



SHAREABLE STATS ON NEWSPAPERS

There are **1,158** newspapers publishing in 2016 with a total weekly circulation of **49,860,608** copies.



More than half of Canadians (54%) trust news media.²



Seven out of ten Canadians (69%) felt that a strong presence in local communities contributes to increased trust.²



Nine of ten (87%) adults read a newspaper each week in print, on desktops/laptops, on their phone or on their tablet.
More than a quarter (27%) of adults read newspaper content on ALL four platforms.⁵

60%



Six in 10 global respondents say they completely or somewhat trust ads in newspapers.¹

98

DAILY NEWSPAPERS¹



1,060

COMMUNITY NEWSPAPERS¹



1,158

NEWSPAPER TITLES IN CANADA¹



\$1,424 MILLION

DAILY NEWSPAPERS



\$881 MILLION

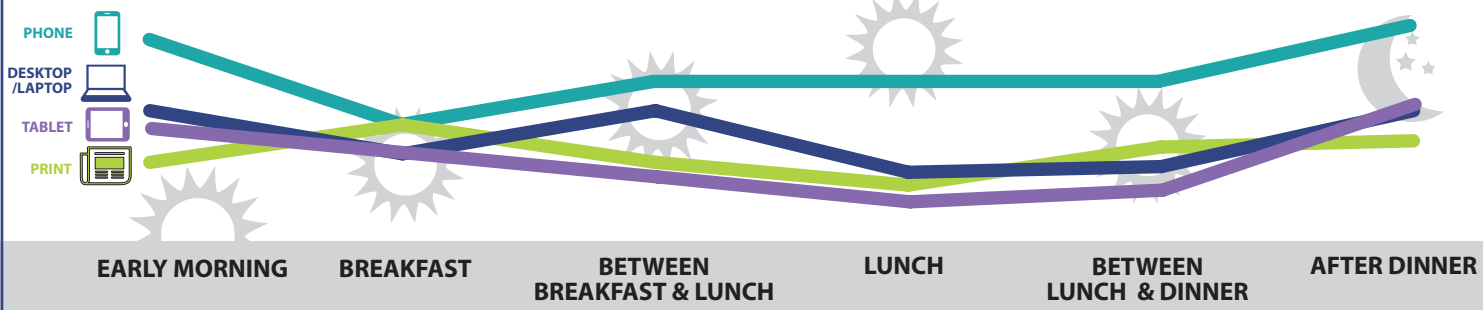
COMMUNITY NEWSPAPERS



\$2.3 BILLION

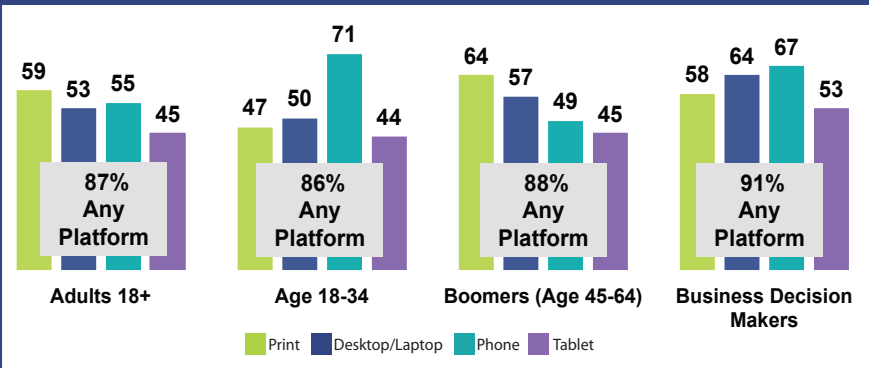
IN ADVERTISING REVENUE IN 2015⁴

PRINT ACCESS PEAKS AT BREAKFAST – PHONE ACCESS IS STRONG ALL DAY⁵



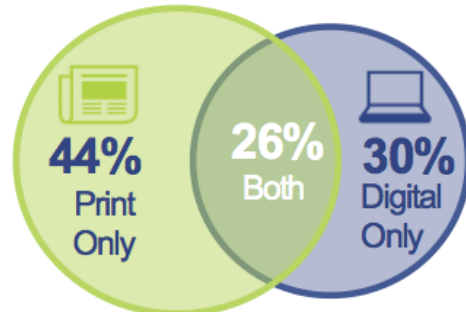
NEWSPAPER MEDIA REACH ALL TARGET GROUPS⁵

Young Adults read most on a phone. Boomers prefer to read in print. Business Decision Makers are strong readers of newspaper content on all platforms.



PRINT REMAINS DOMINANT AND MORE THAN HALF OF READERS ARE DIGITAL⁶

70% of weekday newspaper readers still read a printed edition daily.



based on 43 daily newspaper titles
Any Newspaper M-F Read Yesterday(18+)

For more information, go to www.newspaperscanada.ca

1 - Nielsen Global Trust in Advertising Survey, Q1 2015
 2 - Environics CanTrust Index, 2016
 3 - Newspapers Canada database; 216 Snapshot, July 2016
 4 - Newspapers Canada Annual Revenue Survey, 2015
 5 - Totum Research; Canadians 18+, weekly readership, January 2016.
 6 - Vividata 2016 Q1 Readership and Product Database (April 2015 – March 2016)
 Adults 18+ in top 20 Canadian markets, Unduplicated Average Daily Newspaper (M-F) Readers

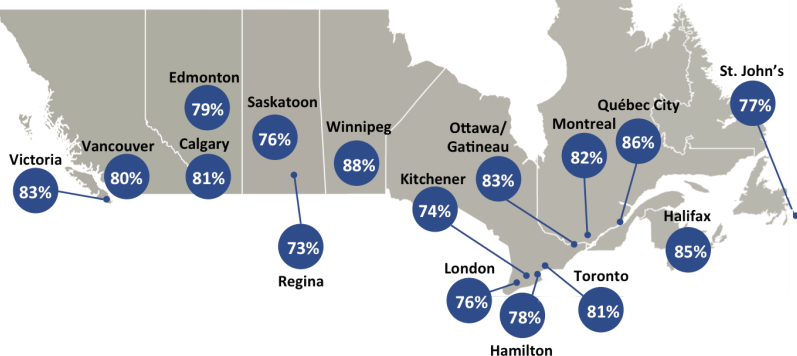


NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED



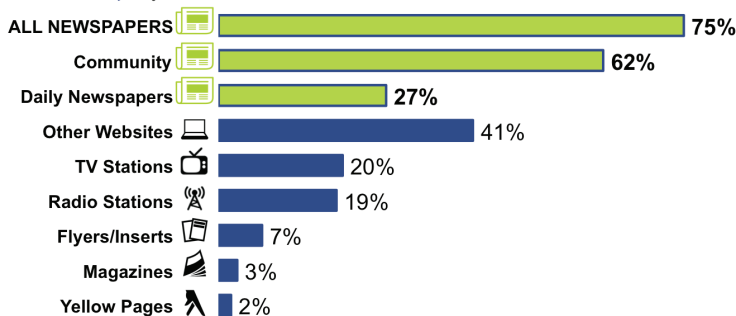
SHAREABLE STATS ON NEWSPAPERS

DAILY NEWSPAPERS CONSISTENTLY REACH 8 OF 10 ADULTS⁶



NEWSPAPERS DOMINATE FOR LOCAL COMMUNITY INFO⁸

Three quarters of Canadians (75%) rely on newspapers for local community information.



Seven of Ten New Car Buyers Read Auto Ads in Printed Newspapers⁹

PRINT NEWSPAPERS ARE GREEN¹⁰

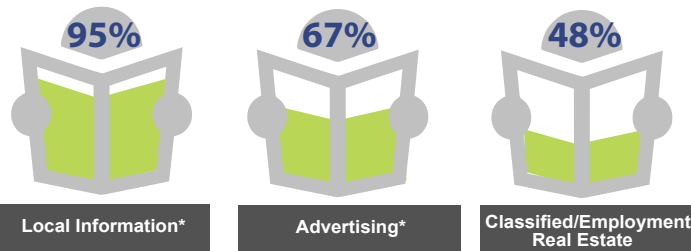
In Canada, over 85% of newspapers are recycled.



Biodegradable Time Line

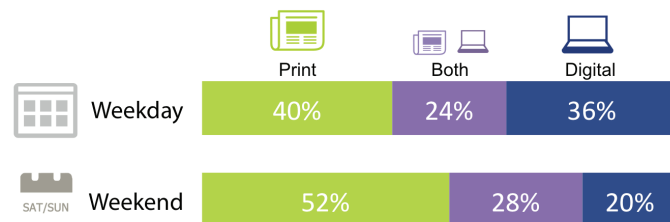


95% OF READERS WANT LOCAL INFORMATION⁷



Printed community newspaper readers are reading for local information as well as advertising. Two thirds of readers (67%) want to see advertising in their printed community newspaper.

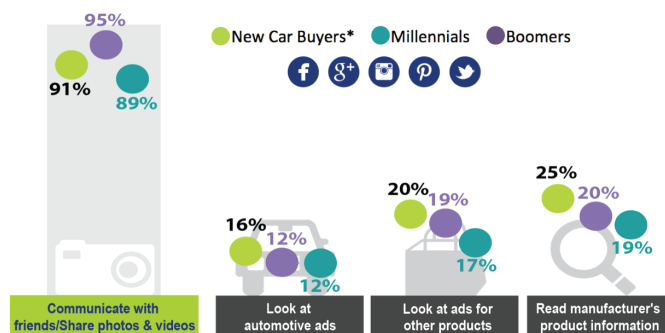
NEWSPAPER READING DIFFERS ON WEEKDAYS AND WEEKENDS⁶



80% of weekend readers are reading daily newspapers in print compared to 64% readership during the week.

Based on daily newspaper titles published weekdays and weekends

ONLY 16% OF NEW CAR BUYERS LOOK AT AUTO ADS ON SOCIAL MEDIA⁹



For more information, go to www.newspaperscanada.ca

6 - Vividata 2016 Q1 Readership and Product Database (April 2015 - March 2016)

Adults 18+ in top 20 Canadian markets, Unduplicated Average Daily Newspaper (M-F) Readers

7 - Community Newspapers Drive Results, Totum Research, February 2016 *Local Information=Local News, Editorial, Sports, Entertainment, Events;

*Advertising=Advertising in paper, Flyers/Inserts

8 - Vividata 2015 Q4 Readership and Product Database Adults 18+ in 20 reported markets.

9 - Totum Research, February 2016; *In the past 2 years ** Websites excluding newspaper, TV, radio, magazine, auto sales media, vehicle manufacturer, model & retailer sites

10 - Waste Diversion Ontario 2015; National Parks Service 2015



NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED