount of gravel that was trucked out to build the internal road.

Reeve Bob Bane explained that the road was gravelled by the people who were building it, and the amount of gravel applied is based on the soil conditions and they put as much as deemed necessary at the time.

Councillor Owen Burk made a

*Spring TROLLBEADS*

AVAILABLE AT **Voilà!** MAIN STREET, WAINWRIGHT PH: (780) 843-3887

\$55,795 back to the Suleys after they provided the MD of Wainwright two letters of guarantee to cover 75 per cent of the above ground improvements noted in the development. They noted that the MD would retain liability until the final surface is completed, or until there is a decision made on payment of the final surface if it were to be completed by the MD.

OK, which will be done when the snow clears. Once he issues the OK, the one year term will begin, not expire.

"My recommendation is to make reference to the development agreement and adhere to the terms and conditions of that agreement," said Klason.

to write a letter back to the Suleys to explain that the MD will adhere to the development permit, which outlines the security agreement, the gravel and surfacing.

**DOES EVERYTHING REMIND YOU OF SMOKING?**

AlbertaQuits.ca | Personalized grants to develop your business in quit smoking

Black Cross Services

**Advertiser:** La Maison Du Père

**Copy:** In Montreal, nearly 30,000 people sleep in the street or don't have a permanent address. Let's help them.

**Pas de taxe d'immatriculation pour les conducteurs lavallois**

Déneigement: des décès «évitables», selon le coroners

Agreement immobilière

Vers la réinsertion



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# Apple of Your Eye

**Google** researched the **influence** of **print, digital and social** in today's **purchase decisions**.

Studying 12 shopping categories and 50 media sources, **newspaper ads** (including inserts) were rated among **the top three** (TV & direct mail were the other two).

And primary medium when **checking** advertising...

<b>Newspapers</b>	<b>35%</b>
Internet	28%
Direct mail	12%
TV	9%
Catalogs	7%
Magazines	3%
Radio	1%



**4 out of 5** adults said they “**took action**” as a result of **newspaper advertising** in the past month, including:

- Clipping a coupon
- Buying something
- Visiting web sites to learn more
- Trying something for the first time







#### Word search

c c h i c k e n  
 c h i c k e n i  
 h c h i c k e n  
 c k c k c h c n  
 c h h h c i h e  
 k i i i k n i k  
 i k k c i k c c  
 h c h k k c k i  
 k e c c k e e h  
 c h i c k e n c  
 i c h i c k e n  
 c h i c k e n n  
 h h k c k i k e  
 i e i c h n e k  
 c n c c k c n c  
 k n c k k k h i  
 e k h c e e k h  
 n e h e h i n c

chicken	chicken	chicken
chicken	chicken	chicken
chicken	chicken	chicken
chicken	chicken	chicken

The Swiss Chalet Rotisserie Channel makes chicken easy to find. Watch the Rotisserie Channel for exclusive offers. Rogers 208 or swisschalet.com



**Brand:**

Swiss Chalet

**Situation:**

Reinforce point of difference: rotisserie

**Solution:**

Use newspapers to send to TV

**Results:**

1st week, chicken orders +30%



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# **Newspaper Ads enhance TV Ads for Food Advertisers**

**Intent to purchase:** +50%

**Brand equity metrics:** +50%

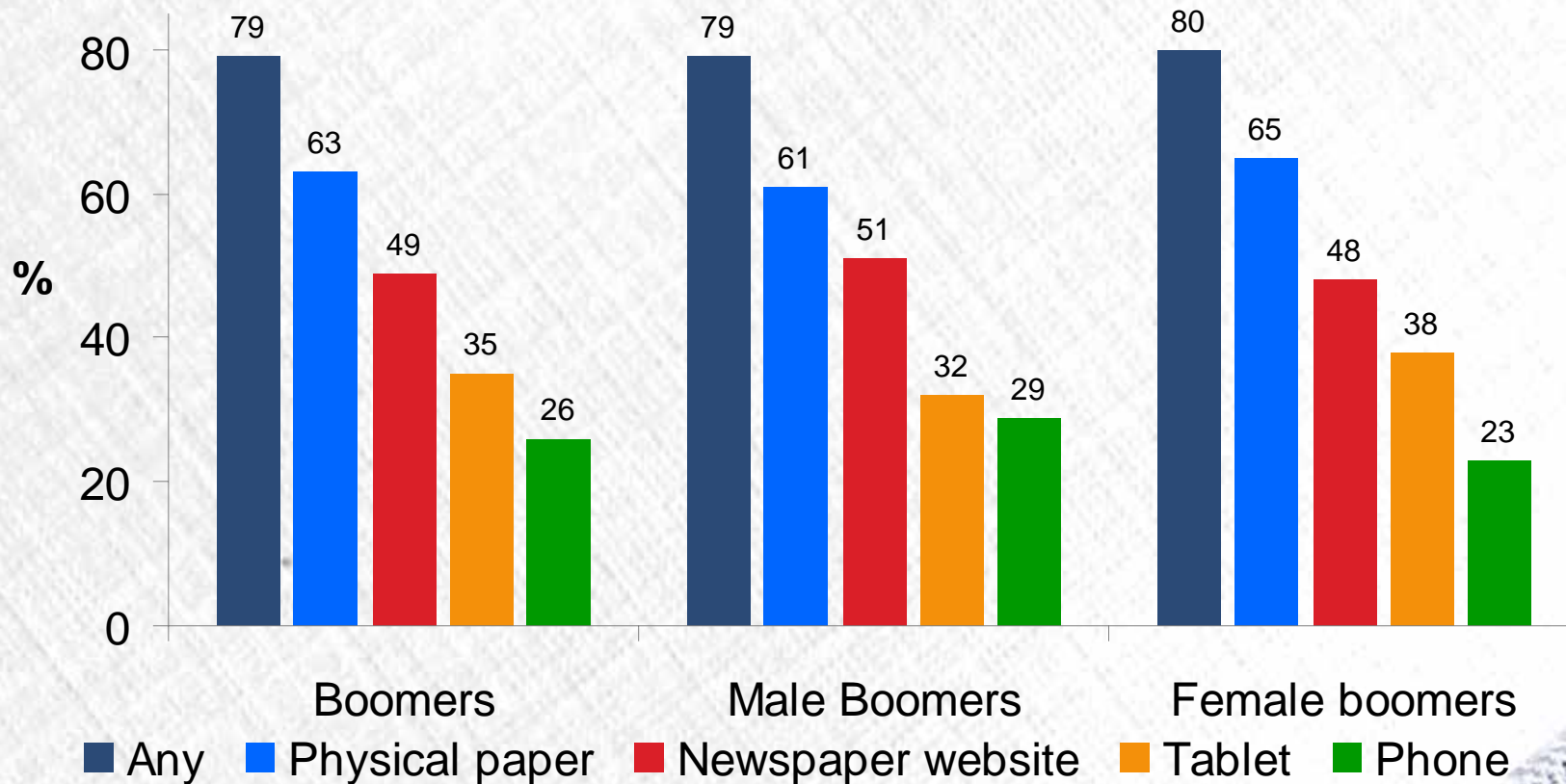
**Trust in food brands:** +20%

**Appeal of TV ad:** +40%





**Boomers:**      **Read print newspapers the most**  
**(45-65 yrs)**      **Net worth is 28% higher than average**



Totum Research; Canadians 45-65, any weekday, December 2011;  
Marketing magazine, "Are you ready for the boom?", Dec. 12, 2011



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“Advertisers are constantly aiming for younger women, when it's pretty clear that **baby boomer women** are one of the **most influential shoppers.**”

- Janet Tonner, Director of Research and Analytics, Vertis





### CARAS

#### KEITH URBAN E KID ROCK SHOWS EM INTERVALO DE JOGO

Ídolos da música country, **Keith Urban** (43) e **Kid Rock** (39) (de chapéu) brindaram os fãs de futebol americano com shows exclusivos em dois importantes jogos na quinta-feira, 25, dia de Ação de Graças. Na cidade de Arlington, no Texas, Keith cantou um medley com seus hits *Days Go By*, *Better Life* e *Put You in a Song* no intervalo da partida entre o Dallas Cowboys e o New Orleans Saints. Ainda no backstage, o marido da estrela **Nicole Kidman** (41) monopolizava as atenções seguidas por várias câmeras que capturavam imagens inéditas para o documentário *Keith Urban: Halftime in Real Time*. Para desgosto dos anfitriões, o time da casa amargou derrota para o Saints. Já Kid Rock agitou as torcidas do Detroit Lions e do New England Patriots, no estádio de Ford Field, em Detroit. Marido da top **Gisele Bündchen** (30), **Tom Brady** (33) foi destaque na partida, conduzindo a tranquila vitória do Patriots.

#### GOVERNADOR ENRIQUE PEÑA NIETO MEXICANO SE UNE A ANGÉLICA RIVERA

Governador do Estado do México, **Enrique Peña Nieto** (44) se casou com a estrela de telenovelas **Angélica Rivera** (40). Romântica, a boda foi realizada na Catedral Metropolitana de Toluca perante 200 convidados. Juntos, há cerca de dois anos, os noivos tiveram como padrinhos os filhos, **Paulina** (14), **Alejandro** (11) e **Nicole** (9), frutos do primeiro casamento dele, e **Sofia** (13), **Fernanda** (12) e **Regina** (4), herdeiras dela. "Independente de sermos pessoas públicas, nossa emoção é igual a de qualquer casal", disse ela.





#### ALLMAN BROTHERS BAND CONFIRMA RETORNO A NY VETERANO GRUPO IRÁ REALIZAR OITO SHOWS NO BEACON THEATRE

Que aposentadoria, que nada! Com 41 anos de carreira, os integrantes da Allman Brothers Band estão prontos para cair na estrada. Na semana passada, em Nova York, **Gregg Allman** (62), **Jai Johanny Johanson** (62) e **Butch Trucks** (61) anunciaram as datas dos próximos shows na Big Apple, oito apresentações a serem realizadas entre os dias 10 e 19 de março de 2011 no Beacon Theatre. *Chairman* do Madison Square Garden Inc., grupo que controla a casa de shows, **James Dolan** (54) (à esquerda, da terra) não só demonstrou entusiasmo como pediu desculpas publicamente à banda. "Sentimos muito o que aconteceu este ano. Isso não se repetirá", disse James, referindo-se aos shows que não puderam ser feitos em 2010, quebrando a tradição de 20 anos e 190 apresentações da banda no Beacon Theatre sempre no mês de março, por conta do agendamento de espetáculos do Cirque du Soleil. "É muito bom estar de volta. Este é o nosso território, nosso céu", disse Gregg, tido como um dos melhores guitarristas de todos os tempos.



#### PATTI SMITH: TIETAGEM POÉTICA EM MADRI CANTORA AMERICANA RELEMBRA ROBERTO BOLAÑO

Conhecida como a "poetisa do punk" por trazer elementos intelectuais para o rock, a cantora **Patti Smith** (63) viajou a Madri, Espanha, para celebrar um de seus mentores. Diante de plateia de estudiosos, tradutores, críticos e amigos, ela recitou uma série de poemas do escritor chileno **Roberto Bolaño** (1953-2003) durante a Semana del Autor, evento promovido pela Casa de América. Além de Patti, nomes da literatura internacional como o mexicano **Juan Villoro** (80) e o argentino **Rodrigo Fresan** (63) também renderam homenagem a Bolaño. "Livros nos ajudam a estudar, nos mantêm entretidos e, às vezes, nos estimulam a escrever. Toda a vez que leio Bolaño me sinto inspirada", afirmou Patti. "Ele é um gênio, um mestre da linguagem", acrescentou a cantora.



#### JESSICA SIMPSON CONTAGIA MULTIDÃO LOIRA CANTA EM PARADA DE AÇÃO DE GRAÇAS

Designada a retornar às paradas de sucesso, **Jessica Simpson** (28) ganhou oportunidade de ouro para divulgar seu novo CD, *Happy Christmas*. Usando acessórios de inverno — inclusive uma luva de couro que cobria o anel de noivado dado recentemente pelo jogador de futebol americano **Eric Johnson** (27) —, a loira participou da 64ª Macy's Thanksgiving Day Parade. Tradicional evento das celebrações do Dia de Ação de Graças, a parada contou com 27 carros alegóricos, 15 gigantes balões de ar e mais de 2000 integrantes de bandas e dançarinos. De proporções surpreendentes até mesmo para a Big Apple, a parada foi acompanhada ao vivo por cerca de 3,5 milhões de pessoas nas ruas.





#### ANA MARIA MATUTE GANHA ALTA DISTINÇÃO CATALÃ É A TERCEIRA MULHER A VENCER O CERVANTES

Nascida em Barcelona e considerada uma das maiores escritoras espanholas do período pós-Guerra Civil, **Ana Maria Matute** (89) venceu o Prêmio Cervantes, honraria literária hispânica comparada ao Nobel. Em 35 anos, a láurea só fora conquistada por outras duas mulheres: a espanhola **Maria Zambrano** (1904-1991) e a cubana **Dulce María Loynaz** (1902-1997). "Me deram um prêmio que me encanta", disse ela.

**New Olay Regenerist.**  
Hide your age.



Olay. Desafia o possível.

Advertiser: Olay Regenerist

Copy: Hide your age.

# Other Media Don't Cut the Mustard



Newspaper Ads Deliver



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## **Newspaper Advertising Outscores Other Media:**

- Being the most **believable and trustworthy**
- Being the most valuable in **planning your shopping**
- Checking for your **regular shopping**
- Has advertising from **stores** that you **regularly shop**
- Being the best for **bringing sales to your attention**
- **Preferred** for receiving advertising information
- You **look forward** to this kind of advertising

Source: NAA, "How America Shops and Spends 2011"



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WHEN THE  
MARKETS FEEL  
LIKE THEY'RE  
GOING  
BACKWARDS,  
GET AN  
OPINION.



Dynamic Funds®  
invest with advice

Say 'I do' to a Kodak All-in-One printer and enjoy superb colour tones for just 8p per colour photo. For year after year savings on all your printing go to [www.printandprosper.co.uk](http://www.printandprosper.co.uk).

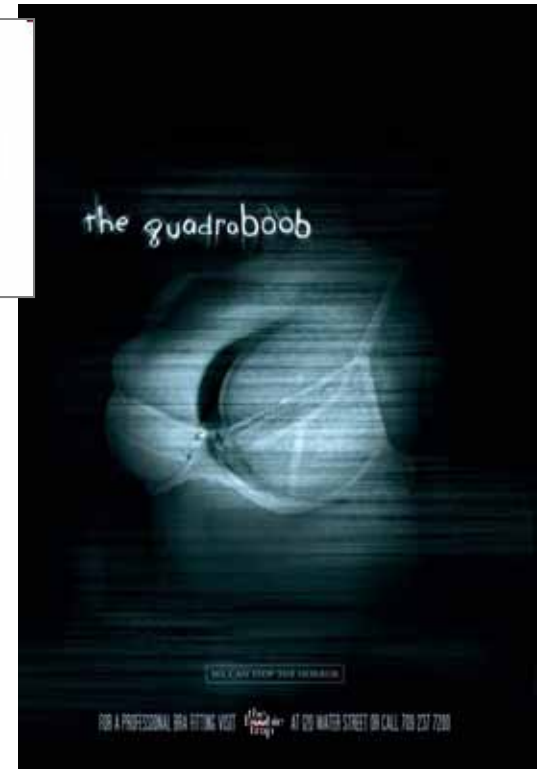


# Most Valuable in Planning Shopping



Advertiser:  
Midalia Steel

Copy:  
Time to get a pool fence



Advertiser:  
Volkswagen Golf R

Copy:  
Eat the Road. Seriously, eat it.

# Checking for your Regular Shopping





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# Has Ads for the Stores you Regularly Shop



# Brings Sales to your Attention

**PayPal.com** Truly Free! It's actually an offshoot site that costs just \$99 to join, with no other recurring fees or phone. Included value may be used for member-related information only. \$99 is 100% refundable. PayPal customer service and support. Services include: 1) pay, 2) mail, 3) account, 4) fee, 5) customer support, 6) technology, 7) security, 8) account, 9) support, 10) credit, 11) help, 12) the 13th.



**More than half of dealership visitors indicate their reason for making the trip was primarily due to a print or online newspaper ad.**

Autoremarketing.com, "CNW Says Newspapers Are Beating Out Other Ad Mediums in Driving Store Traffic", September 27, 2011



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$(\text{Brick} - \text{Egg}) + (\text{Horse} + \text{Helmet}) \neq \text{Egg}$

[illegible]

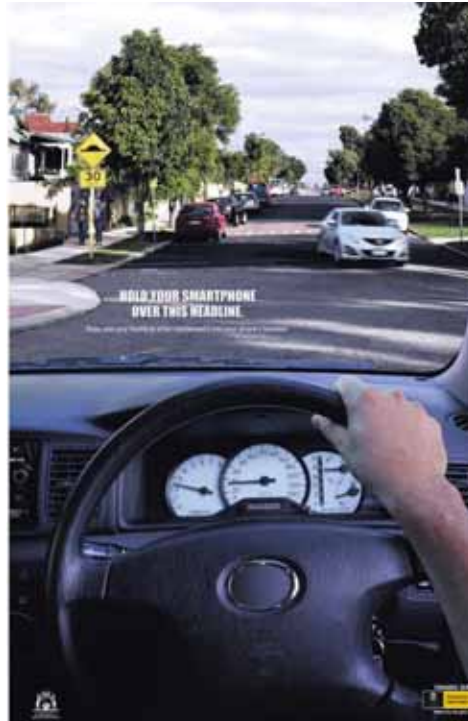


# Look Forward to this Kind of Advertising



**REPORTERS WITHOUT BORDERS**  
FOR PRESS FREEDOM

# Beyond QR: Visual Recognition





## Interact with Ads



# Award Winning Ads Work

Leo Burnett study, 15 years, top 100 campaigns each year

Reviewed market share, sales and awareness

Studies showed 86% of **award winning advertising sell**



## **Brand:**

La Korrigane Micropub  
& Brewery



## **Situation:**

Promote its point of difference:  
handmade beer

## **Solution:**

- Ad in paper, but left blank in 1,000
- Host “handmade ad for handmade beer” event
- Deliver ads to local neighborhood



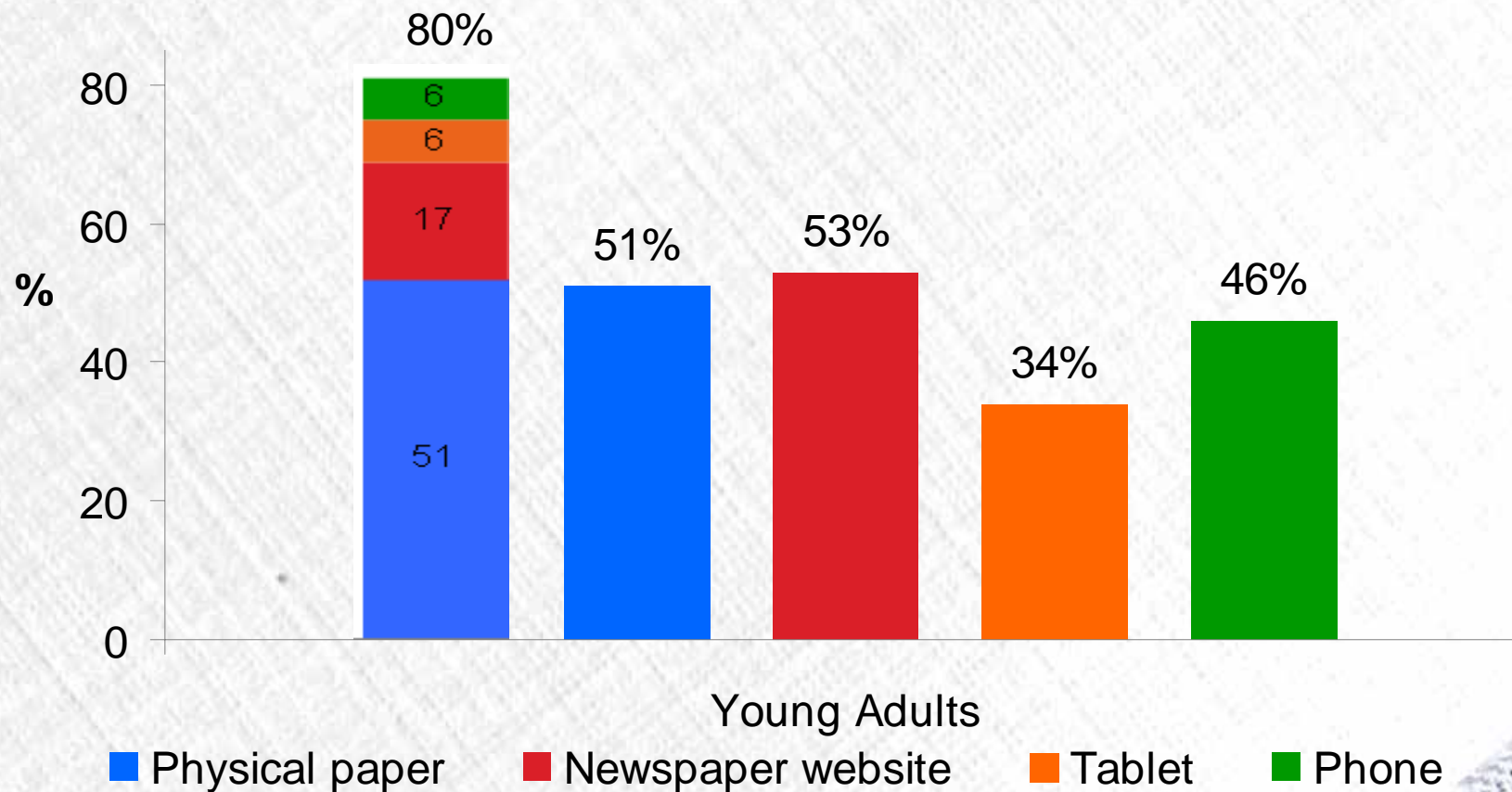
# Finger Food



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## Young Adults: “Trifectas”

### Most Significant Users of Mobile for News





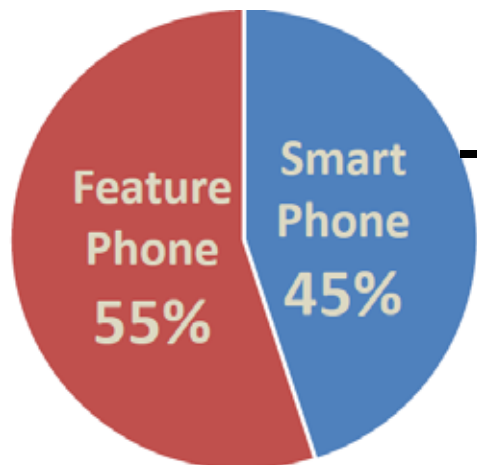
## Mobile Behaviours in Canada

(mobile audience 13+)

	Share of mobile subscribers
Sent text message	65%
Took photos	49%
Used apps	41%
<b>News</b>	<b>35%</b>
Used web browser	33% →
Email (work or personal)	30%
Played games	27%
Social networking site or blogs	25%
Weather	23%
Major instant messaging service	21%
Search	21%
Captured video	20%
Listen to music	19%
Maps	13%

**71%** have done  
**mobile searches**  
because of exposure  
to an **ad**  
  
**88%** were  
responding to a  
**traditional offline ad**  
in **print** or on TV





## Information Sought by Smartphone Users

(% of Adults Using Search)

<u>Information</u>	<u>% of Respondents</u>
<b>News</b>	<b>57%</b>
Dining/restaurant information	51
Navigation	51
Entertainment	49
Shopping	47
Sports	40
Games and activities	37
Food info (recipes)	36
Technology	32
Travel	31
Finance	26
Medical	26
Business information	24
Health & fitness	23
Educational	22
Automotive	17

Source: Statistic Canada 2011; comScore Dec. 2011; Mobile Movement, Google/Ipsos OTX, 2011



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# Mobile Users are Open to Brand Messages

**Bell Media's** *Canadian Mobile Media Snapshot*  
finds mobile:

- A **good way to learn** about products or services (82%)
- Persuades them to **investigate** products and services (80%)
- Could **change their perception** of a product or service (71%)
- Could **influence them to purchase** a product or service (65%)



# Eye Candy Tablets



**“Last time there was this much excitement about a tablet, it had some commandments written on it.”**

**- The Wall Street Journal**



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# Quick Tablet Facts to Chew On

How many: **40%** own tablet/ereader  
#1 in world

Who: Skew male (55%)  
25-44 (51%)  
Affluent (46% >\$100K HHLD)

How often: **77%** use the tablet **daily**  
**Evening** consumption high

Daily: Browse the web (67%)  
Email (54%)  
**News** (53%)  
Social networking (39%)  
Gaming (30%)  
Read books (17%)

Source: Pew Research Center, "The Tablet Revolution and What it Means for the Future of News", October 25, 2011; Techvibes.com, "Canadians and Tablets: This Is No Fad, This Is the Future", July 18, 2011; Center for Media Research: Research Brief, Nov. 8, 2011; Marketing magazine, "Digital Consumer 2011"



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# Good Pairing

Mediabrand Canada finds tablet usage **complements traditional media and does not replace it.**

85% indicated **newspaper use increased or stayed the same** after buying a tablet.

There is also room for newspaper growth on the tablet, as **half of people who don't read a newspaper on a tablet or e-reader are interested in doing so.**



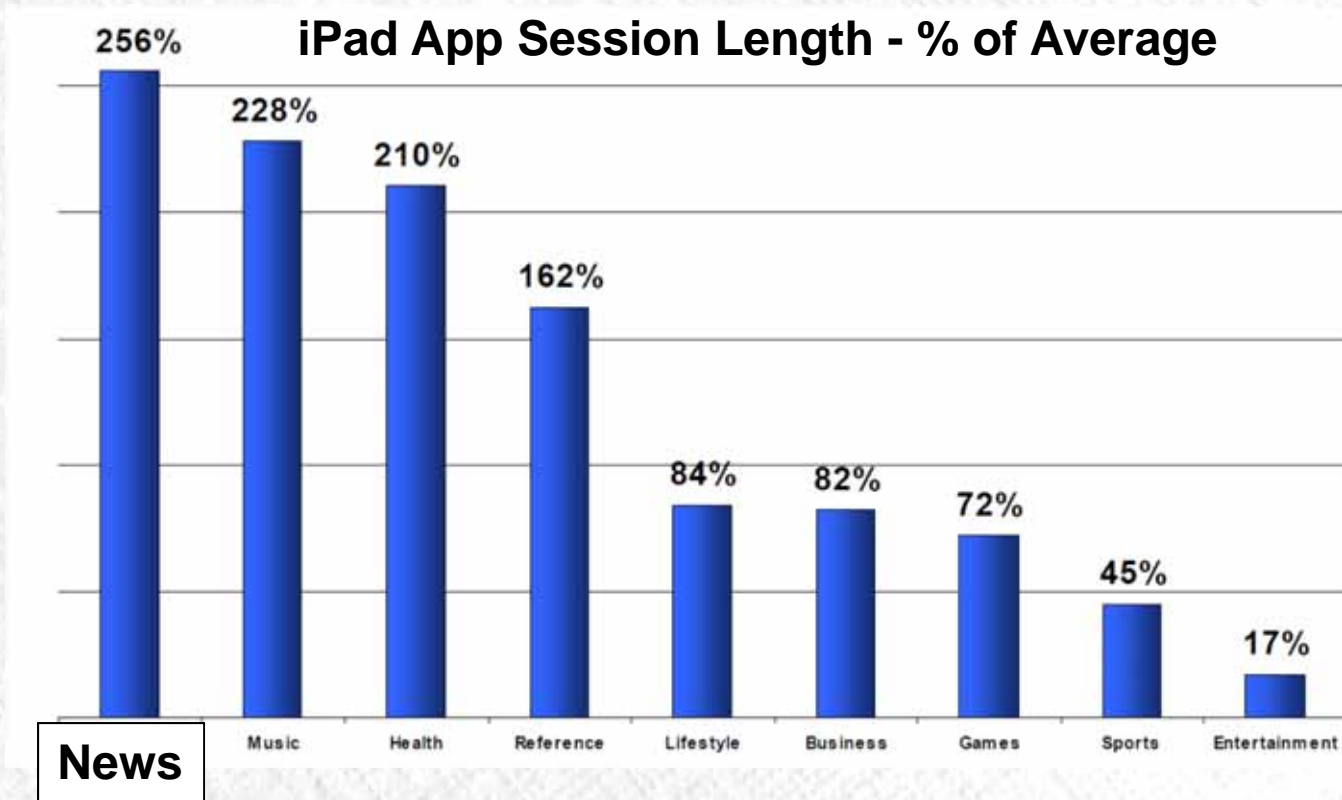
Media in Canada, "Tablets used more often in the home than out :study", July 11, 2011



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iPad users spent **two and a half times longer on news apps** than on apps in general



And they **gravitate** more toward **established news brands** on their devices over news aggregators



**Tablet owners also really like their news apps and would rather give up the following than lose their news apps:**

**Sports  
47%**



**Coffee  
44%**



**Facebook  
44%**





# Why Advertise on a Tablet

Half find advertising on newspaper tablet apps **relevant, unique & interesting.**

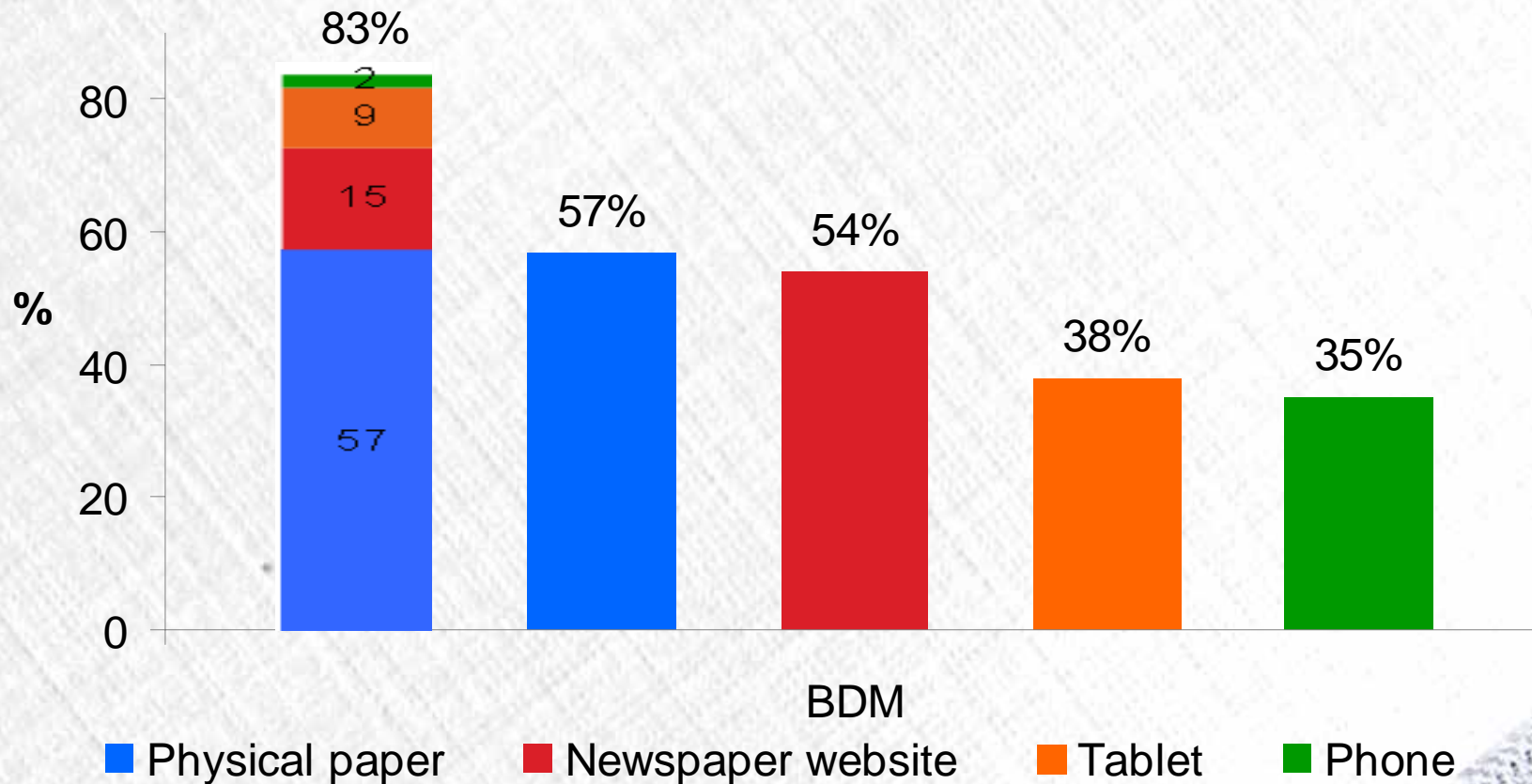


While tablets account for a small percentage of e-commerce, they **perform better** with conversion rates (orders divided by visits) of 5% for tablets vs. 3% for PCs.

Many retailers also report that **tablet users place bigger orders** – 10%-20% more than PCs & smartphones



## Business Decision Makers: “News Junkies” Most Significant Users of Tablet

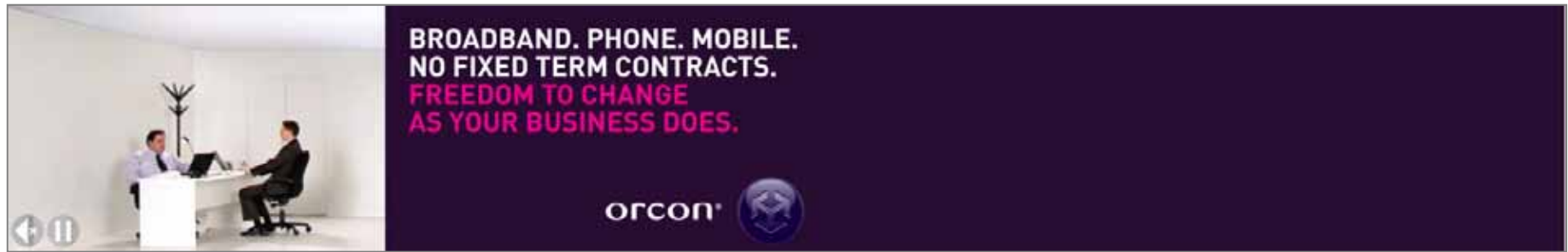


Totum Research; Canadian professionals, senior management/executives and business owners/self employed, any weekday, December 2011



NEWSPAPERS CANADA  
TRUSTED | CONNECTED | TARGETED





**Brand:** Orcon

**Situation:** Promote its flexible business broadband service

**Solution:** Reach business target & demonstrate growth

**Results:** 35,000 interactions & 2.5 minutes with ad



Now **23°**  
Mon **26°**

**Sydney**  
Possible shower | Full details

# smh.com.au

NEWSPAPER OF THE YEAR

## The Sydney Morning Herald



Macquarie wants its  
mugshot. 23  
Malcolm Morden

NSW National World Business Sport Environment National Times Tech Digital Life Entertainment Life & Style Travel Cars Exec Style

Today's News

Video: Pakistan blast kills ...

Hot Topics • Sports poll | Liz Hurley | Julian Assange

Search here...

Search

ADVERTISEMENT

CLOSE X



**Qantas finds a faster, smarter way to check-in.**

## Body found in freezer



10:14am | Sydney businessman  
Adrian Roor, who owned a tyre  
company in Cheltenham, failed to turn  
up to a New Year's Eve function.

## Abbott's frozen fury lingers on

10:22am | Comment What is it about politicians,  
Afghanistan and stuff? 18 | Tim Glick | Poll

## Unhappy landings. That'll be \$879 ...

Doctor hit with a parking bill of almost \$600 at  
Melbourne Airport. 18 | Sydney's parking peak

## Sydney's Depression-era PC factory fix

PAUL KIRBY 9:55am | Workers had to wait for text  
messages to tell them if they had work the next day.

## China creates rare earth reserve

China is building up strategic reserves of rare earth  
metals indispensable to high tech products.

- Domestic slouch: pair stabbed at home
- Gunmen rob casino - but make off with paltry sum
- Turnbull seeks views on gay marriage
- Signal moment for drivers

## Video news

Multimedia

Promotions



Buddler's father: Abbott out of  
line



From RSVP  
Dating app  
Australia's no. 1  
dating app -  
anywhere,  
anytime

Avoid the queues  
with new faster,  
smarter check-in  
by Qantas.

Find out more

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QANTAS



'Pig' and 'cow': Janet Jackson  
reveals years of family abuse



Baby joy: Sex and the City  
star's partner gives birth



Change of tune: How  
Hollywood silenced Zuckerberg



Transformed: Mary Stacey  
becomes Margaret Thatcher



Oash grab? What's really  
driving roadblock. 24

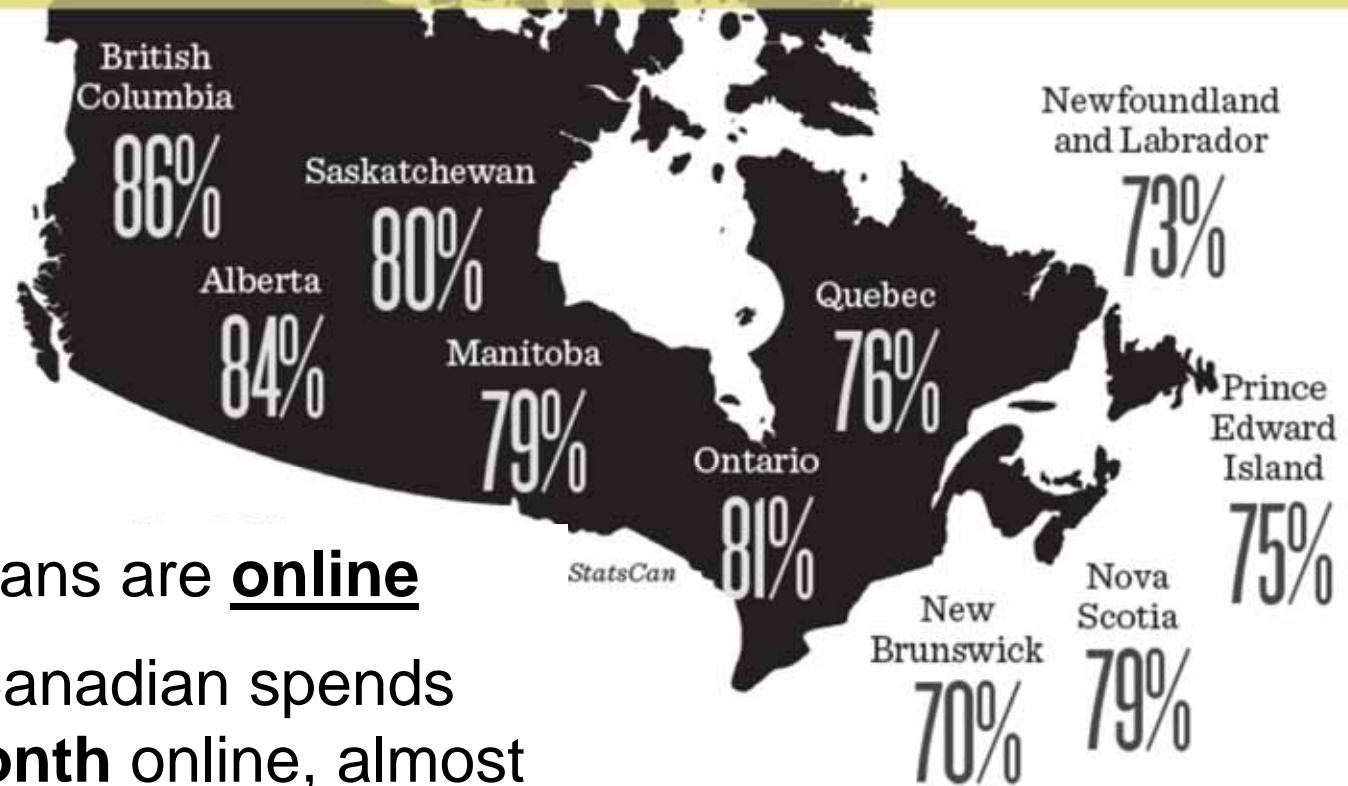




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## CANADIAN INTERNET USAGE

Percentage of population who are internet users 16 and older by province.



**80%** of Canadians are **online**

The average Canadian spends **44 hours a month** online, almost **twice the worldwide average**

**News** is a top online activity



# Cream Rises to the Top

## Online Activities (% internet users)

E- mail	93%
Browsing	74%
<b>News</b>	<b>68%</b>
Electronic banking	68%
Travel (info or booking)	65%
Government websites	65%
Health info	64%
Social networking	58%



# Newspaper Websites Preferred



73% indicate that they most often get news from newspaper websites  
(Facebook 31%; Twitter 11%)

And why are newspaper websites the go-to for news?

Most (58%) consider these sites to be their most trusted news source  
(Facebook 3%; Twitter 0.2%)

Marketwatch.com, "Ongo survey finds Americans trust news on social sites significantly less than newspaper sites with editorial curation", September 21, 2011



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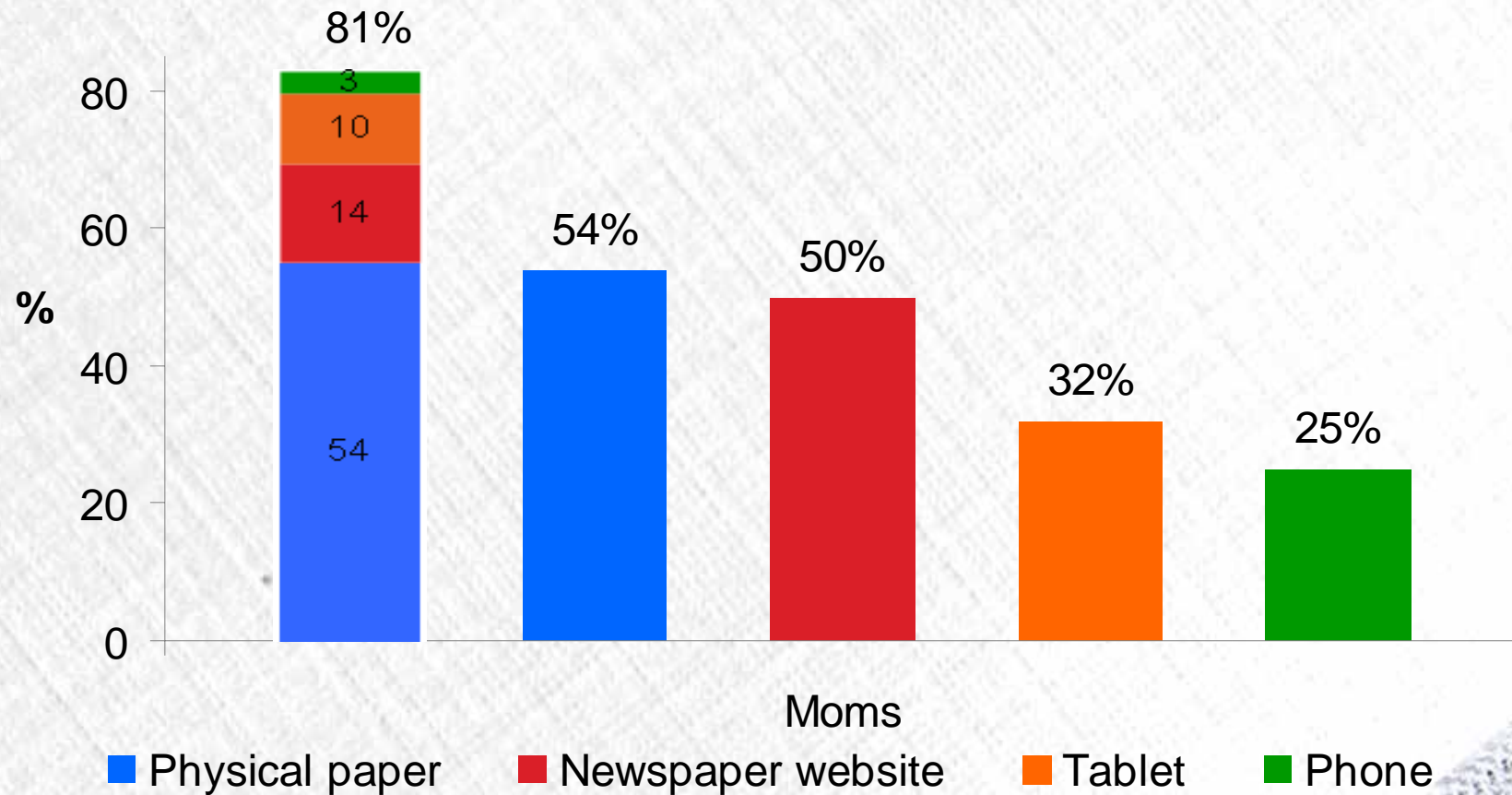


# Newspaper Websites Gobbled up

- **56%** of check **online news daily**
- **Online news** consumption takes up about **half the time spent online**
- **Online readers read more printed newspapers**



## Moms: Move Back-and-forth Between Print and Online “Flicker & ClickHERS”



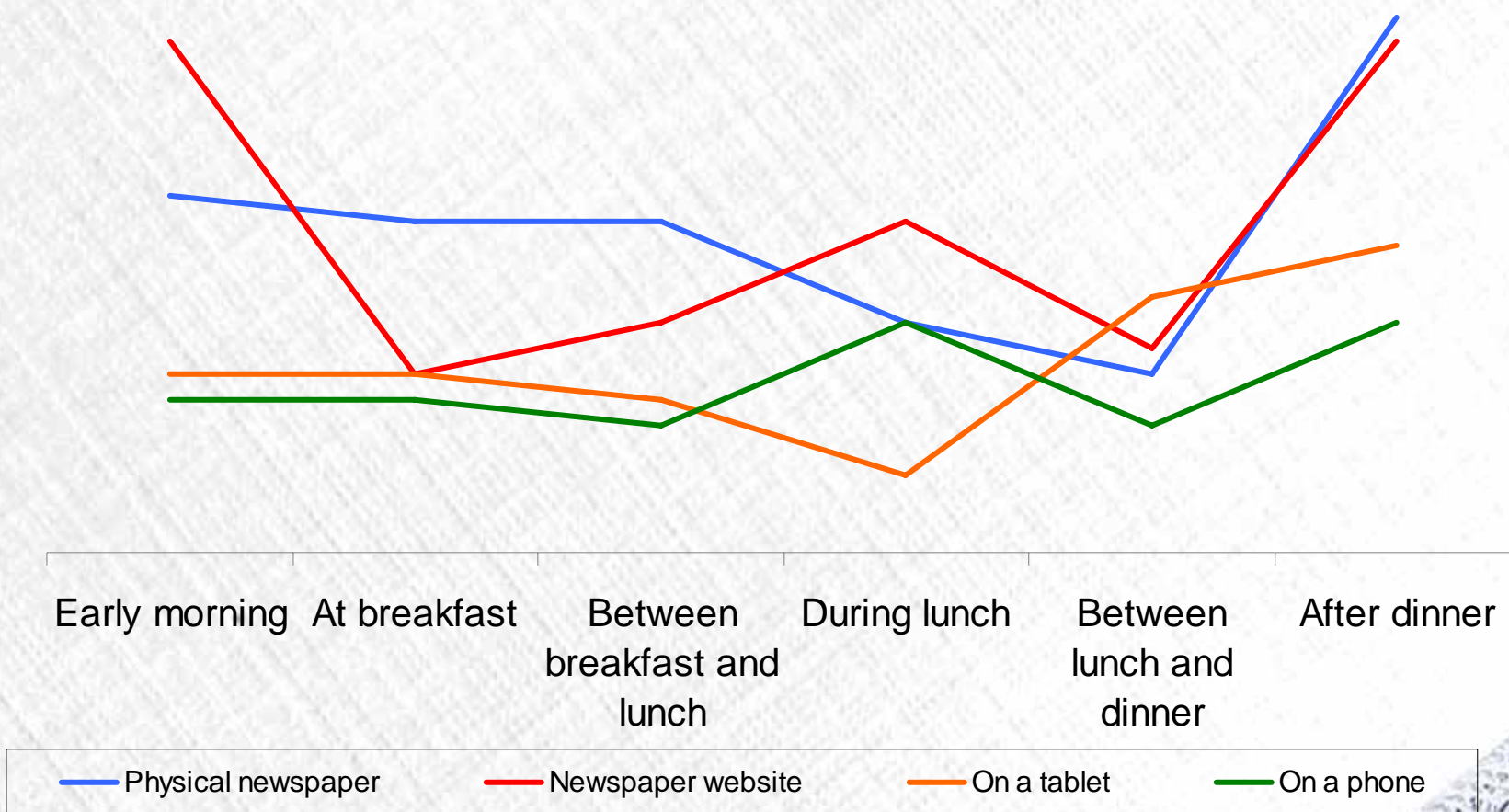
Totum Research; Canadian women 18+ with children, any weekday, December 2011



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## Moms: Move Back-and-forth between Print and Online



Totum Research; Canadian women 18+ with children, any weekday, December 2011



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# Moms

## What Information are you Looking for Online?

% Visiting AT LEAST Once Per WEEK	Total	Age 25 - 34	Age 35 - 44	Age 45 - 54
Social networking (e.g. Facebook)	65	73	69	55
<b>Daily news / newspaper sites</b>	<b>49</b>	<b>46</b>	<b>54</b>	<b>46</b>
Recipes	37	36	40	36
Online videos (YouTube, etc.)	33	38	37	25
Playing games online	32	27	37	32
Entertainment / celebrity news	30	32	34	26
Health-related information	28	28	27	27
Classified ads (e.g. Kijiji, Craigslist)	22	23	25	17





# Newspaper Sites Perform

**Buying a reader of a premium publishing site (such as a newspaper site) will perform better,** even if that reader can be found on a different site, for a cheaper price.

The study found that **20% of the readers on premium publishing sites were unique** to them. **Click-through rates** for these unique readers were **four times higher.**

**Conversion rates were 16% higher** than on non-premium sites. In other words, **readers of premium publishing sites were more likely to purchase.**



**Online, consumers respond most to  
ads delivered via:**  
(in order of response)

- **Email** with store or product information
- **Local Newspaper websites**
- General interest websites or portals
- Ads on the right side of screen on search engine
- Ads on social network sites





# E-mail from newspapers (on behalf of advertisers)



**We're cooking up a great deal:  
30% off all Porter flights.**

Use promo code **SIZZLE**  
Book online or contact your travel agent.

**This is flying, refined.**

[Book Now](#)



Book by May 18, 2011. Travel between May 27 and December 15, 2011.  
New bookings only. Cannot be combined with any other promotions or programs.

## Porter will change the way you fly.

**This is flying refined**

- Complimentary soft drinks, wine and beer.
- Lots of legroom. No middle seats.
- Complimentary snacks.

**Save hours on your next trip**

- Fly to and from Billy Bishop Toronto City Airport, just minutes from downtown.
- Quick check-in and efficient security.



Flight Status



Web Check-in



VIPorter Fly Free

SUPER, NATURAL<sup>®</sup>  
**BRITISH COLUMBIA**  
CANADA





**BC'S GREAT  
VACATION  
GIVEAWAY:**  
Imagine the possibilities

[ENTER TO WIN\\*](#) a \$20,000 personalized BC vacation and start dreaming of the possibilities. Winery tours, personal chef at a rented villa, travelling like the rich and famous - what would you do? Plan it all out, and don't miss a moment.

[ENTER NOW](#)

Indulgent moments like sipping award-winning Cewurtraminers along Penficton's Corkscrew Drive or trying a blackberry port-style wine at a First Nations-owned winery on Vancouver Island. Or join a chef-led tour through Vancouver's Granville Island Public Market, where its stalls are filled to the brim with fresh fruit, vegetables, local meats and cheeses.

Perfect summer moments are plentiful on a \$20,000 vacation, especially if you get to personalize it. How long will you stay? Where will you go? And what will you do? The only hard part will be choosing which friends to take along.



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# Unique ads on newspaper sites

This screenshot shows the news.com.au website with a Target advertisement overlay. The website header includes the news.com.au logo and a navigation menu with links for News, Video, Business, Money, Entertainment, Travel, Technology, and Fox Sports. A search bar is located on the right. The main content area features a news article titled "UNDER FIRE: Big tobacco ready for plain packaging legal battle" with a sub-headline "Lest we forget: a nation stops to remember Remembrance Day, November 11 2011 at 11am". A smaller article titled "Marriage and pyramids: Going wild for 11/11/11" is also visible. The Target advertisement is a red box with the Target logo and the text "Roll over to view our catalogue". The weather forecast at the bottom right shows 18°C - 23°C.

This screenshot shows the news.com.au website with a Target advertisement overlay. The website header is identical to the first screenshot. The Target advertisement is a large, colorful box with the Target logo and the text "christmastoy sale on sale for 2 weeks". It features images of various toys, including a Barbie doll, a LEGO set, and a Disney Pixar Cars set. The advertisement also includes a "20% OFF" discount and a "\$54" price tag. The news article "UNDER FIRE: Big tobacco ready for plain packaging legal battle" is still visible in the background.

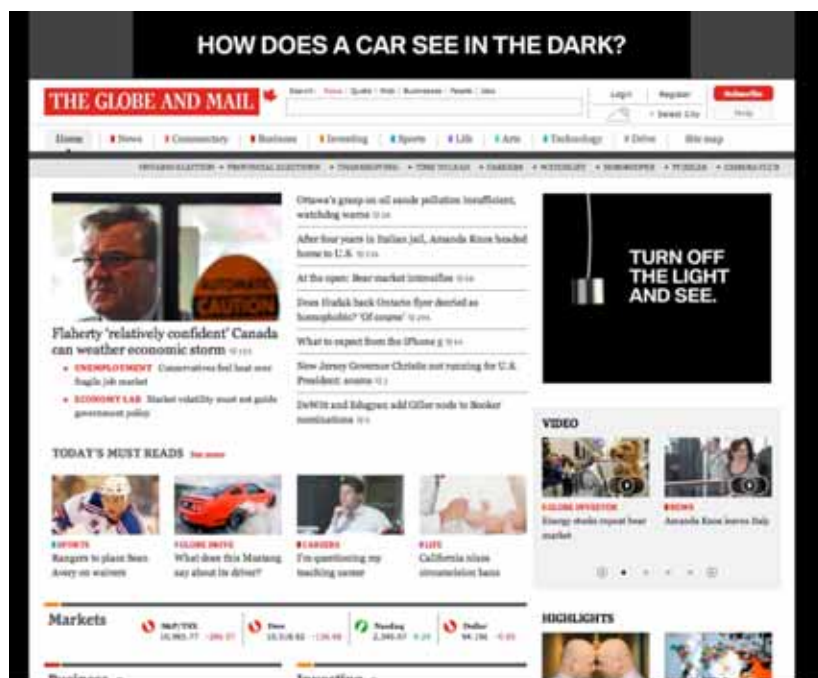




**Brand:** BMW

**Situation:** Unique offerings

**Solution:** Show online, newspaper + TV



**INNOVATION**

**IT RECOGNIZES YOUR VOICE. IT SEES IN THE DARK. IT BELONGS ON YOUR DRIVEWAY.**

Introducing the Innovation Accelerated Sales Event. For a limited time, take advantage of financing as low as 2.9%, lease rates starting from just 3.9%, and an ECO-CREDIT of up to \$2,500 on the 2011 BMW X5 xDrive35d. Come experience for yourself the hundreds of innovations that make BMW so remarkable. But hurry, with more outstanding offers like these, there's never been a better time to bring your dream BMW home. To learn more and for your chance to win an amazing trip to Munich and the BMW Welt, visit [bmw.ca/innovation](http://bmw.ca/innovation).

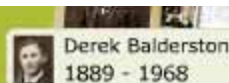
**INNOVATION ACCELERATED SALES EVENT**

**The 2011 BMW X5 xDrive35d**

FINANCE STARTS FROM	LEASE RATES FROM	ECO-CREDIT UP TO
<b>2.9%</b>	<b>3.9%</b>	<b>\$2,500</b>
UP TO \$40,000	UP TO \$40,000	

See dealer for details. Offer ends 12/31/2010. ©2010 BMW of North America, LLC. All rights reserved.

Who will you discover?



Get Started

SwarmJam  
Sweet Deals Daily



# Winnipeg Free Press

December 9, 2011

SCHOOL DAY 1 | RECYCLING DAY 3



-20°C  
Sunny  
Full Forecast



Traffic  
Report

View full traffic report

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Advanced Search | Archive

Sign up for: Breaking News Alerts | Editor's Bulletin

NEWS ARTS & LIFE BUSINESS SPORTS TRAVEL OPINION MEDIA Homes Autos Classifieds Flyertown Careers Obituaries  
LOCAL CANADA WORLD SPECIAL COVERAGE FORUMS CORRECTIONS STAFF BIOGRAPHIES SUBMIT A NEWS TIP

THE BUZZ: Virginia Tech | Awaiting Ikea | Free Press paywall | Baptist rebrand | Next Iginla?

Carolina Winnipeg	-	Florida Boston	2 0	Ottawa New Jersey	4 5	Chicago NY Islanders	3 2
Dec. 9 at 7:30 p.m.		FINAL	Boxscore	FINAL (SO)	Boxscore	FINAL (OT)	Boxscore
1 2 3 4							

Powered by SportsDirect Inc.

## Daniel to the rescue

1 of 10 < >



## Heartfelt welcome for evacuees

GIMLI -- Kids are in school. Parents are working. And Misty Lake Lodge is happy housing evacuees from an Interlake First Nations community.

"Here, we're basically turning into a huge family," lodge manager Retha Dykes said Thursday. "You heard so much about Lake St. Martin and all the other communities, but nothing about Little Saskatchewan."

WFPtv



A sneak peek at  
YFC's new \$13.6  
million facility

watch video

prev

next

YOU HAVE THE RIGHT  
TO GET CAUGHT UP  
IN THE GAME

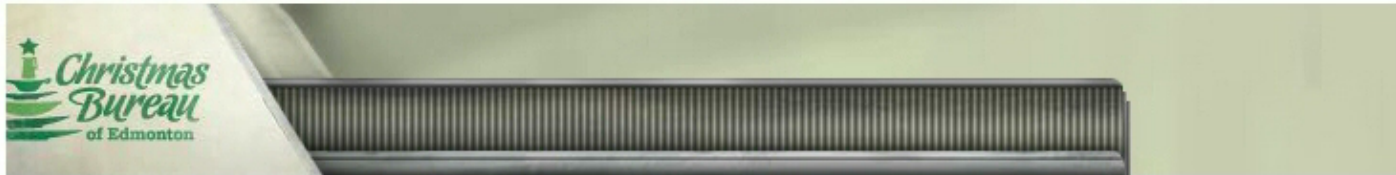







Aidez une personne  
atteinte de la SLA.

SLA 




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 **Edmonton -5°C**  
A few clouds  
Detailed Forecast

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the **Bridge**

## Review by You - Wonderland

Send us a short review of the Royal Winnipeg Ballet's Wonderland at the Jubilee ...

## Alberta's next bonanza?



the **Bridge**

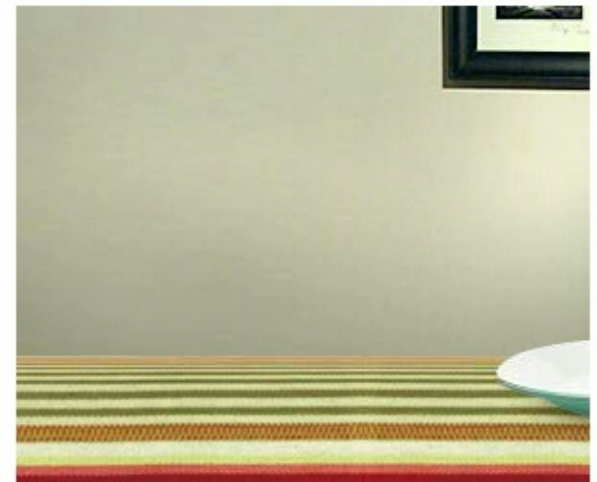
### LATEST ASSIGNMENT

What will you do with that extra hour of sleep this weekend

 [Cover This](#)

Offer constructive ideas for dealing with homelessness

 [Cover This](#)



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club metro  
contests  
and special  
offers



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metro

10°C  
a few clouds  
click for details

news | scene | life | sports | drive | voices | horoscopes | games | comics | shop | club metro

search

metro web

HOT TOPICS ▶ Pakistan Flood Relief ▶ Somali Pirates ▶ Health Care Reform ▶ Fall Fashion

| LATEST: McGuinty faces more eco-tax backlash in Ont.

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Print edition



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Columns

A Mom's Life



5 Healthy tips to  
help your child  
eat right.

Columns

Fashion



10 Fall fashion ideas  
that fit your budget.

Yesterday's Paper

## Safety questions arise in school playground study



School board and government officials at odds over the safety conditions at public playgrounds throughout the city.

Government officials are scrounging to defend the condition of provincial playgrounds after a study released yesterday characterized recently installed playground equipment as "unsafe" and "potentially deadly".

## Can a thirty-minute jog add 3 years to your life?

It's no secret that a healthy, active lifestyle promotes good health and a long life, but just how much life is an healthy



metrotube of the day



**Packaged goods  
online ad campaigns**  
contributed to an average lift  
of **+21% to in-store sales**

MarketingDaily, "CPG online campaigns yield 21% in-store sales lift ", October 14, 2011



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annonse

NYHET

Før Etter

**GRÅTT HÅR?**  
GJENOPPRETT DIN OPPRINNELIGE HÅRFARGE!

GREY | AWAY **Salmea.no**

Kr 249,-



# Strauss-Kahn observert med mystisk kvinne

Kvelden før han ble pågrepet for voldtektsforsøk, skal han ha invitert tre ulike kvinner på hotellrommet, ifølge avis. [Les mer](#)



**“In a nut shell”**



**NEWSPAPERS CANADA**  
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# Best Thing Since Sliced Bread

“In a world obsessed with the next bright, shiny technological advancement, print hasn’t gotten a lot of ink lately. But savvy advertisers know that Canadian newspapers today (however they are delivered) are the place to be, for the one reason that trumps all others: they work.”



# Other Media Cook With Us



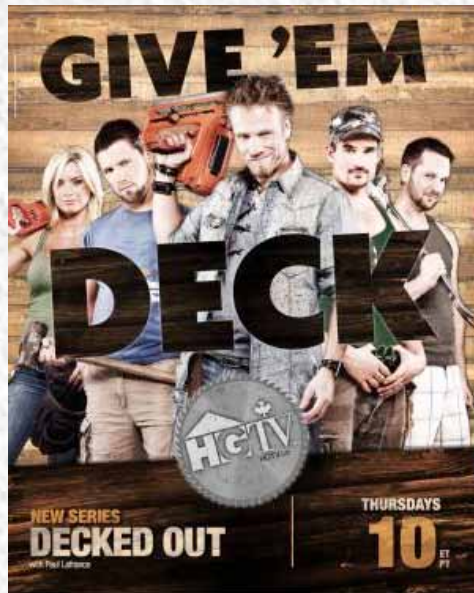
Advertiser: TVN (TV station)

Copy: Shorter commercial breaks



Advertiser: Kiss FM

Copy: We see Rock and Roll



NEWSPAPERS CANADA  
TRUSTED | CONNECTED | TARGETED



# Other Media Cook With Us

Advertiser: Google maps

Copy: Know before you go



Advertiser: EastLink (high speed internet service provider)



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# Celebrity 'Chef' Endorsement

Warren Buffett Invests Further in Newspapers



**"I think newspapers have a decent future...there are still a lot of things newspapers can do better than any other media." - Warren Buffett**

Guardian.co.uk, "Warren Buffett buys Omaha World Herald, Dec. 4. 2011



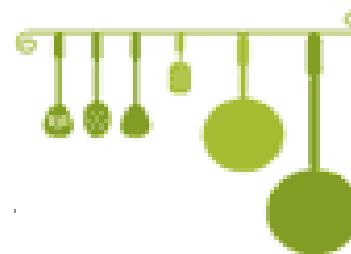
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TRUSTED | CONNECTED | TARGETED



# Newspapers: A Recipe for Success

## **Newspaper Mélange**

*A delicious blend of media  
served uniquely by newspapers*



### **INGREDIENTS**

Part Print      Dash Mobile      Email as needed  
Part Online    Sprinkle Tablet    Other offerings to taste

### **DIRECTIONS**

1. Add creativity! Mix as desired.
2. Enjoy! Serves all. Often.



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