



Why Newspapers?



"I don't have time to see any crazy salesman; I have a battle to fight."



NEWSPAPERS CANADA



Why Newspapers?

- ✓ Readership Strong across Devices
- ✓ Newspapers Drive Purchase Decisions
- ✓ Multimedia Strength
 - ✓ Print
 - ✓ Digital
 - ✓ Mobile





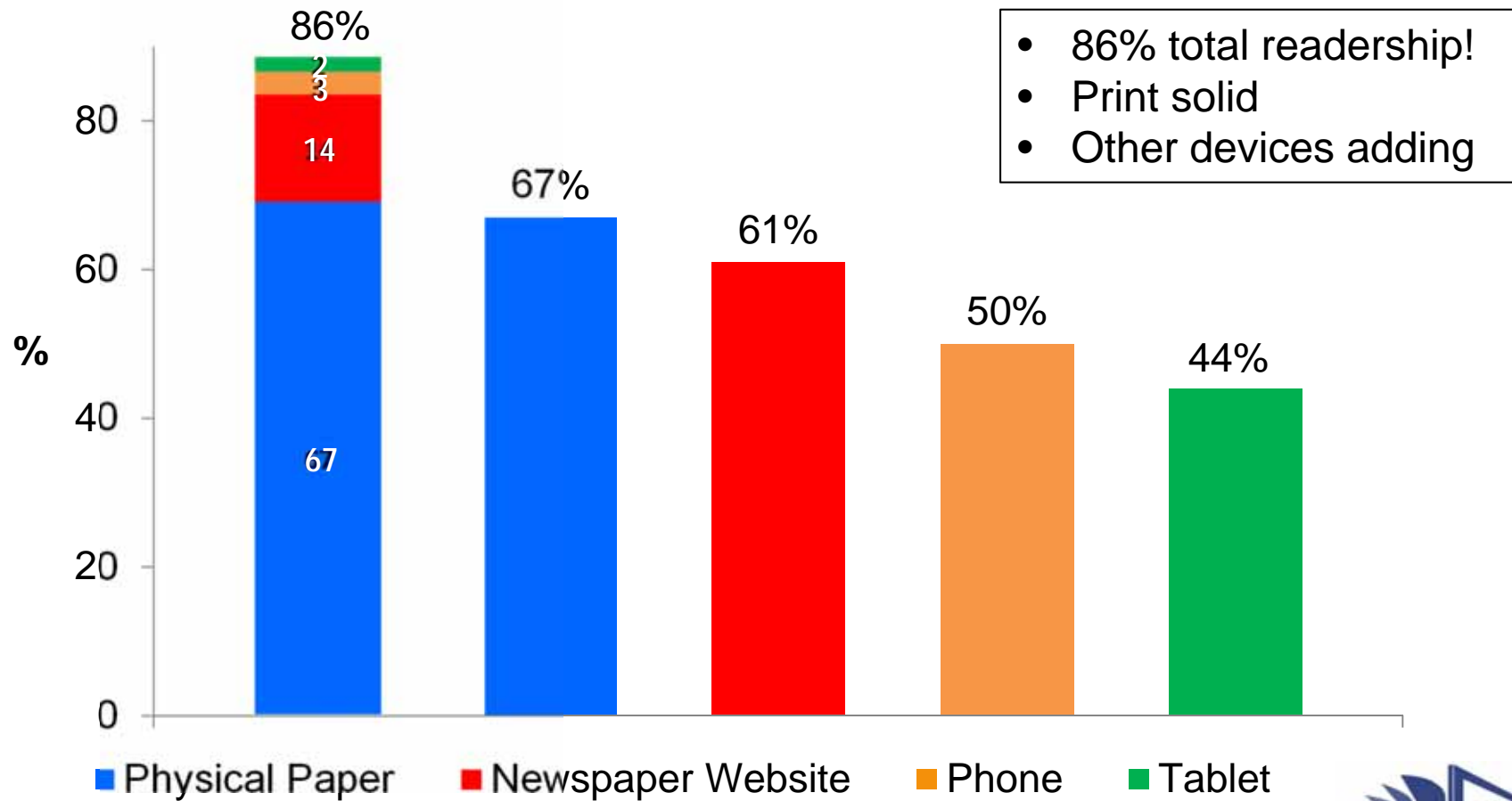
Newspaper Readership Across Devices



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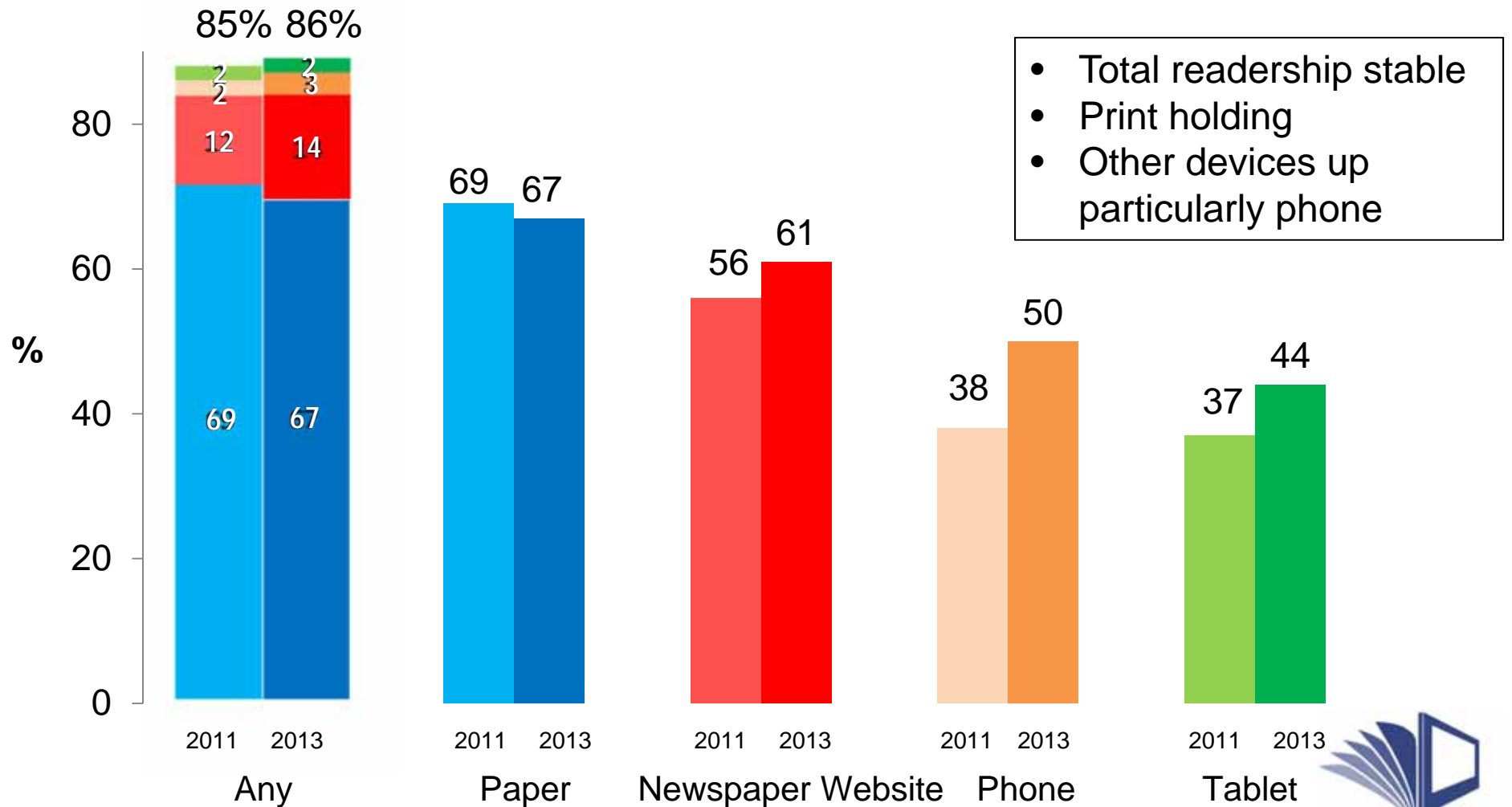


Newspaper Readership Across Devices (weekly)





Newspaper Readership Across Devices - 2011 vs. 2013

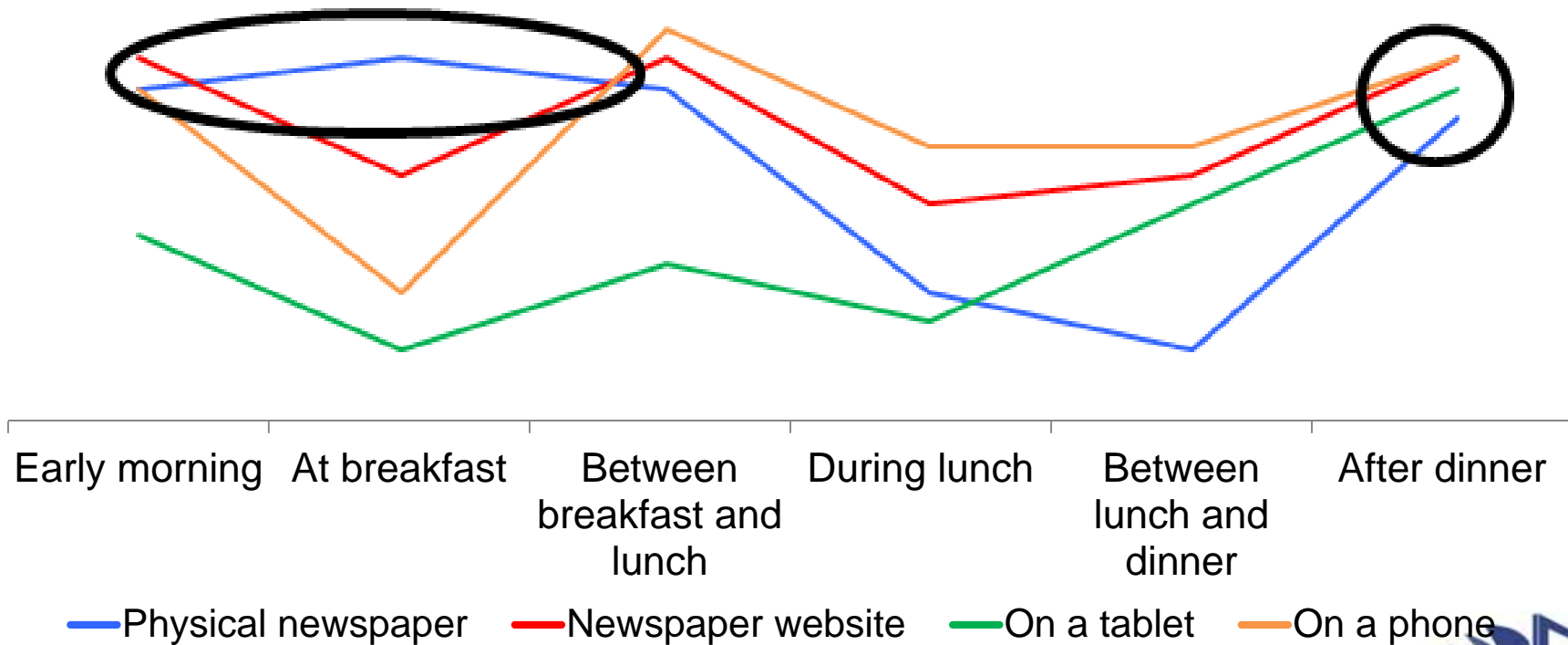


Totum Research; Canadians 18+, any weekday, December 2011 and November 2013



Newspaper Readership by Time of Day

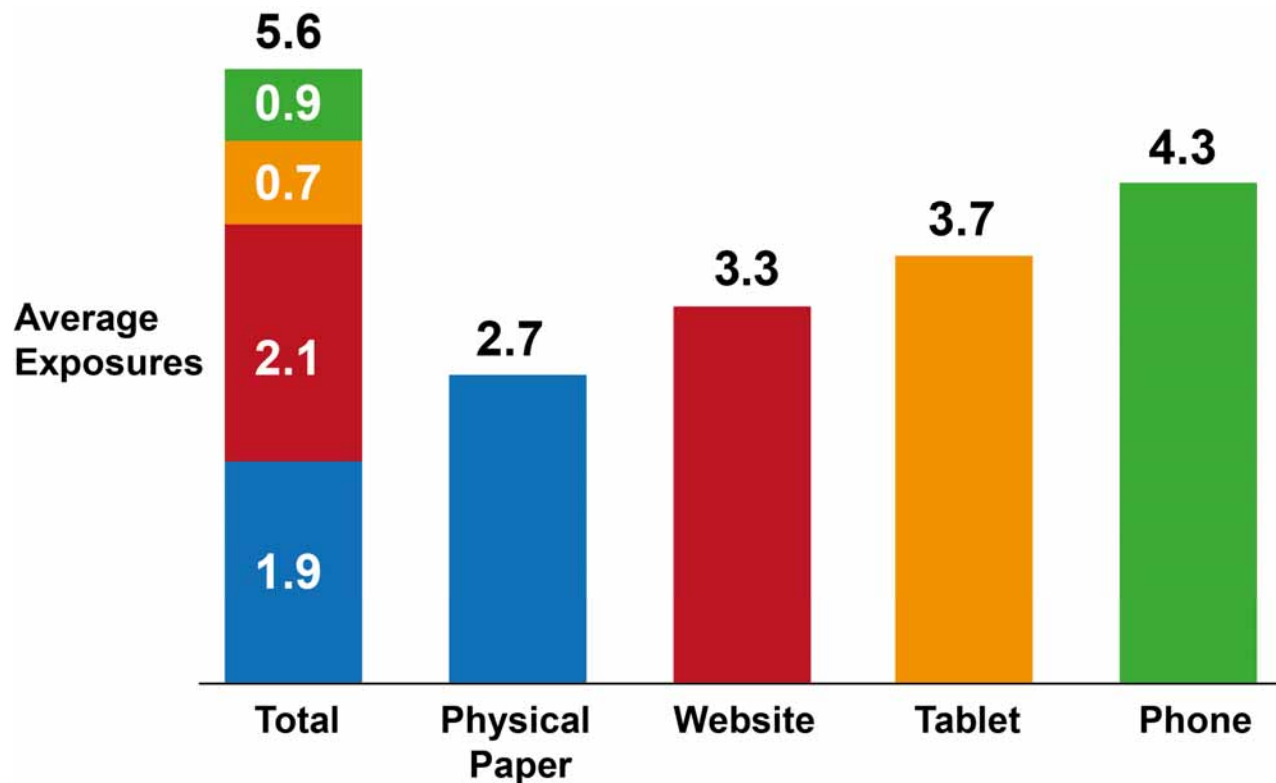
- Print - Morning and Evening
- Tablet - Evening
- Web & Phone = Morning + Mid-AM + Evening





Newspapers Embraced 6 Times a Day

- The average Canadian reads newspaper media 5.6 times/day
- Print readers* = read a newspaper 2.7 times/day
- Website readers* = read a newspaper site 3.3 times/day
- Tablet readers* = read a newspaper via tablet 3.7 times/day
- Phone readers* = read a newspaper via phone 4.3 times/day



* These readers may have read in other ways as well

Totum Research;
Canadians 18+, any
weekday, November 2012



Newspapers Drive Purchase Decisions





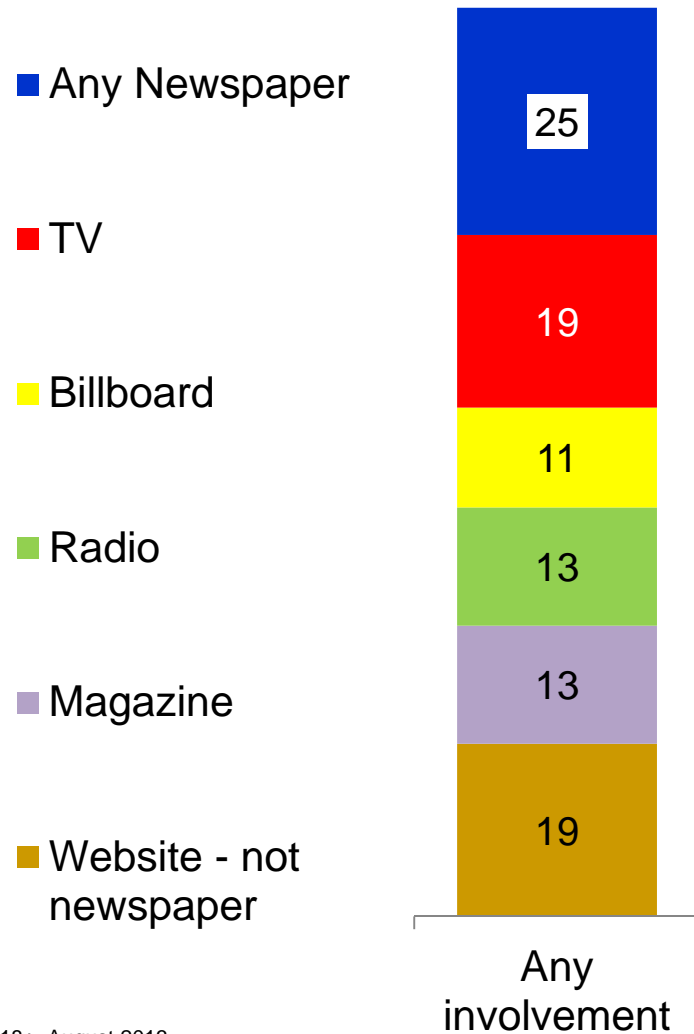
Research Source



When Canadians are considering a **purchase** of a product or service, their **go-to research source** **newspapers** **(print & digital)**



Media used to Make Purchase Decisions

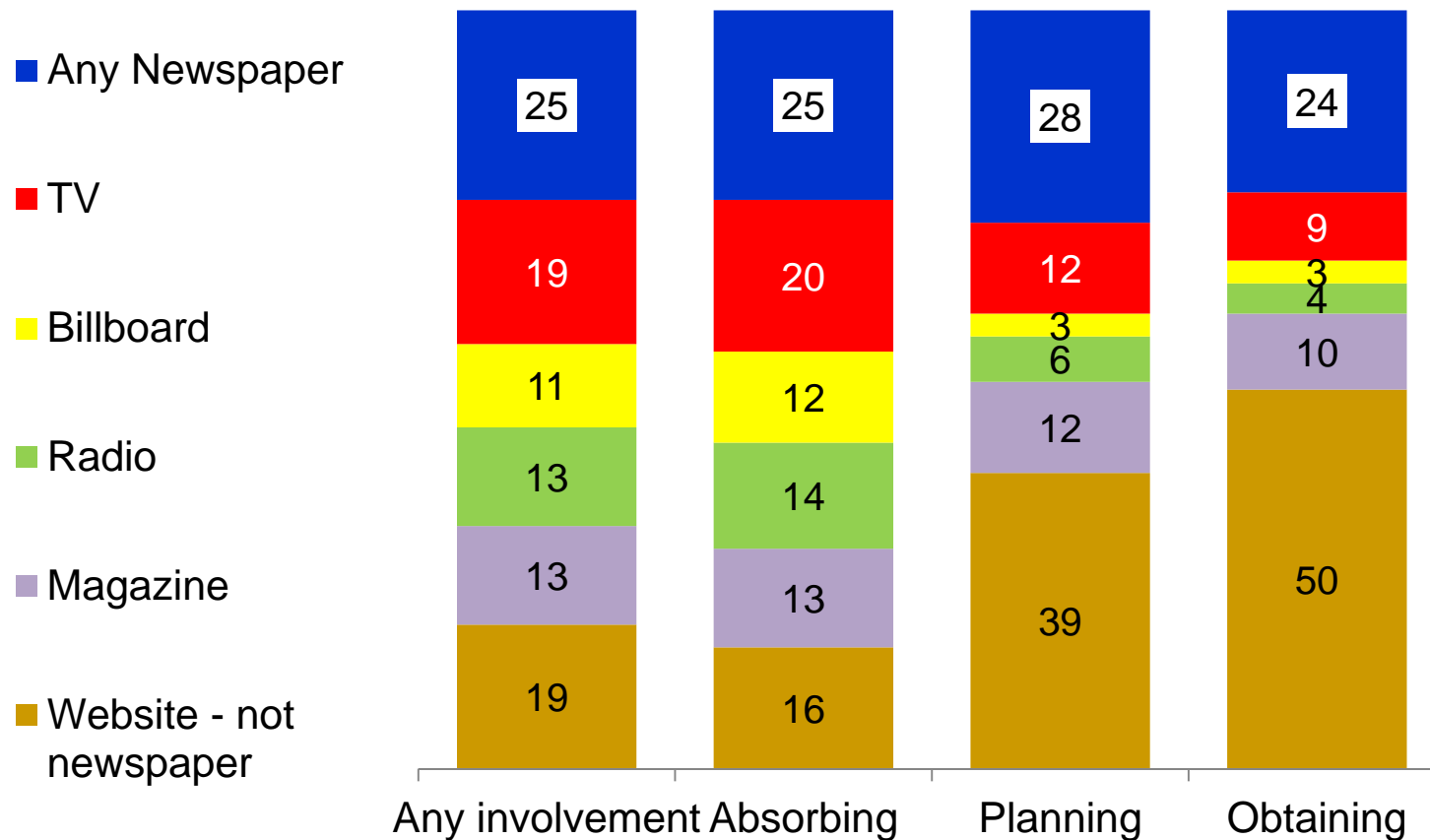


For purchase decisions, newspapers are the #1 source!



Newspapers Influence is Strong at All Stages

Media used to Make Purchase Decisions: Across Purchase Funnel



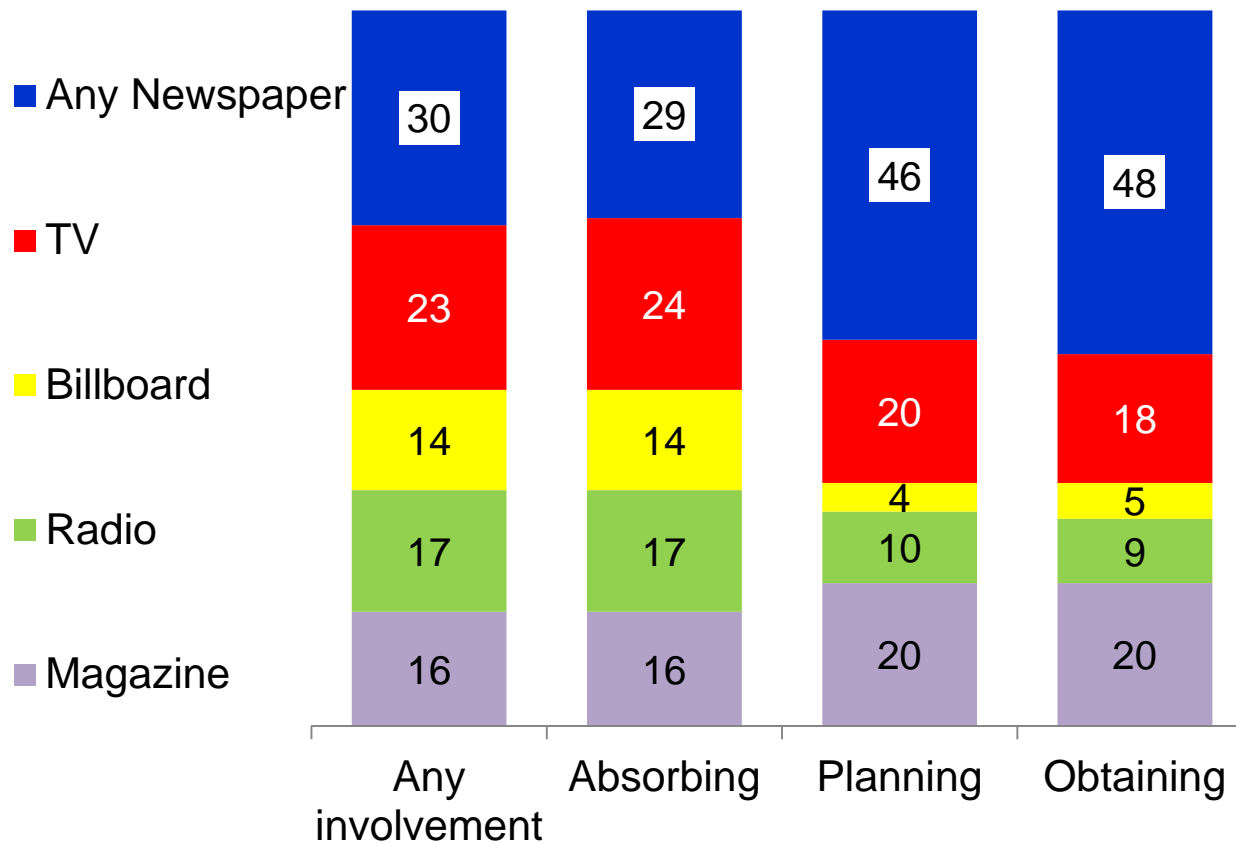
Totum Research; Canadians 18+, August 2013 (*Any involvement* - Use media to help make a purchase decision; *Absorbing* - Occasionally see or hear information about suppliers/brands in media; *Planning* - Use media to research suppliers/brands; *Obtaining* - Ready to purchase and use media to decide where to go & which brand to buy)



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Media used to Make Purchase Decisions Traditional Media



Newspaper
influences
purchase
decisions **more**
than **other**
traditional
media.

Newspapers
grow in
importance
closer to
obtaining.

Totum Research; Canadians 18+, August 2013 (*Any involvement* - Use media to help make a purchase decision; *Absorbing* - Occasionally see or hear information about suppliers/brands in media; *Planning* - Use media to research suppliers/brands; *Obtaining* - Ready to purchase and use media to decide where to go & which brand to buy)



Multimedia Strength

✓ **Print**



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Why Print Newspapers?

Beat out all other media:

- ✓ Newspapers ads are trusted
- ✓ Newspapers are the most acceptable for ads



Packaged Goods Giant Shifts into Newspapers

Worried about frequent heartburn?
Not me.
I just take my Pre-coffee I-dont-want-heartburn-pil, then my post-dinner I-already-have-heartburn-pil, and always carry antacids for random nacho-eating.
Nachos can ruin anything.

Stop the Madness.

Prilosec
OTC

ONE PILL A DAY.
24 HOURS.
ZERO HEARTBURN.™

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Brand: Procter & Gamble's Prilosec

Situation: Test in US newspapers:
4 times, 11 papers

Results: 20% sales lift

Next: **Using newspapers in
Canada for P&G brands!**



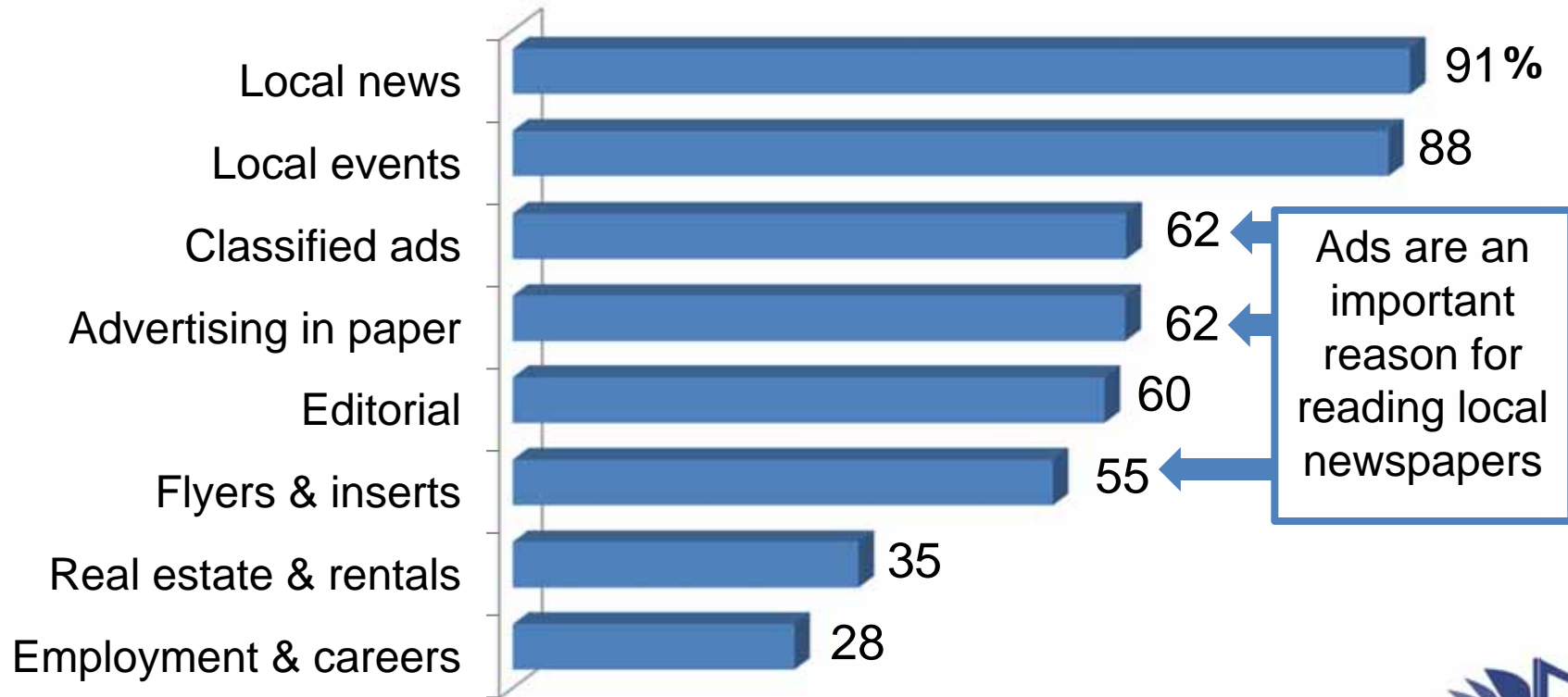
“In towns and cities where there is a strong sense of community, there is no more important institution than the local paper.”

- Warren Buffett, Chairman, Berkshire Hathaway (#4 Forbes List of Billionaires at \$54B)



Engage Locally

Reasons for Reading Local Newspapers





85% of Canadians use Flyers – Dominated by Print

	Use Flyers
Print Flyers ONLY	23%
eFlyers ONLY	6%
Both Print & eFlyers	56%
Total: Flyers (any)	85%

- ✓ **90%** of eFlyers users **also use the print** version
- ✓ The extra “lift” offered by eFlyers is only 7.5%
- ✓ **Print** is the **driver**



Multimedia Strength

- ✓ Print
- ✓ **Digital**



NEWSPAPERS CANADA



INTERNET EXPERIENCE

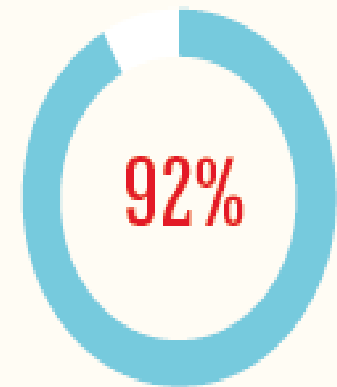
Using it today to:



Check news



Research health issues and symptoms



Watch movies and TV

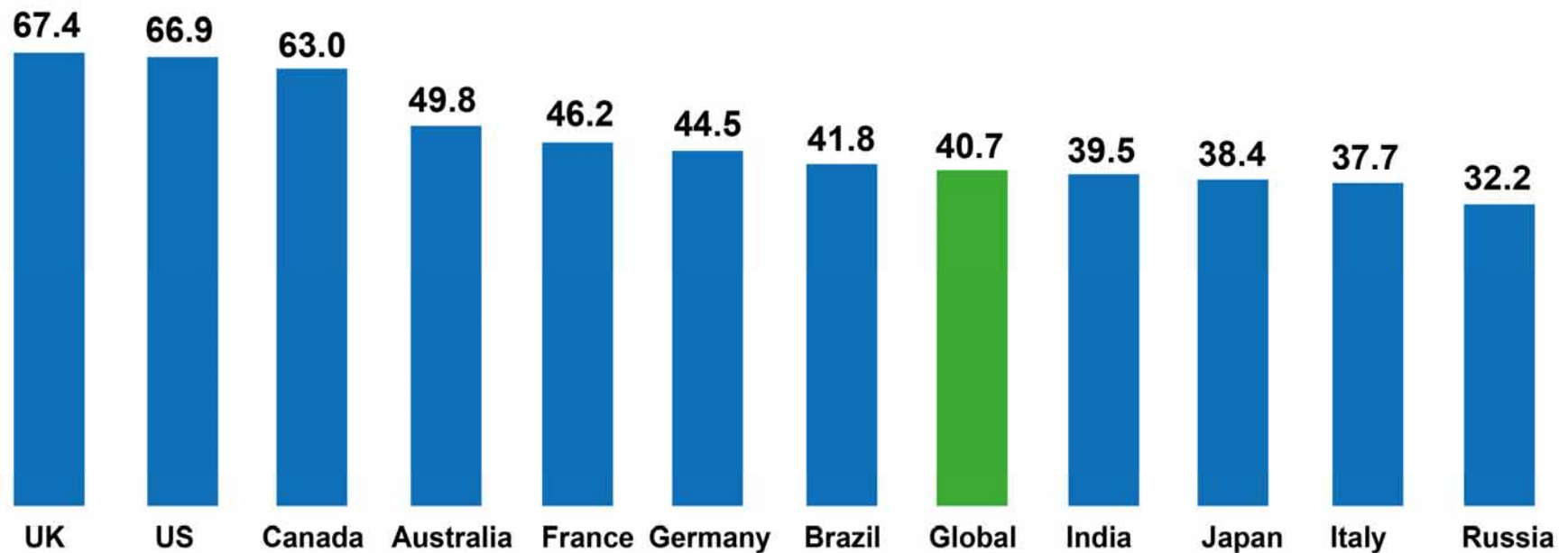


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REACH OF NEWSPAPER SITES, KEY MARKETS

% reach, population age 15+

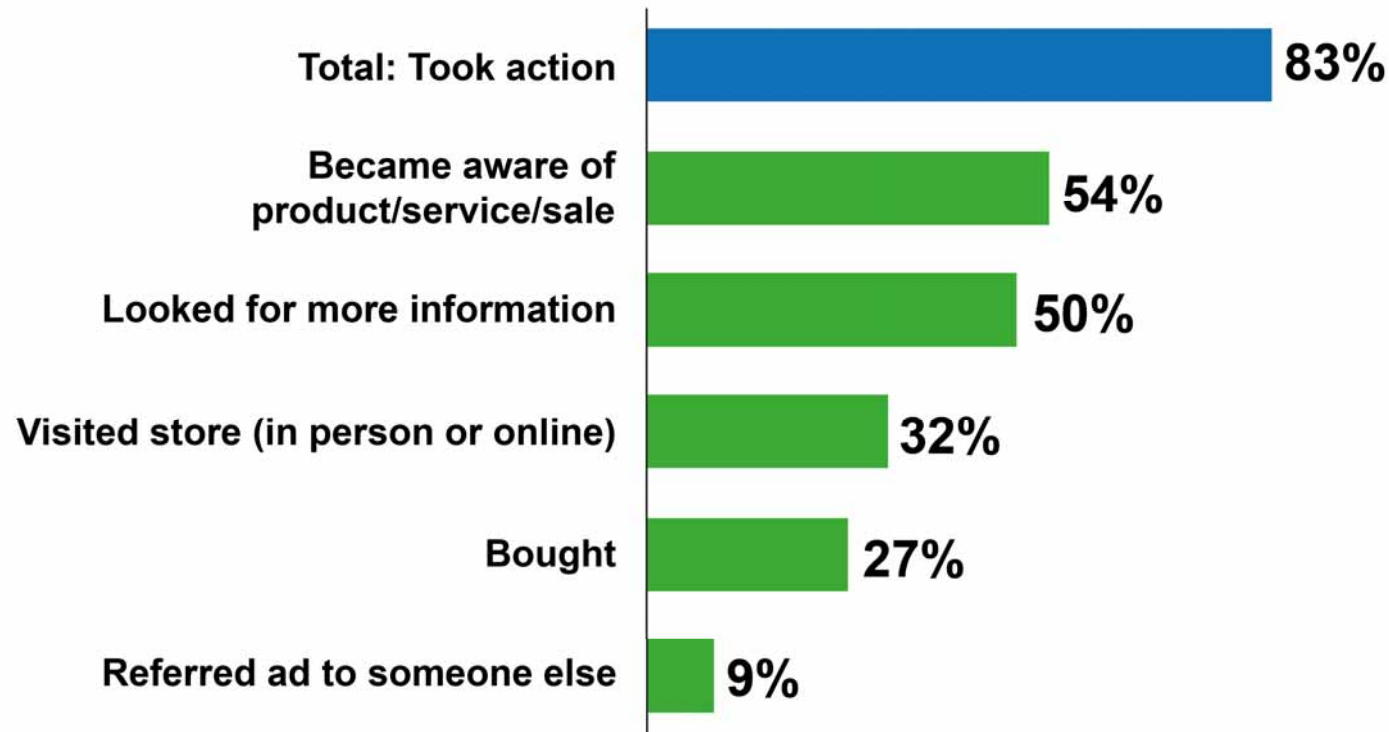




Canadians trust ads on newspaper websites 44% more than ads on other online sites



Canadians take action after seeing an ad on a newspaper site





Multimedia Strength

- ✓ Print
- ✓ Digital
- ✓ **Mobile**



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Mobile Users = Avid News Consumers

News Remains a Top Activity on Tablets...

Percent who use a tablet/smartphone to...

	Weekly	Daily	Weekly	Daily
Send or receive e-mail	65%	44%	80%	61%
Get news	64	37	62	36
Play games	60	34	54	31
Use social networking sites	56	34	62	46
Read books	43	18	15	7
Watch movies	38	12	31	8
Shop	36	7	24	5
Read magazines	22	6	11	4

...and on Smartphones





Time spent on news apps
is 31% higher than all apps
- 4.2 minutes vs. 3.2 minutes!





Augmented Reality allows newspapers and mobile devices to be used in conjunction to add to the experience!

Turn this page into a living, breathing 3D suburb.

Hold the device over the code in the Cherryhill Rd property listing right from this page. Scan with your iPhone and follow the instructions below.

1. To download, search for "CornerBook 3D Reader" in the App Store!
2. Start the application, and point your iPhone at the image below.

Experience this virtual world to get a feel for the top features of our Property Guide iPhone app.

Try it on your iPhone now.



Download the app (i.e. Layar, Blippar), hold the phone over the ad and further information is provided – in this case a tour the suburb.





Newspapers – Why not ✓

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