



SHAREABLE STATS ON NEWSPAPERS

There are **1,130** newspapers publishing in 2017 with a total weekly circulation of more than **50 million** copies.



More than half of Canadians (54%) trust news media, second only to not-for-profit organizations (59%)²



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



Nine of ten (85%) adults read a newspaper each week in print, on their desktop/laptop, on their phone or on their tablet. Almost a third (30%) of adults are reading 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



\$1,258 MILLION

DAILY NEWSPAPERS



\$874 MILLION

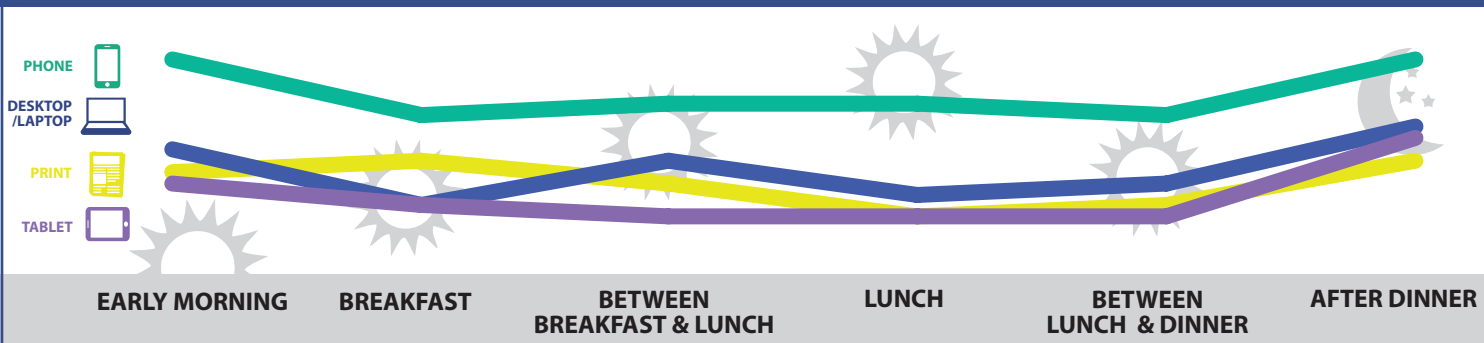
COMMUNITY NEWSPAPERS



\$2.1 BILLION

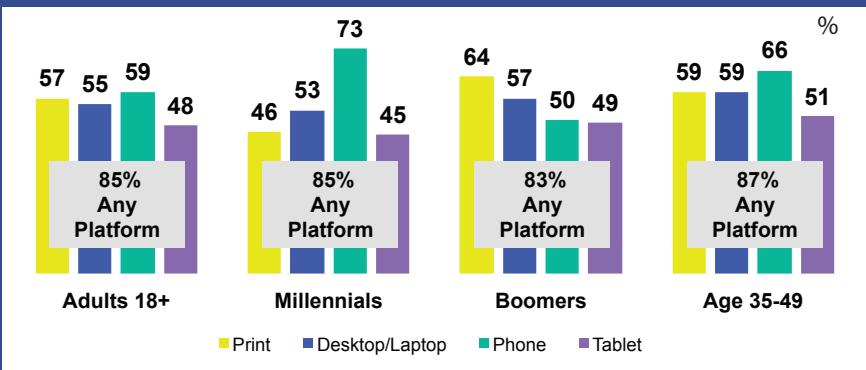
IN ADVERTISING REVENUE IN 2016⁴

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



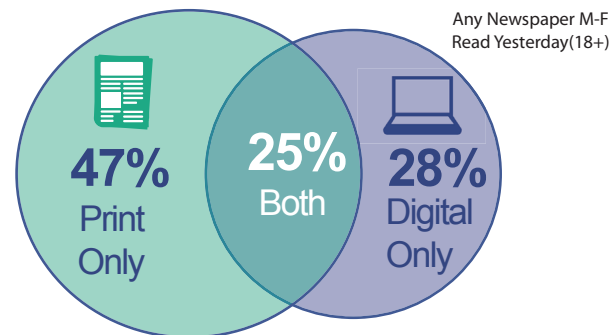
NEWSPAPER MEDIA REACH ALL TARGET GROUPS⁵

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

72% of weekday newspaper readers still read a printed edition daily



based on 43 daily newspaper titles in 20 major markets

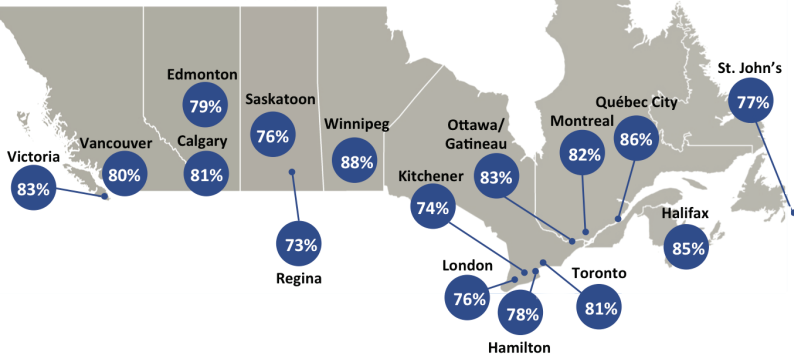
For more information, go to www.newsmediacanada.ca

1 - Nielsen Global Trust in Advertising Survey, Q1 2015
 2 - Environics CanTrust Index, 2016
 3 - News Media Canada database; 2017 Snapshot
 4 - News Media Canada Annual Revenue Survey 2016
 5 - Totum Research; Canadians 18+, weekly readership, December 2016
 6 - Vividata 2016 Q2 Readership and Product Database (July 2015 – June 2016)
 Adults 18+ 20 Major Canadian markets, Unduplicated Average Daily Newspaper (M-F) Readers



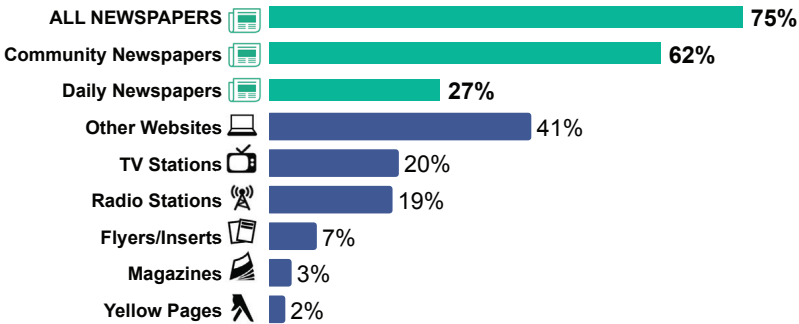
SHAREABLE STATS ON NEWSPAPERS

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

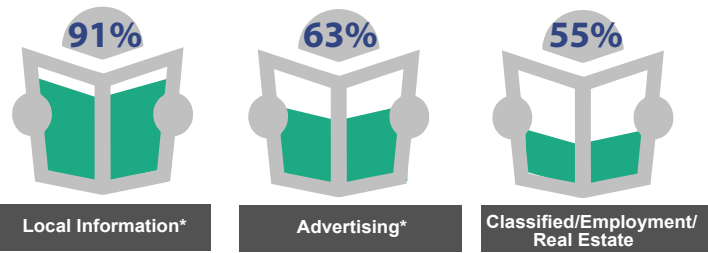
In Canada, over 85% of newspapers are recycled.



Biodegradable Time Line

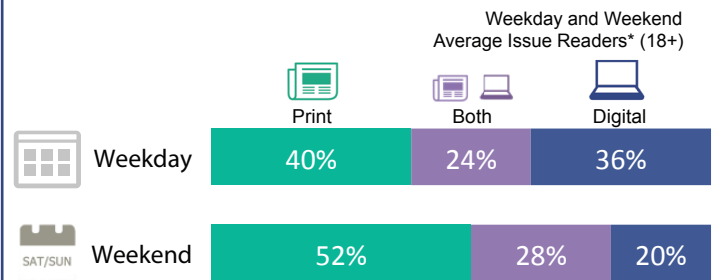


91% OF READERS WANT LOCAL INFORMATION⁷



Printed community newspaper readers are reading for local information as well as advertising. Almost two thirds of readers (63%) want to see advertising in their printed community newspaper.

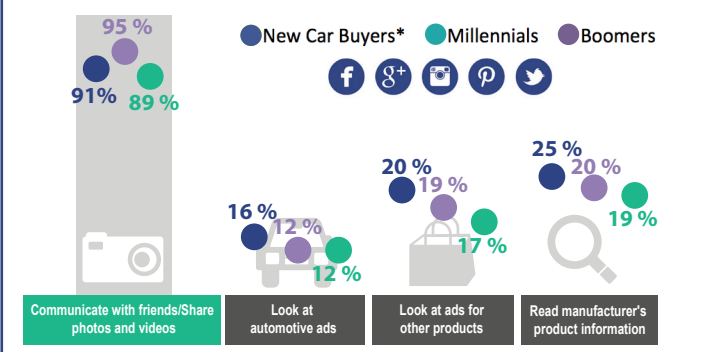
NEWSPAPER READING DIFFERS ON WEEKDAYS AND WEEKENDS⁶



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.newsmediacanada.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 2017, Totum Research *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