

# THE NEWSPAPER ACADEMY



Newspapers 101  
Cross Media Studies

Ms. Raítt



# ABCs of Newspapers

# Amount of Time Spent with News vs. 10 yrs ago (minutes/day)



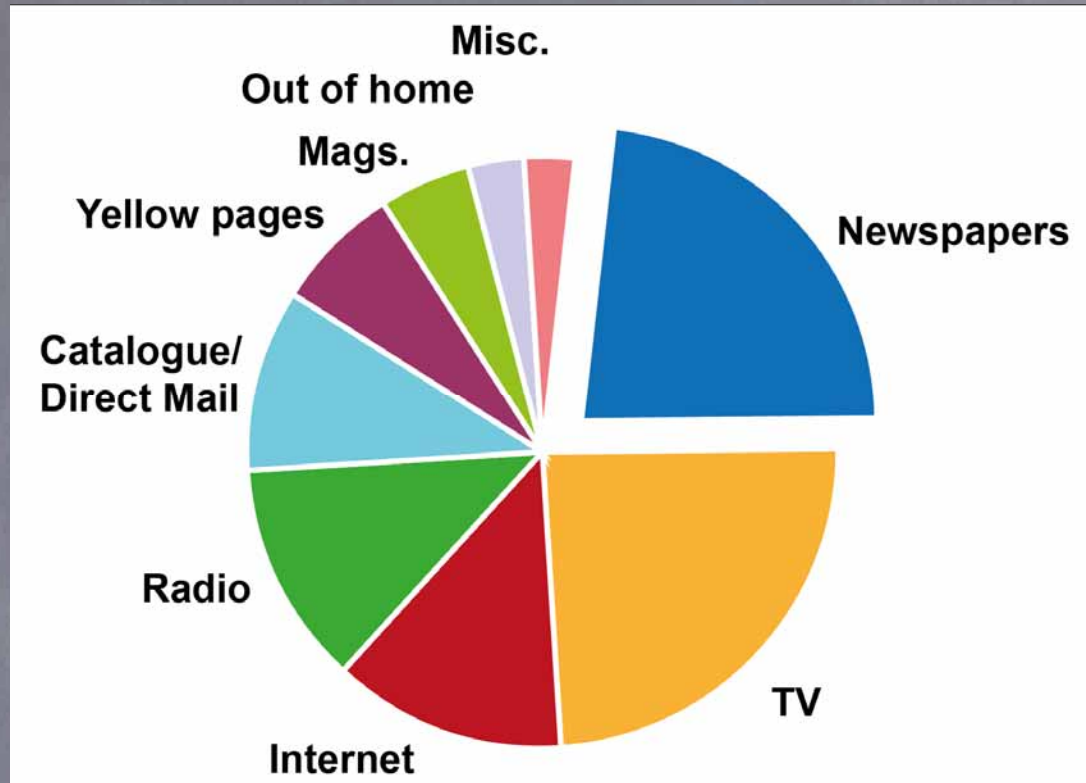
	<u>2002</u>	<u>2012</u>
Total	59	67!
18-29	38	45
30-39	57	62
40-49	56	71
50-64	71	76
65+	81	83

73% check the news at least once a day

68% share a news story every day with friends



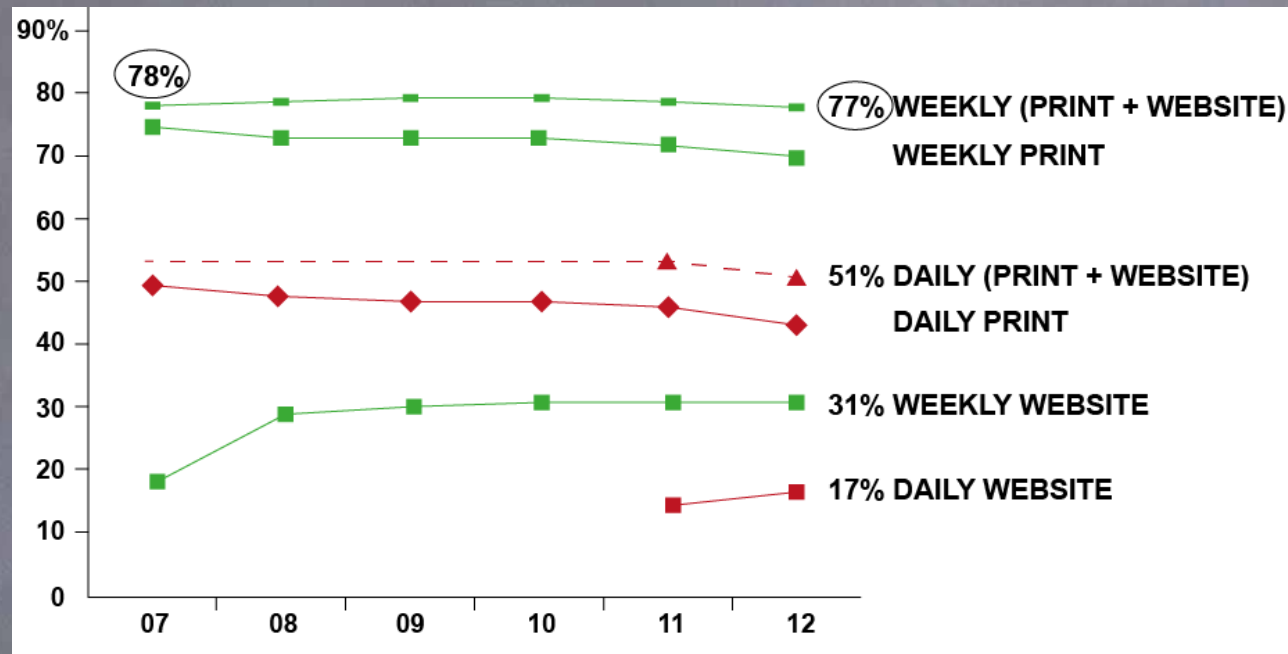
## By Revenue: Large & Holding



Newspapers (\$ mill.):      2009      2010      2011  
3,429      3,491      3,427

By type: 79% print, 13% flyers and 8% online

# C that Readership & Circulation Solid



## Circulation:

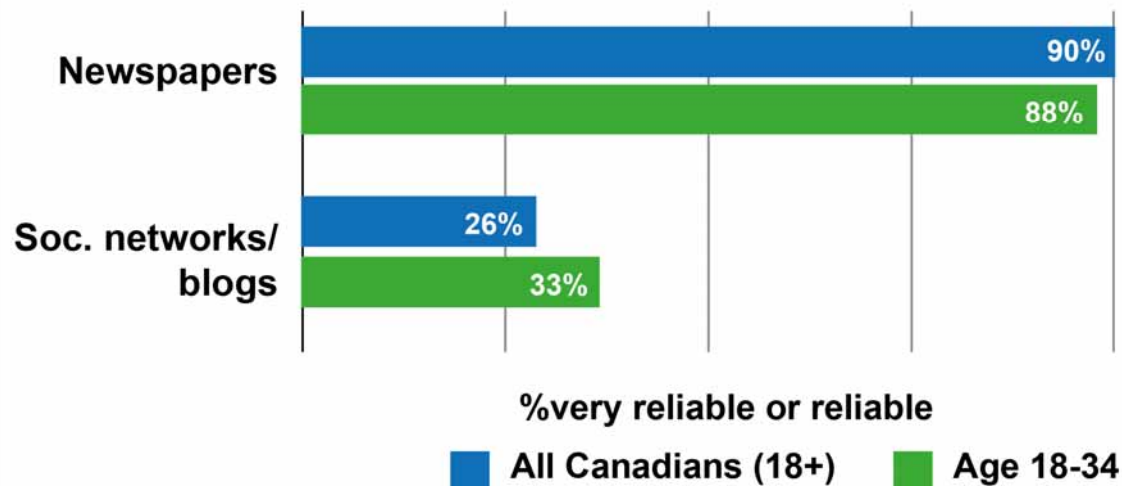
52 million weekly for Community & Dailies

	<u>2010</u>	<u>2011</u>	<u>2012</u>
Daily newsp. (mill.):	36.1	35.6	36.1

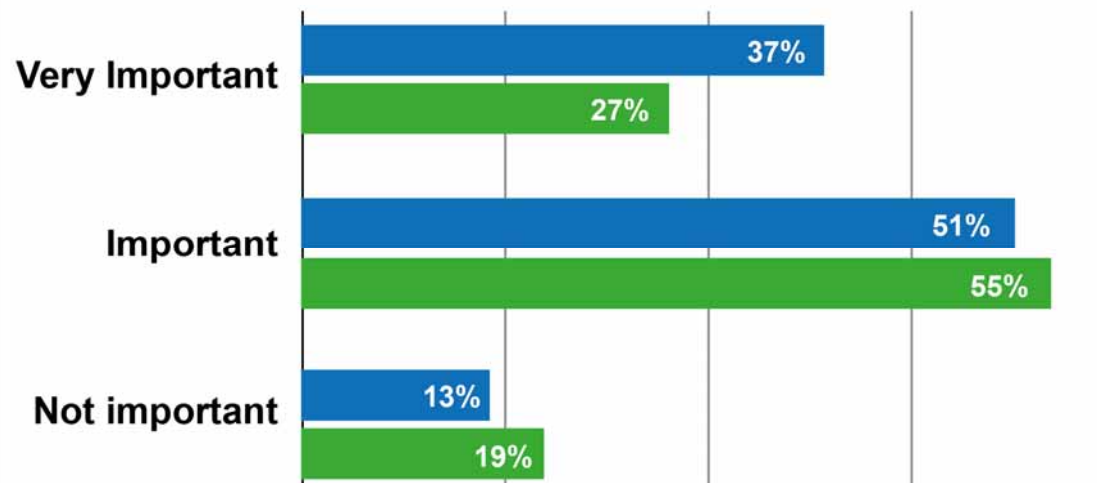
# Newspapers Make the Grade for 18-34s



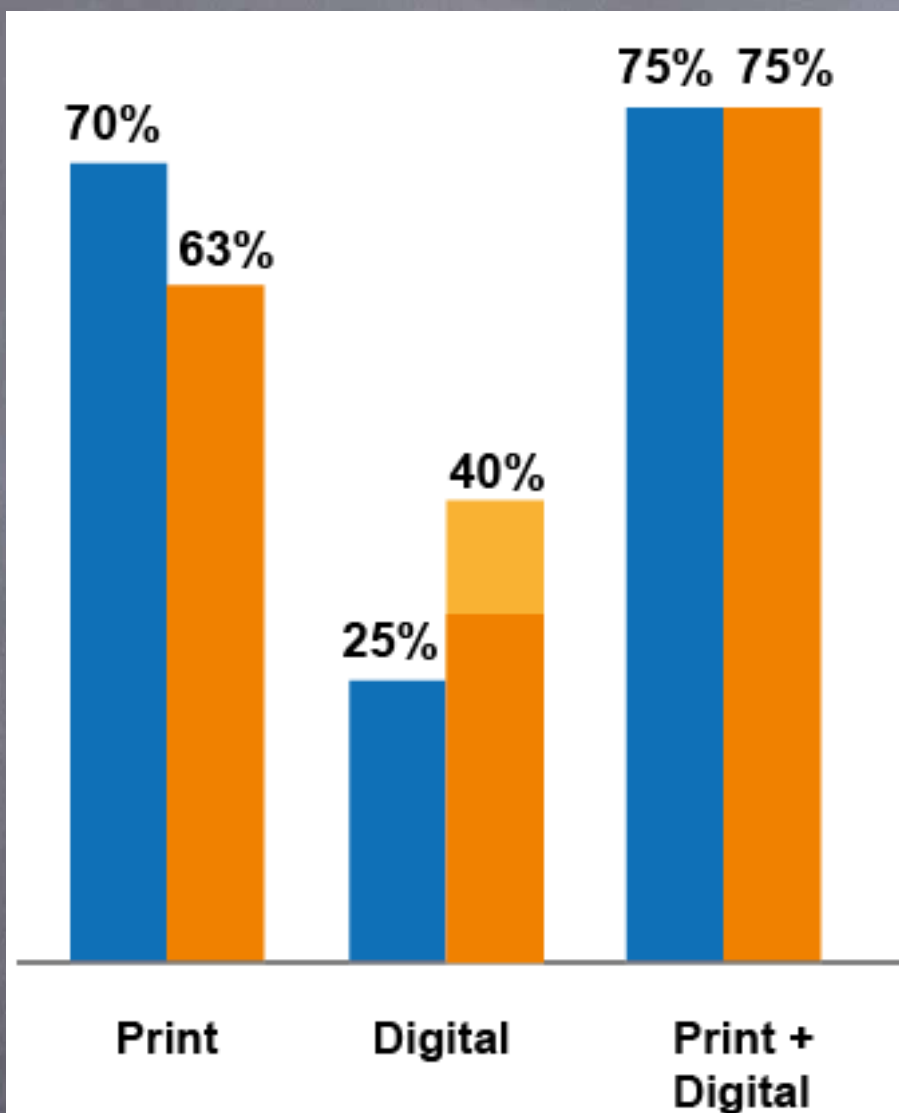
How reliable would you rate the information you get from?



How important is it for you to keep up with the news?



# Young Adults 3Rs: Read, Read, Read



**2008**



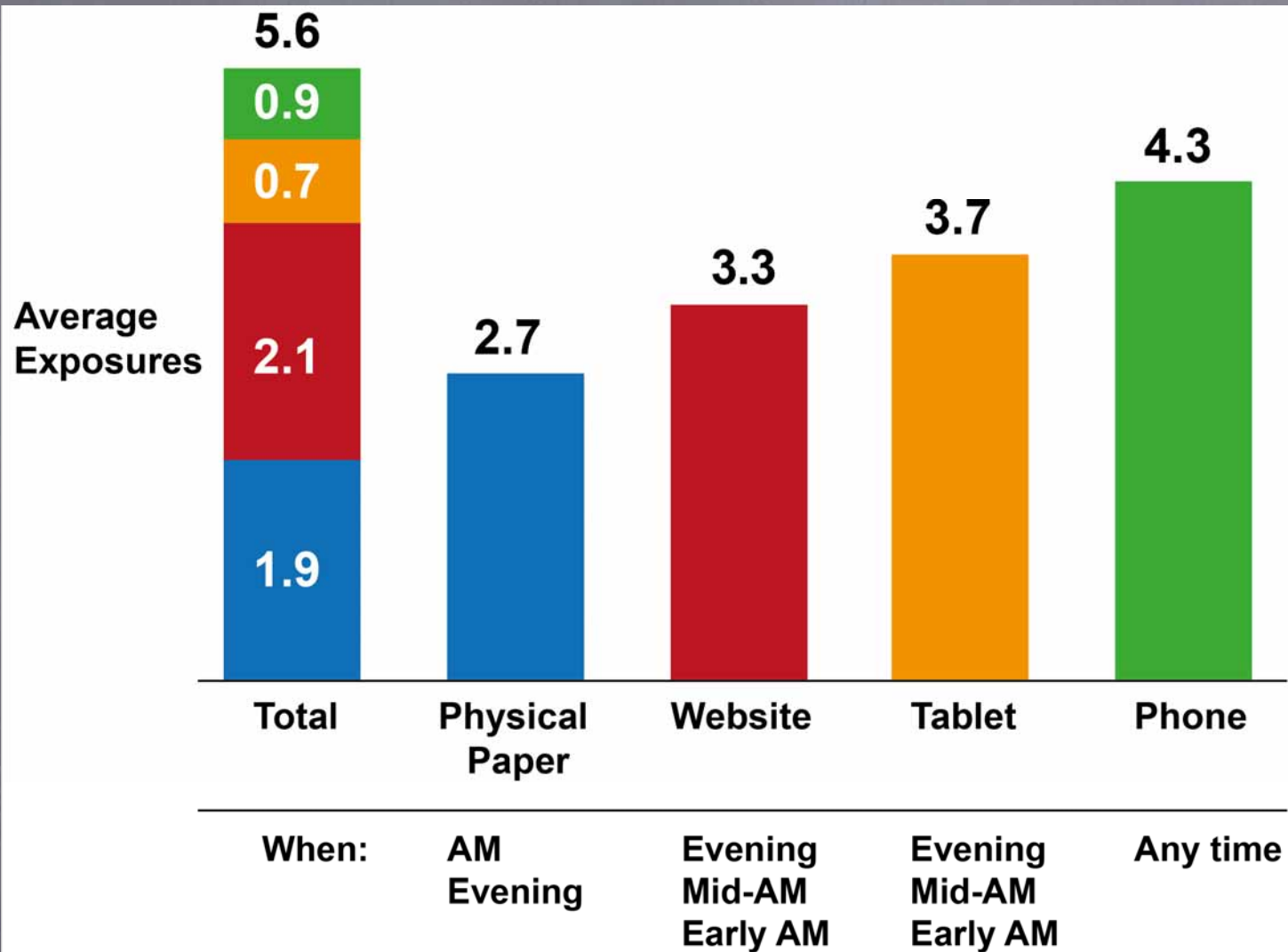
**2012**



**2012 Apps, PDFs, Hubs**



# Newspapers Embraced 6 Times a Day





# Audience by Device



## Tablet for newspaper: Mover and Shaker

High income: 32% (Index 161)  
Under 45: 57% (Index 124)  
Bus. Decision Maker: 28% (Higher than other devices)

## Phone for newspaper: Young Achiever

Employed: 80% (Index 177 - higher than other devices)  
18-34: 55% (Index 185 - higher than other devices)  
Kids at home: 52% (Index 138 - higher than other devices)

## Print newspaper: Established Success

Skew 45+ 62% (Index 115 - higher than other devices)  
High income 21% (Index 108 but not as high as other 3 devices)

## Newspaper website: Working Canadian

Employed 63% (Index 140) - higher than average  
but least likely BDM of all devices



# Debate Club

USA vs. Canada



Brand:

Adorama (camera store)

Copy:

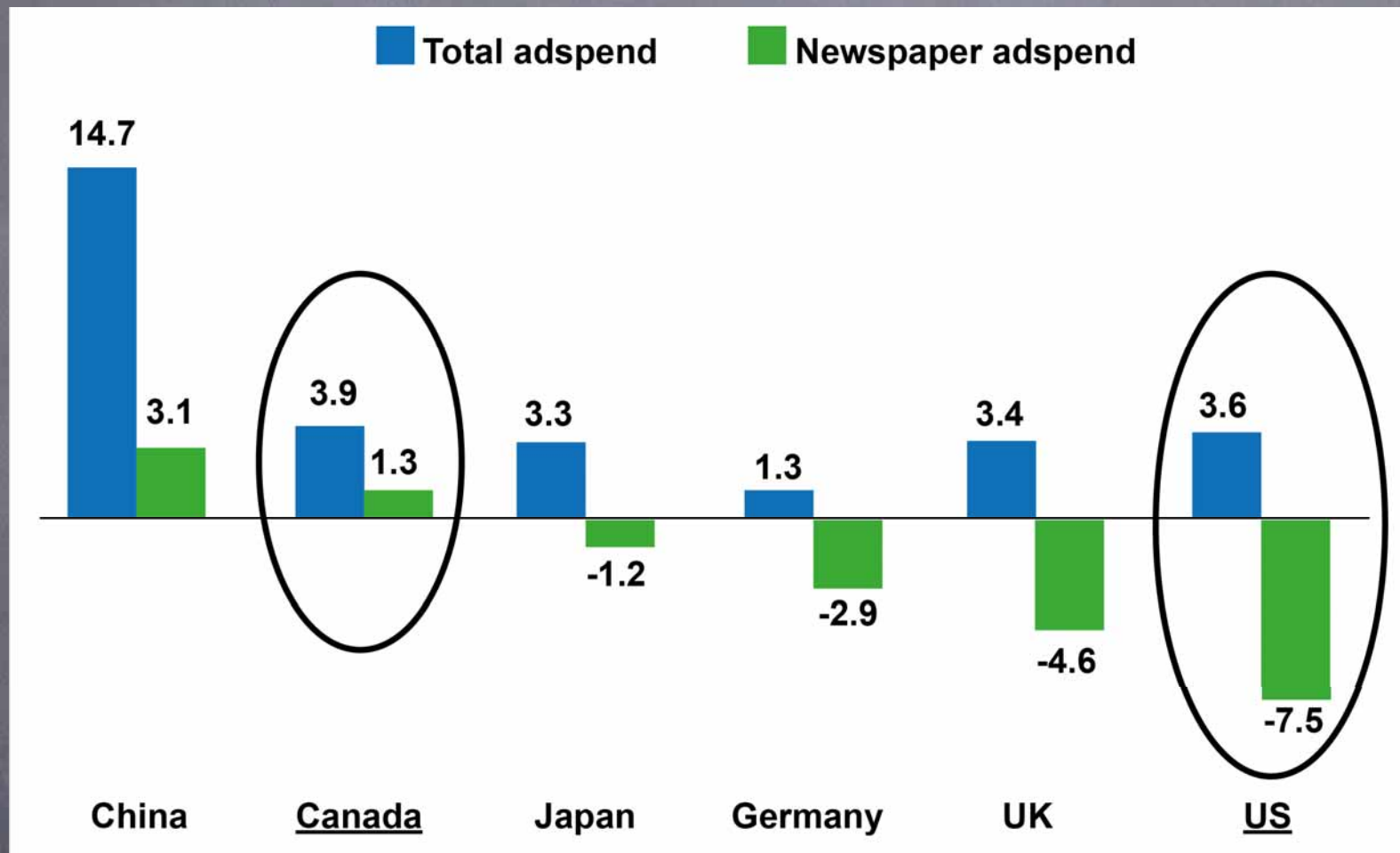
Life doesn't stop for pictures





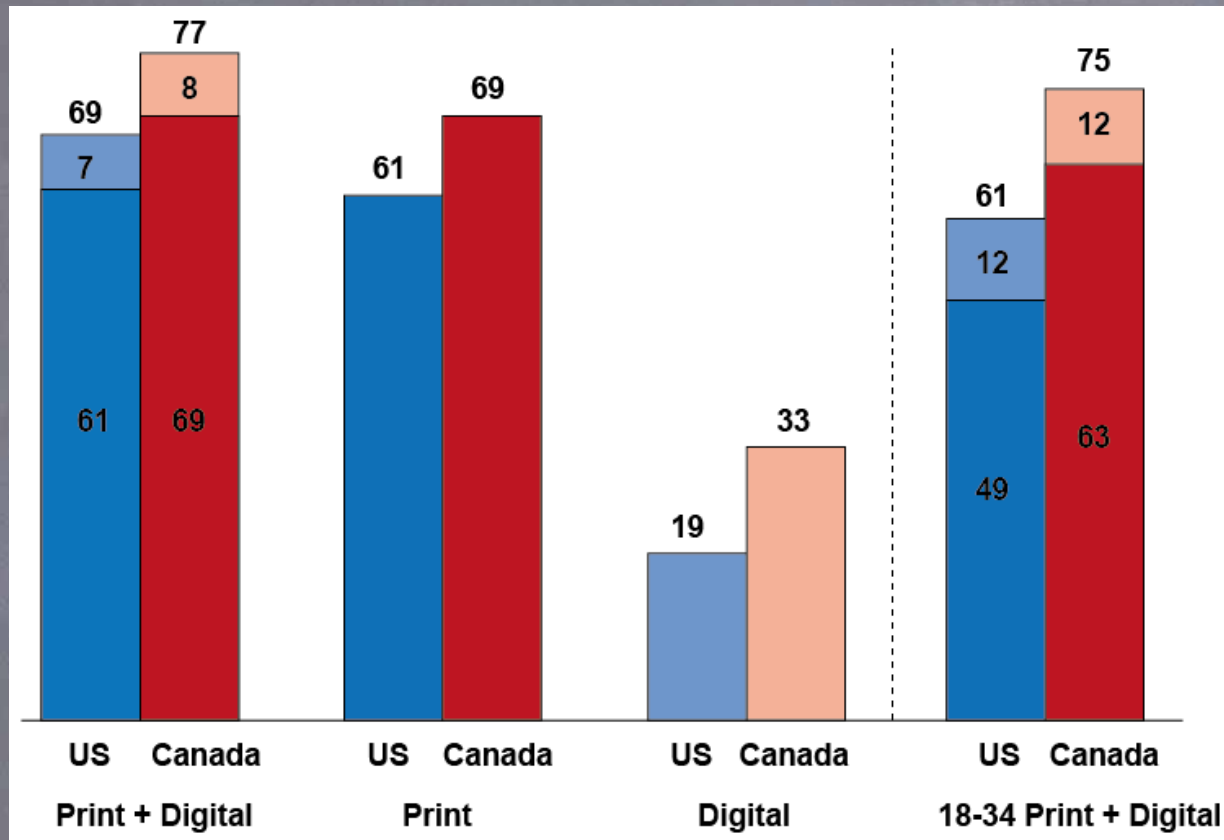
# Advertising \$

2012 vs 2011, year on year % change





# Readership



**Time Spent**  
**Print/yest.**  
**Site/week**

**US**  
**26 min.**  
**41 min.**

**Canada**  
**41 min.**  
**57 min.**

# Cheat Sheet



Literacy

C-

B

Commute

Driving

Transit

Free Transit dailies

26

26 (10X = 260)

Print by city: Daily

0-1

4; 6 TO; 8 Mont.  
(2 Nat., 2 city, 2 transit)

Community

1

Lots!

Print launches

0

10

Big paper days

Sunday

Sat. (D); Wed-Fri (C)

Flyers

Daily

Daily ✓ comm. ✓✓✓



Show & Tell

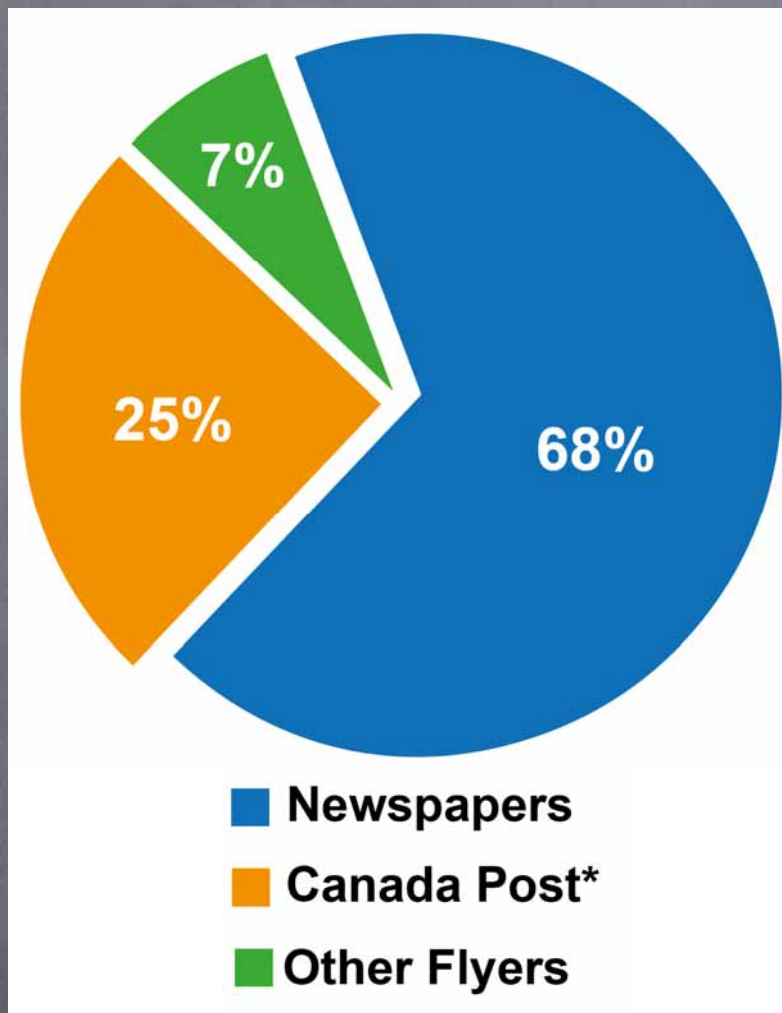
Flyers



8 in 10 Canadians indicate the  
flyers that come with newspapers  
are where they look for sales and deals



# Flyer Distribution in Canada Occurs in Newspapers



This means Canada's  
14 million households  
each received at least  
20 flyers per week

# 85% of Canadians use Flyers – Dominated by Print



	Use Flyers
Print Flyers ONLY	23%
eFlyers ONLY	6%
Both print & eflyers	<u>56%</u>
Total: Flyers (any)	85%

- ✓ 90% of eflyers users also use the print version
- ✓ The “lift” offered by eflyers is only 7.5%



“Overall, e-flyers can be seen as a complement to print flyers, but they’re not nearly ready to take over. The “e” version gets a little extra mileage out of the print program, but it’s still the print flyer that’s the engine.”

- Ed Strapagiel, Executive VP, KubasPrimedia





# A HUMAN'S GUIDE TO ZOMBIE PREPAREDNESS

WESTLAKE HAS THE WIDEST SELECTION OF PRODUCTS FOR ALL OF YOUR ZOMBIE NEEDS. At any time, our preparedness experts can help you choose the right defense and offense. For now, here are some helpful zombie-preparedness products and tips.

## 1. ZOMBIE DEFENSE



### FACE MASKS

If your zombie neighbor starts to sneeze, fight that next-door sneeze with these simple, yet effective masks. Great for the whole family.

### POWER & HAND TOOLS

Scare off oncoming zombies with our extensive line of power and hand tools.



### TOOL CHESTS

Keep your zombie tools-of-defense organized and accessible, so you're ready to protect yourself and your family at a moment's notice.

## 2. ZOMBIE REPAIRS



### AUTOMOTIVE TOOLS & ACCESSORIES

It's likely your automotive insurance doesn't cover zombie damages, so Westlake has everything you'll need, from auto tools to body repair to cleaning.

### CLEANERS & DETERGENTS

After removing a zombie from your home, remove left-behind stains and "mess" with our extensive line of heavy-duty cleaners and detergents.



### WINDOW & SCREEN REPAIR

With the outbreak of zombies comes the occasional broken window or screen. So, to avoid turning noses and coat-wearing visitors, we've got you covered.

## 3. ZOMBIE PROOFING



### ALARM SYSTEMS

These systems are great for alerting the intrusion of zombies.

### CHAIN SAWS & HAND SAWS

Make sure your hand saws are sharp and your chain saws have fuel, because these are great tools for clearing away hedges blocking your view of on-coming zombies.



### DOOR LOCKS & DEADBOLTS

Keep the undead from entering your home, sheds and garages.

Westlake **ACE Hardware**

MORE ZOMBIE QUESTIONS? ASK AWAY.

VISIT [WESTLAKEHARDWARE.COM/ZOMBIES](http://WESTLAKEHARDWARE.COM/ZOMBIES) FOR FREQUENTLY ASKED QUESTIONS AND MORE.



plant this page.  
save a bee.

Nature needs honey bees. We all do. After all, they're responsible for pollinating one third of all the foods we eat. But they're disappearing at an alarming rate. Help us bring them back. Plant this page filled with bee-friendly wildflower seeds under a thin layer of soil, water thoroughly, keep moist and in a sunny spot, and with a little luck, you might just grow some food that will help keep them alive. To learn more about the plight of the honey bees and other ways you can help keep them buzzing, visit [helpforhoneybees.com](http://helpforhoneybees.com).



Hilogen-Dot (Dot) Honey Bees

DASHING THROUGH THE SCRUB

in a RUSTY BANGED-UP

UTE

SWAG is in the BACK

BLUEYS IN HOT PURSUIT

DOLPHINS by my SIDE

singing CHRISTMAS SONGS

SUMMER TIME

and IM JUST FINE

in my BOARDIES AND

CHESTY

BONDS

Bikini Girls

SURF N BELLS

ZINC-CREAM

ALL the WAY

OH WHAT FUN IT IS

to RIDE

on a SCORCHING

SUMMERS DAY

JINGLE BELLS

BBQ SMELLS

LAMB CHOPS on the TRAY

GRAN'S PAYLOVA

BACKYARD OVERS

IT'S THE AUSSIE CHRISSY WAY





Core Subject: Print Newspapers

# Why Print Newspapers?



Beating out all other media:

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

The screenshot shows the Air Transat website interface. At the top, there's a header with the Air Transat logo, a '25th' anniversary badge, and a 'WORLD TRAVEL SKYTRAX' award. Below the header is a navigation bar with links: Flights, Hotels, Cars / Rail, Packages, Special Offers, Travel info, Destinations, My booking, and a Shopping Cart. The main content area features a large banner titled 'As seen in the newspapers' with a background image of a hand holding a newspaper. To the left of the banner is a sidebar with a 'Start booking' button and links to 'Europe Deals', 'Florida Deals', 'South Deals', and 'As seen in the newspapers'. To the right of the banner is a 'Sign up for our NEWSLETTER' box and a 'Cheap Flights' section with a signpost graphic pointing to 'Europe' and 'South'. Below the banner, there's a text block that reads: 'Find it all in one place! Every week, you will find all flights advertised by Air Transat in major newspapers such as The Gazette, Toronto Star, Ottawa Citizen, Vancouver Sun, Calgary Herald, Vancouver Province, Le Soleil and La Presse.'



# Where's The <sup>pure</sup> Beef?

At Wendy's, that's where!

We use nothing but pure, fresh, never-frozen\*  
100% North American beef.

We've never used fillers, additives, preservatives,  
flavor boosters or ammonia treatments.

We've never used "pink slime," and we never will.

That's our promise to you. That's Wendy's Way.



wendys.com

## 7 - PASSENGER SIDE GAS CAP

VW.CB

Every 2013 Volkswagen has the gas cap on the passenger side. Why, you ask? Well, in the unlikely event that you run out of fuel, you should never have to stand close to traffic to fill it back up. Yet another little thing that makes a Volkswagen a Volkswagen.



Das Auto.



© 2013 Volkswagen Canada. "Volkswagen", the Volkswagen logo and "Das Auto & Design" are registered trademarks of Volkswagen AG. Visit [vwc.ca](http://vwc.ca) or your Volkswagen dealer for details.



## THE BEETLE

We've hidden the missing parts in today's paper. Can you find them all?

- |                                  |                            |                      |
|----------------------------------|----------------------------|----------------------|
| 1 - 6-lens headlights with AFS   | 4 - _____                  | 7 - _____            |
| 2 - 3.0 TS 200-horsepower engine | 5 - Available power window | 8 - 30" alloy wheels |
| 3 - _____                        | 6 - _____                  | 9 - _____            |

Discover all the little things that make a Volkswagen a Volkswagen - and personalize your own ride - at [vwc.ca/medias](http://vwc.ca/medias).



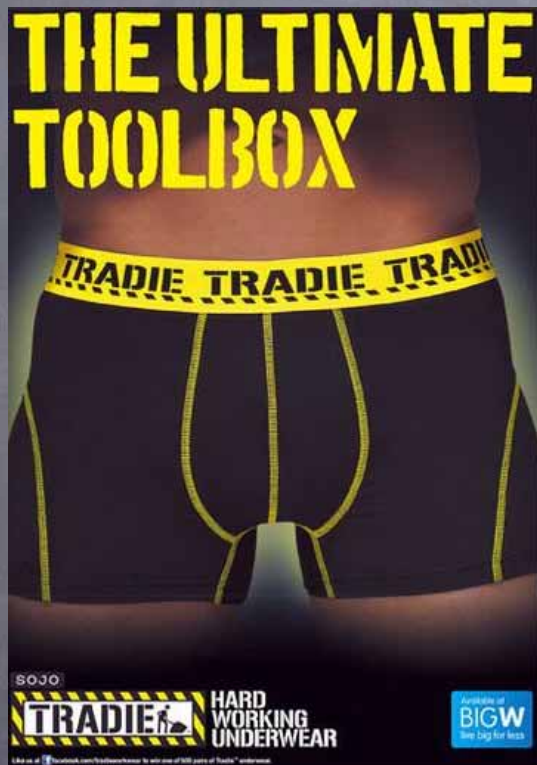
Das Auto.

Always drive safely. Use proper driving techniques. Always wear your seat belt. Always drink responsibly. © 2013 Volkswagen Canada. "Volkswagen", "Beetle", "TS", "TSI", "VR6", "V6", "V8", "V10", "V12", "V16", "V18", "V20", "V24", "V28", "V30", "V36", "V40", "V48", "V50", "V52", "V54", "V56", "V58", "V60", "V64", "V66", "V68", "V70", "V72", "V74", "V76", "V78", "V80", "V84", "V88", "V90", "V92", "V94", "V96", "V98", "V100", "V104", "V108", "V110", "V112", "V114", "V116", "V118", "V120", "V124", "V128", "V130", "V134", "V138", "V140", "V144", "V148", "V150", "V154", "V158", "V160", "V164", "V168", "V170", "V174", "V178", "V180", "V184", "V188", "V190", "V194", "V198", "V200", "V204", "V208", "V210", "V214", "V218", "V220", "V224", "V228", "V230", "V234", "V238", "V240", "V244", "V248", "V250", "V254", "V258", "V260", "V264", "V268", "V270", "V274", "V278", "V280", "V284", "V288", "V290", "V294", "V298", "V300", "V304", "V308", "V310", "V314", "V318", "V320", "V324", "V328", "V330", "V334", "V338", "V340", "V344", "V348", "V350", "V354", "V358", "V360", "V364", "V368", "V370", "V374", "V378", "V380", "V384", "V388", 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# Get Attention

Consumers indicate print ads in newspapers and magazines get their attention more than other media: scoring 44% higher than TV, the next highest ranking medium





# Research Source



When Canadians are ready to purchase a product or service, their go-to research sources play out as follows:

- ★ Top source: Newspapers (86%)
- Facebook (21%), Twitter (15%)
- Company websites: Only 68%

## Boomers Purchase

- 3 in 10 Canadians are Boomers (48-67) vs. Millennials (18-30 at 17%)
- Boomers control billions in sales - about half



## Boomers buy!



- 7 in 10 of all new vehicles
- 40% of wireless services
- Spend the most online
- Dominates purchases in 119 of 123 packaged goods categories



# Packaged Goods Giant Procter & Gamble Shifts into Newspapers



Brand:

PGG's Prilosec

Situation:

Test newspapers:  
4 times, 11 papers

Results:

20% sales lift

**Gifts for the heart of the kitchen**  
Sweet and helpful Mother's Day presents

**Worried about frequent heartburn? Not me.**  
I just take my Pre-Coffee I-don't-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**  
ONE PILL A DAY. 24 HOURS. ZERO HEARTBURN.™

**Restaurant ideas for Mom on her day**

Available at Walmart's low prices. Every day. Every store. Walmart

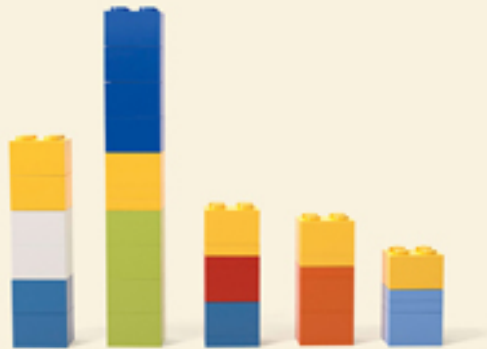


# PGG Shifts into Print





IMAGINE





IMAGINE







IMAGINE





IMAGINE





IMAGINE







IMAGINE





## Pop Quiz

What do Summerside (PEI),  
Cobourg, Brandon (Man.)  
and Peterborough have in  
common?

# The highest weekly newspaper readership in Canada

Brandon (88%)

Cobourg (84%)

Peterborough (86%)

Summerside (83%)





# The highest weekly newspaper readership in Canada



Brandon (88%)	Peterborough (86%)
Cobourg (84%)	Summerside (83%)



"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 (#3 Forbes List of Billionaires at \$46B)

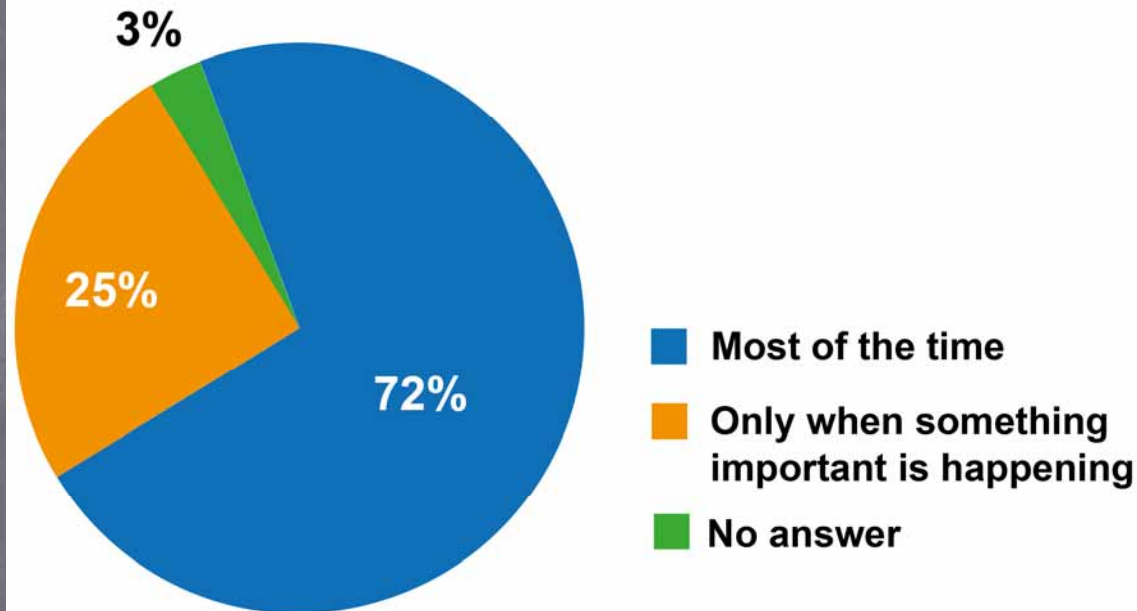
## Newspapers (circulation <15,000)

- 74% read a local newspaper each week
- Share their paper with 2.3 persons
- 44% keep the newspaper  $\geq$  6 days
- Online local news: 52% went to paper's site
- 69% indicate the newspaper provides valuable local shopping and advertising information
- Almost half say they read the newspaper as much for the ads as for the editorial content



## The Majority of Adults Follow Local News Most of The Time

*% of adults who follow local news...*



Local  
newspapers  
are by far the  
source relied  
upon for local  
information

Shopping occurs locally (so ads should be too)  
Most shopping happens within 20 minutes  
of home or work.





Advertiser:  
Sears Optical



Twin Rivers celebrates 10 years of music in the community

**2nd FAMILIY PIZZA**

Country superstar right at home in Osler's community hall concert

Present to serve Warman, Martensville, Osler & Districts for over

**15 Years**  
**OPEN DAILY AT 11:00 AM**  
WE DELIVER TO WARMAN, MARTENSVILLE, OSLER & SURROUNDING FARMS. ACRES

**DELIVERING OUR BEST TO YOU**

934-6400

Enter To Win  
A Zip Line Package for 4

Winnipeg Free Press is giving away an exciting Zip Line Package for 4 every week until September 1, 2012

**FREE T-SHIRT**  
WE GIVE YOU A PACKAGE

**CLICK HERE TO ENTER NOW!**

Winnipeg Free Press

SONY

NEWS WEEKEND | 23-25.11.2012 | 11 AM

**EARLY START TO BLACK FRIDAY**

Black Friday got off to its earliest start ever as American shoppers put down their turkey and headed straight to the malls.

Stores typically open in the wee hours of the morning on the day after Thanksgiving that's named Black Friday because it's traditionally when they turn a profit for the year. In fact, generations of shoppers have made Black Friday rituals of going to bed early after munching on turkey and pumpkin pie so that they can head out to stores early the next day.

But Black Friday openings have crept earlier and earlier over the past few years as stores have experimented with ways to compete with online rivals like Amazon.com that can offer holiday shopping deals at any time and on any day. And this year, crowds gathered across the country as stores such as Target and Toys R Us opened yesterday evening, while retailers from Macy's to Best Buy opened their doors at midnight this morning.

About 11,000 shoppers were in lines wrapped around Macy's flagship store in New York City's Herald Square when it opened.

Retailers are hoping that the earlier openings will help boost sales this holiday season. It is unclear how many shoppers took advantage of the earlier openings. But about 17% of shoppers said earlier this month that they planned to shop at stores that opened on Thanksgiving, according to an International Council of Shopping Centers-Goldman Sachs survey of 1,000 consumers. Overall, it's estimated that sales on Black Friday will be up 3.8% to \$114 billion (U.S.) this year.

A man leaves a Jackson, Miss., Best Buy store after making Black Friday purchases today.

**BEST BUY**





Fill in the blanks

More than \_\_\_\_ of Canadians  
don't engage with brands  
via social media





Fill in the blanks

More than half of Canadians  
don't engage with brands  
via social media





Social media  
marketing is like  
being invited to a  
neighbourhood party  
and showing up with a  
table to display and  
sell your products.



facebook



80% of facebookers ignore the ads

4 in 5 facebookers never bought a product or service due to ads or comments on the site

34% use facebook less, 20% more vs. 6 months ago

<1% of brand fans talk about the brand



Brand: General Motors

Situation: Found ads on facebook ineffective

Solution: Pull its ads

Admap, "Reach is still paramount", February 2012; Metro Toronto (Reuters), June 7, 2012, techland.time.com, "Poll says four out of five facebook users aren't persuaded by sites ads, June 5, 2012



See News on



	<u>2010</u>	<u>2012</u>
See	3%	7%
Little	3%	4%
Never	3%	2%
Don't use	91%	87%



UCLA and HP created an algorithm to forecast the likelihood that a story will get shared...  
the source of the article is a key predictor...  
Information coming from a newspaper is far more likely to be shared than the same info coming from your average citizen.





"Social media is an effective tool for connecting people, but when it comes to connecting readers to advertisers, the newspaper multiplatform reigns supreme."  
- Jeff Fleming, Editor-in-Chief, Editor & Publisher



**SOCIAL NETWORKING DOESN'T ONLY HAPPEN ONLINE.**

12 bottle pack now specially priced at \$22.95\*

\*Must be legal drinking age. Available at participating The Beer Store locations while supplies last. Offer ends April 21, 2012. Price subject to change.

**Heineken**  
open your world



## Honour Role

The Best of the Best: In Print



# Innovative Placement

Doctors meditated on how to fulfil ancient needs

## A matter of life and death

**2 DAY SALE!**

We're slashing prices for the **BIGGEST SALE** IN BIRCHWOOD CHEVROLET'S HISTORY

Canada apathetic on Quebec separatism

ALL HIGHEST PRICES OR BELOW COST

Plus 0% FINANCING

www.Birchwoodgm.ca

**Birchwood CHEVROLET**

204-837-5811

Stop in for a cold one!

## Riders young team brings uncertainty

Good food, good friends, great hospitality!

**Red Bull**

Wreck-It Ralph

Disney

WRECK-IT RALPH

There's more to historic Tampa than just those sandy beaches

Banking that can take you from here

all the way to Dallas.

Get up to 30,000 Aeroplan Miles with the CIBC Unrestricted Chequing Account and CIBC Aeroplan Visa Incentive Card.

CIBC

NEW COORS LIGHT ICED T. SUMMER REFRESHED.

NEW COORS LIGHT ICED T

Men in Black the perfect comeback after break: Smith

Unsung hero behind creepy alien creations

Good script, fellow actors key for Jones



# Contextual Advertising



Everyone wants to get their hands on a Mercedes-Benz this summer.



**Copping a right Royal slap-a-thon**

Long John Silver's is the only restaurant in the world to offer a Royal Slap-a-thon. The event is a celebration of the brand's 50th anniversary and is held at the Royal Golf Club in St. John's, Newfoundland. The event features a golf tournament where the winner will receive a Royal Slap-a-thon. The event is a celebration of the brand's 50th anniversary and is held at the Royal Golf Club in St. John's, Newfoundland. The event features a golf tournament where the winner will receive a Royal Slap-a-thon.

**IS YOUR SKIN LOOKING BELOW PAR?**

**HYDRA ENERGIZING**

**L'OREAL**

**menexpert**

## There's a sour note to that engine noise



needed viscosity and  
ry regularly.  Fit  
il changes are the  
uble-free hydraulic  
e you have it, Elias.  
s that the noise you  
from one or more  
ers either experien-  
tent problems with  
, or waiting to be  
pressure after having  
educated oil pressure,  
elsewhere in the  
possibly be a contri-  
  
irect, it's not some-  
lead to catastrophic  
short term. I suggest  
he situation to see if  
if worse, and if it does  
ith it.

**Gerrit Burger:**

Fit into tight spaces with park assist.  **HYUNDAI**

**GO MAKE MEMORIES AT JUST R3 299 PER MONTH**

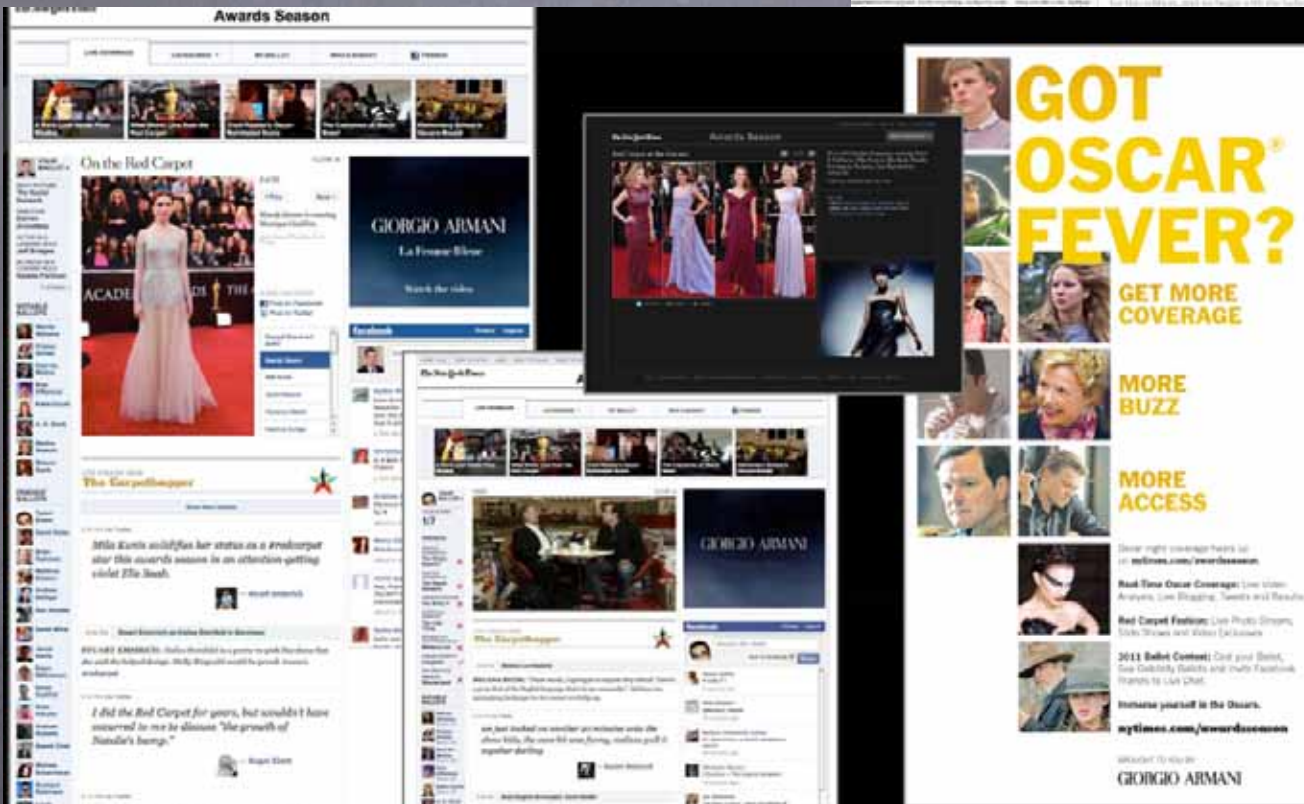
**HYUNDAI**

**GO MAKE MEMORIES AT JUST R3 299 PER MONTH**

**HYUNDAI**



# Partnerships





Flip



Copy: See what's behind you. Every 2012 CR-V comes with a rear view camera.

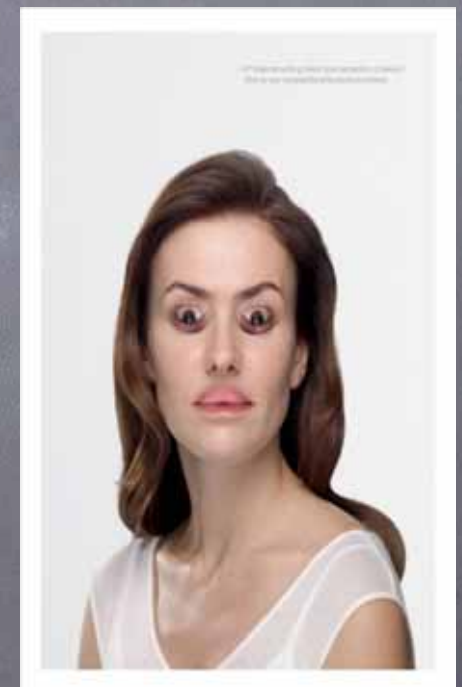
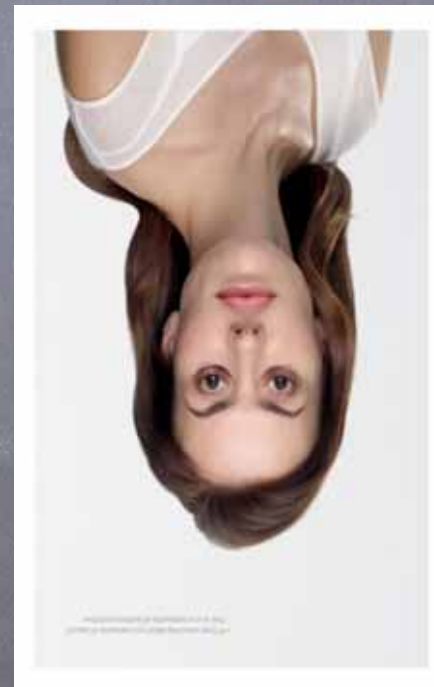


# Front Page

Copy: Don't be the last to change with the times. Renault Electric



Copy: Does retouching distort your perception of beauty?





With Delivery



Brand: McDonald's  
Situation: Breakfast  
Solution: Newspaper colour/aroma/free  
Results: 7 in 10 bought breakfast - record sales!

With QR Codes

44% open to marketing via QR codes

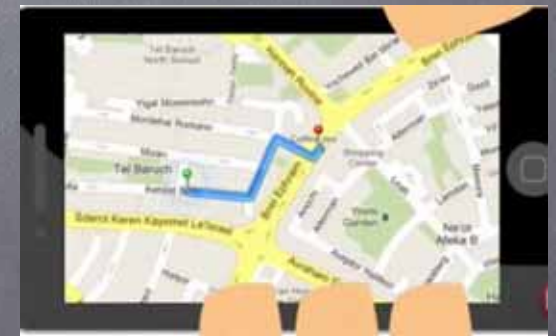
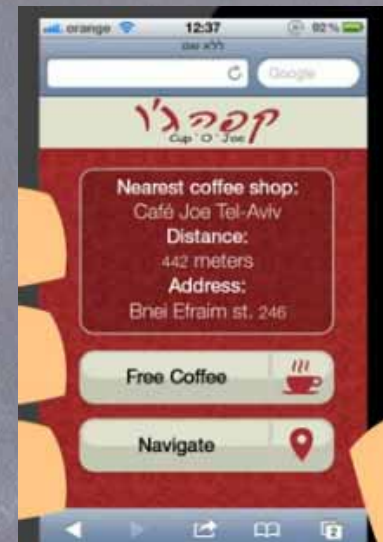
#1 source for QR codes = newspapers + magazine  
(2x higher the next source)



THE 2 FOR 1 OFFER IT TAKES 2 TO SEE



Coffee?





With App



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

Make the streets and meet the locals in the Chevrolet 100 properly marked, right from this page. Simply use your iPhone and follow the instructions below.

1. To download, search for "Chevrolet 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 key features of our Property Guide iPhone app.

Fig. 10 see your iPhone now.

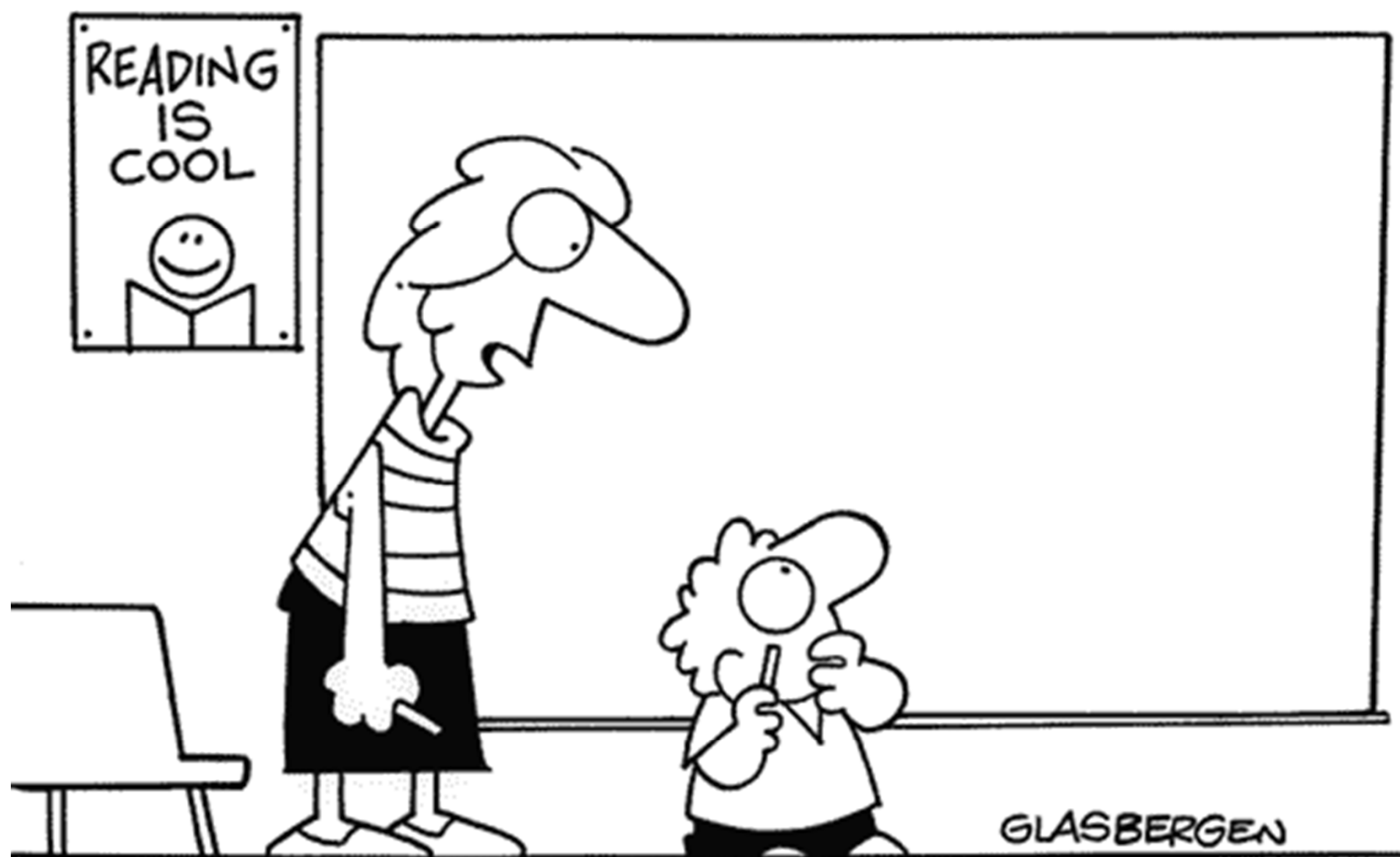


**Delivered to the different**



# Augmented Reality





**“There aren’t any icons to click. It’s a chalk board.”**



# Mobile users = Avid News Consumers



## News Remains a Top Activity on Tablets...

Percent who use a tablet/smartphone to...

## ...and on Smartphones

	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

# Executives ♥ Mobile for News



- 86% of executives prefer online news sources that are tied to traditional media
- Execs #1 use for mobile: news (58%), #2 surf (52%)

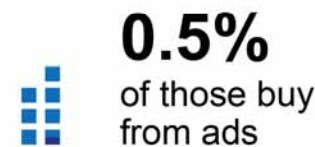
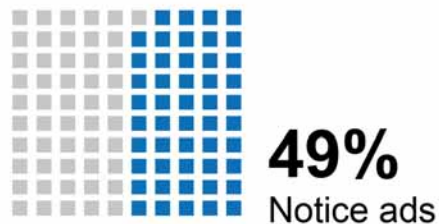
Executives: Mobile <u>Apps</u> Installed		
<u>App</u>	Tablet	Phone
News	87%	75%
Weather	73	70
Navigation/Maps	68	70
Utilities	63	62
Music	63	59
Finance	61	55
Travel	64	47
Social networking	56	43

Center for Media Research, "On-the-go Exec Apps, May 11, 2012; marketingcharts.com, "Senior execs prefer reading periodicals in print", March 2012

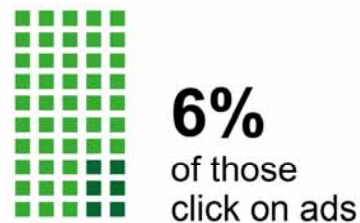
# Mobile News: Notice Ads & Take Action



## Percent of weekly tablet news users who often or sometimes...



## Percent of weekly smartphone news users who often or sometimes...



<0.1% click through rates for all online ads



# Mobile Ads - What Works

## Coupons, information, location & games




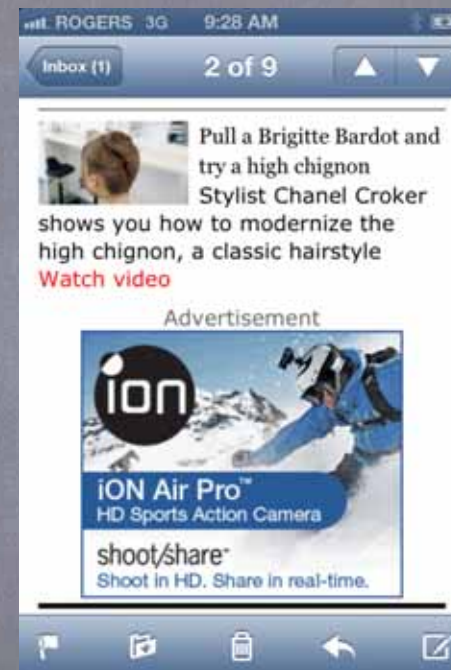
**1 NHLer Bob Probert suffered from degenerative brain disease, scientists find**  
Former NHL brawler who passed away last summer donated his brain to research  
[Full Story](#)

**2 Libyan warplanes strike oil port Brega in rebel-held east**  
Attack comes a day after failed operation to retake area  
[Full Story](#)

**3 Canada 'concerned' trilateralism erodes ties with U.S., leaked cable**

**4 Parties ponder options with budget date set, election a possibility**







Copy: Poverty is like this: hard to turn around.  
Tap to help us solve it.

Advertiser: ActionAid



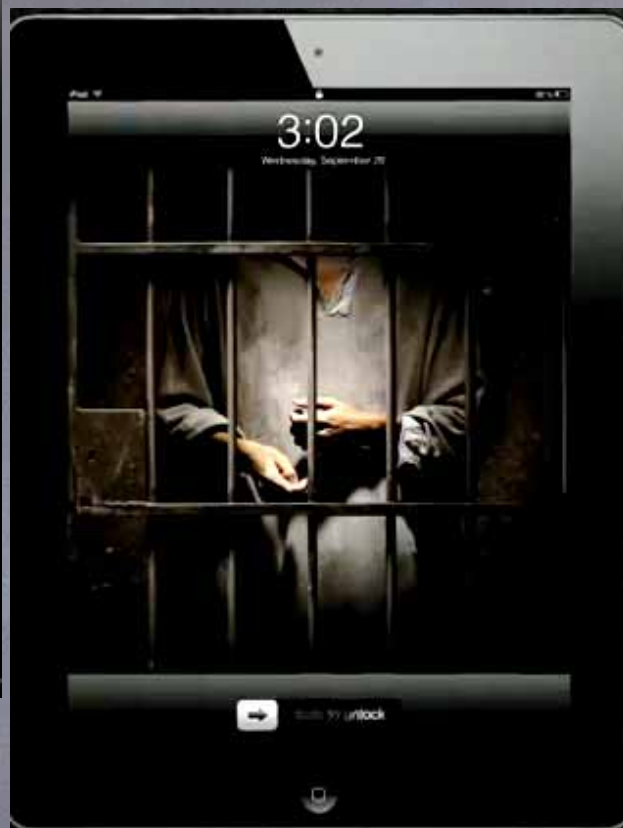


Advertiser: Air Transat

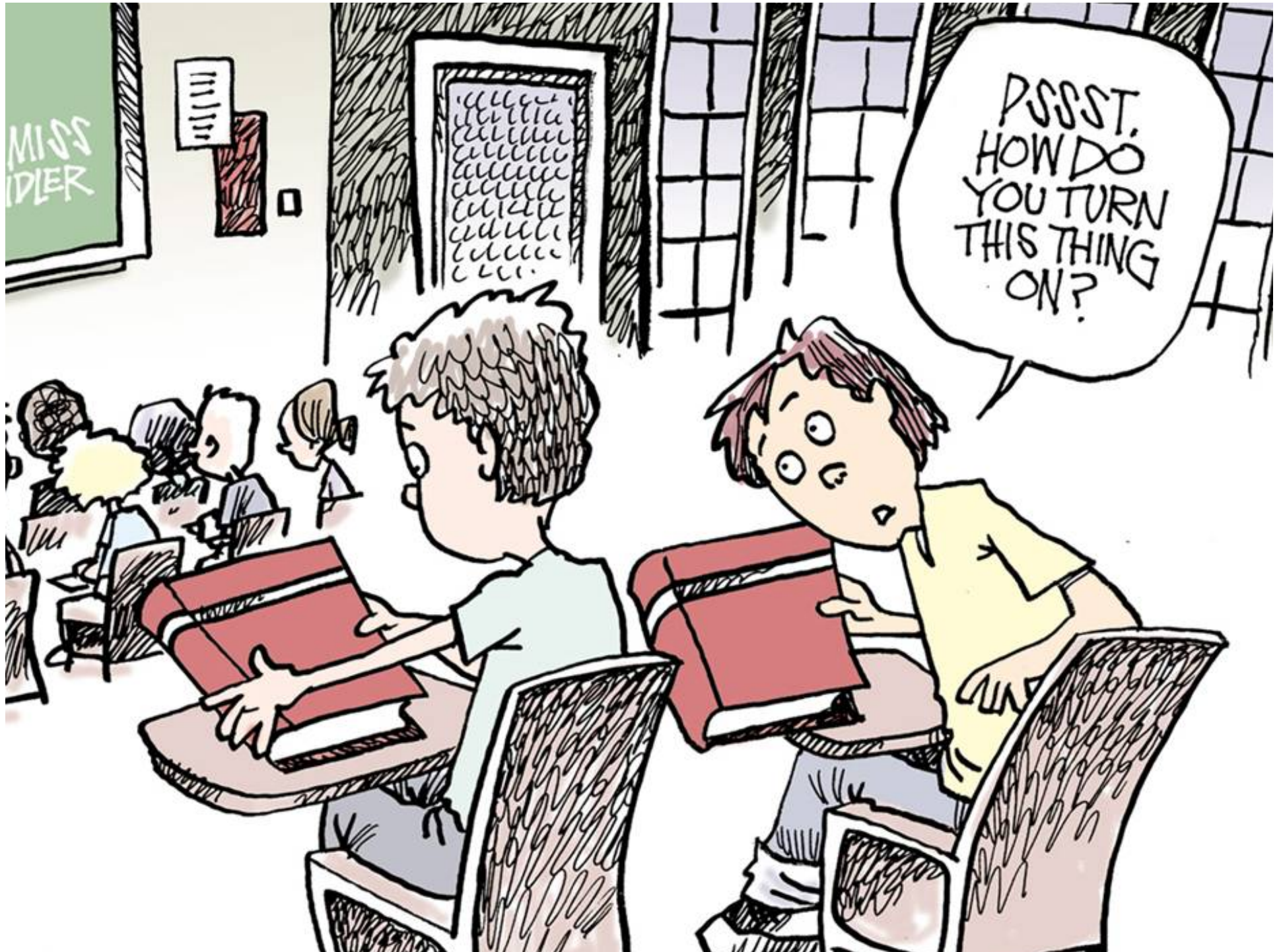
Copy: Play fly direct  
and you could win a  
direct flight to Europe.







Copy:  
Slide to unlock  
Advertiser:  
Amnesty International





Canada # 1 in Time Online

@ 45 hours a month

Average = 24 hours

US (42), UK (40), Brazil (28), Germany (24)



## INTERNET EXPERIENCE

Using it today to:



Check daily news



Research health issues  
and symptoms



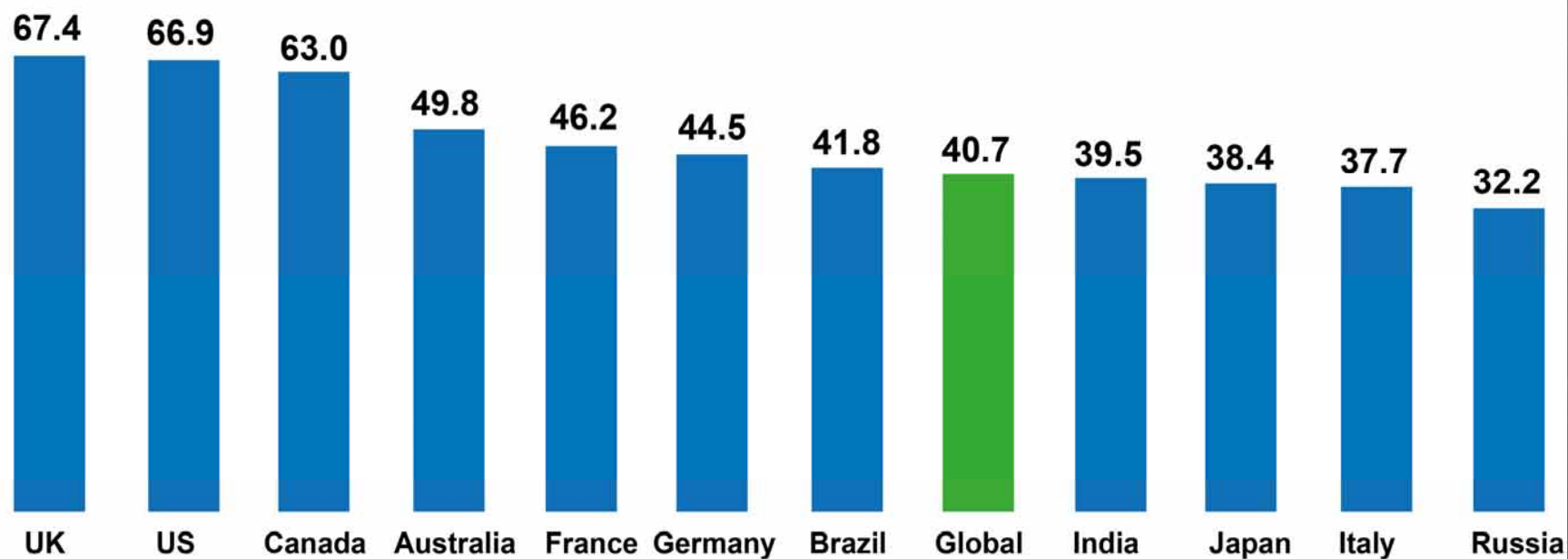
Watch movies and TV





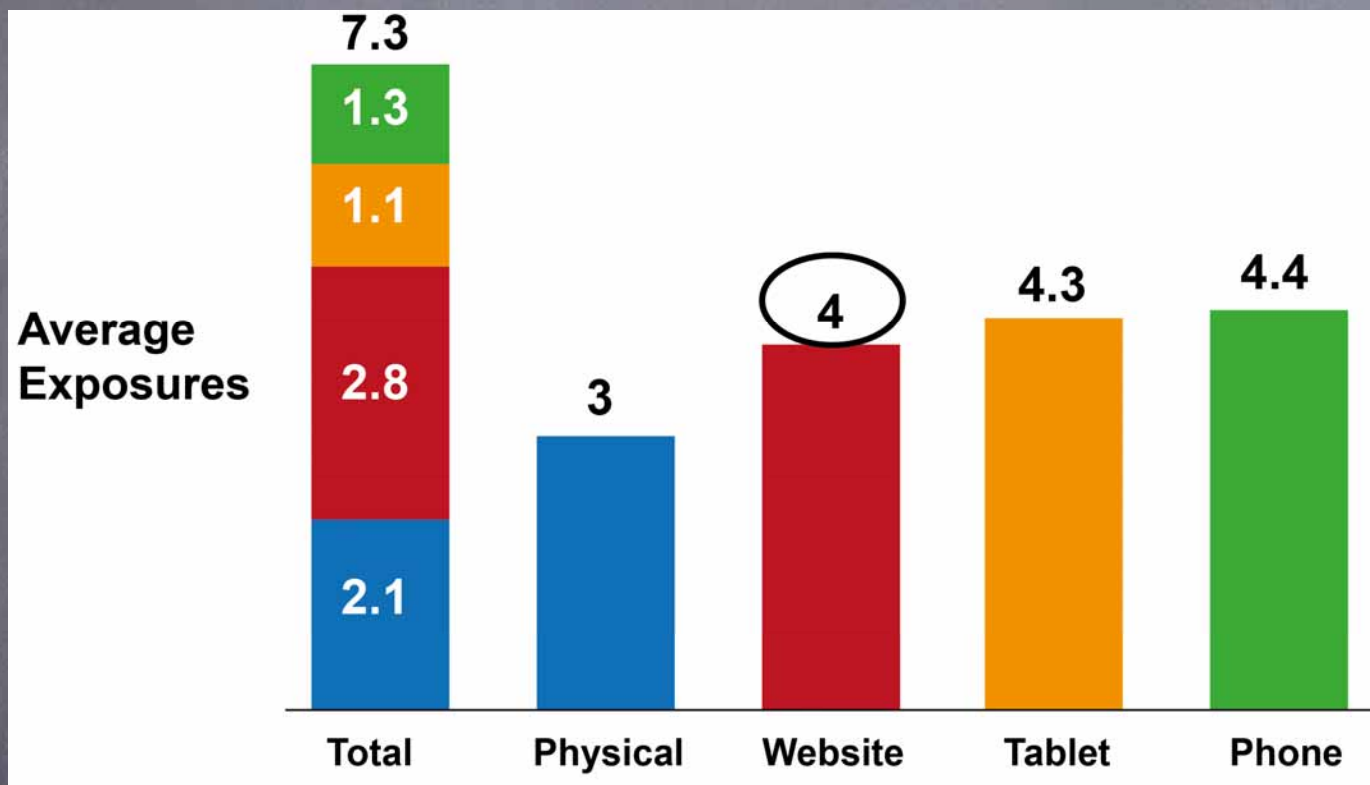
## REACH OF NEWSPAPER SITES, KEY MARKETS

*% reach, population age 15+*



# 'Influencers' Read Newspapers

- ✓ Read all newspaper media MORE
- ✓ A+ demo: 35-64, employed!, higher income



More  
Influencers  
go to site vs.  
other demos.  
And they go  
most number  
of times.

Totum Research; Canadians 18+, any weekday, November 2012 (Influencers agreed with 3 of 5 statements: When I find a new product I like, I typically recommend it to others; I like to keep informed about new products and services; I am always one of the first of my friends to try new products and services; People frequently ask me for my advice; I frequently share information about new products and services on social media.)



Online consumers trust the ads on:

Branded sites (inc. <u>newspaper sites</u> )	52%
TV	46%
Ads on search engines	36%
Online video ads	32%
Ads on social networks	32%
Online banner ads	29%
Display ads on mobile devices	27%
Text ads on mobile phones	26%

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

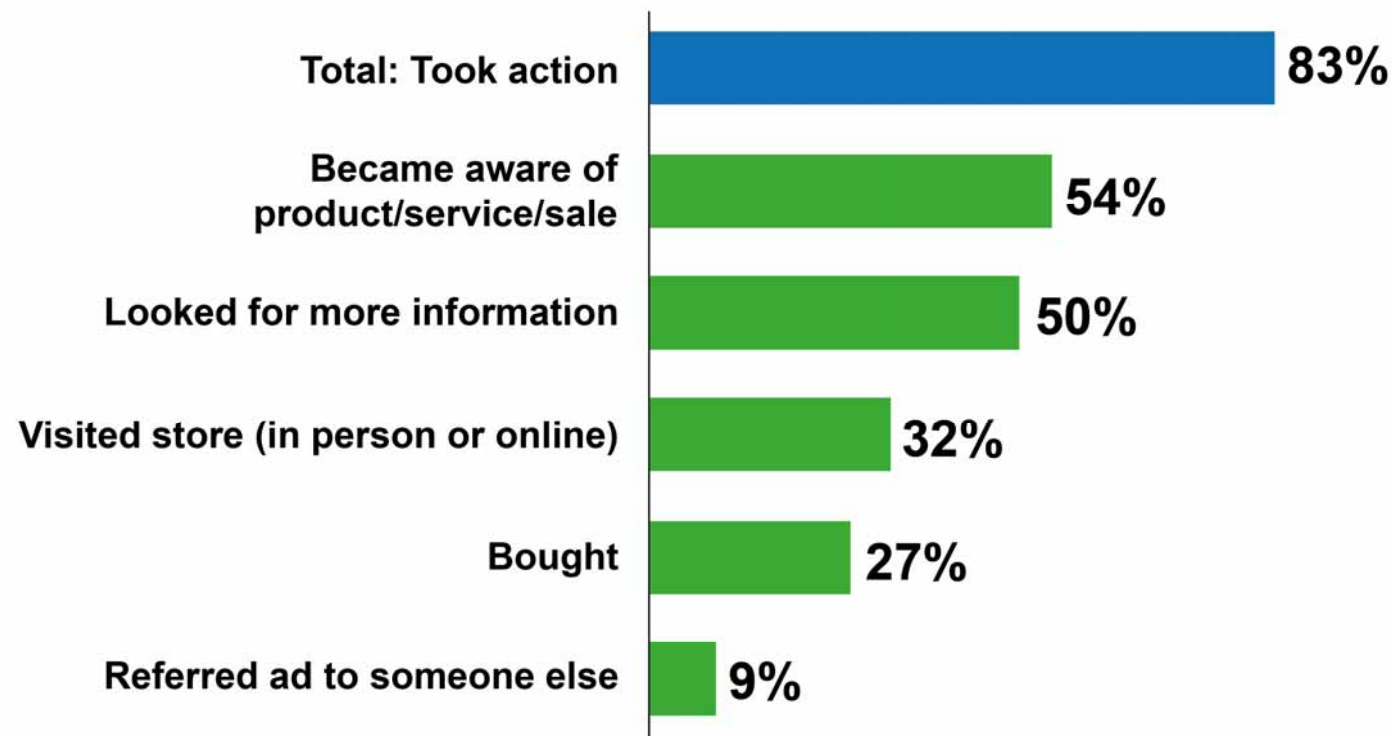




"63% of Marketers believe premium content publishers (such as newspaper websites) do a better job of reaching brand goals, compared with 27% on social media...Some 73% cite that premium publishing sites deliver the best target audience...and 78% state they increase purchase intent."



## Canadians take action after seeing an ad on a newspaper site



LET'S CHANGE POSITIONS,  
NOT DIAPERS.

HAPPY BIRTH CONTROL DAY.  
TUESDAY, NOVEMBER 13<sup>TH</sup>.

SIR RICHARD'S  
CONDOM COMPANY



LET'S STAY UP ALL  
NIGHT BY CHOICE,  
NOT NECESSITY.

HAPPY BIRTH CONTROL DAY.  
TUESDAY, NOVEMBER 13<sup>TH</sup>.

SIR RICHARD'S  
CONDOM COMPANY



Chicago Tribune  
**SHOPPING**

Google Custom Search

Sign In or Sign Up

Home News Business Sports A&E Travel Health Opinion Real Estate Cars Jobs Shopping **WEEKLY AD**

Mobile Alerts Trib Nation TribU Weather Obits Horoscopes Ask Amy Columns Photos Video Advertise Subscribe Help

**Target Weekly Ad** Your Location: Chicago, IL (60605)

PREVIOUS 1 **2-3** 4-5 6-7 8-9 10-11 12-13 14-15 16-17 18-19 20 NEXT

**sale \$6** Target Home™ Rugs Bath towel. Made with 100% cotton. 50% off. \$6.00. \$12.00. \$18.00. \$24.00. \$30.00. \$36.00. \$42.00. \$48.00. \$54.00. \$60.00. \$66.00. \$72.00. \$78.00. \$84.00. \$90.00. \$96.00. \$102.00. \$108.00. \$114.00. \$120.00. \$126.00. \$132.00. \$138.00. \$144.00. \$150.00. \$156.00. \$162.00. \$168.00. \$174.00. \$180.00. \$186.00. \$192.00. \$198.00. \$204.00. \$210.00. \$216.00. \$222.00. \$228.00. \$234.00. \$240.00. \$246.00. \$252.00. \$258.00. \$264.00. \$270.00. \$276.00. \$282.00. \$288.00. \$294.00. \$300.00. \$306.00. \$312.00. \$318.00. \$324.00. \$330.00. \$336.00. \$342.00. \$348.00. \$354.00. \$360.00. \$366.00. \$372.00. \$378.00. \$384.00. \$390.00. \$396.00. \$402.00. \$408.00. \$414.00. \$420.00. \$426.00. \$432.00. \$438.00. \$444.00. \$450.00. \$456.00. \$462.00. \$468.00. \$474.00. \$480.00. \$486.00. \$492.00. \$498.00. \$504.00. \$510.00. \$516.00. \$522.00. \$528.00. \$534.00. \$540.00. \$546.00. \$552.00. \$558.00. \$564.00. \$570.00. \$576.00. \$582.00. \$588.00. \$594.00. \$600.00. \$606.00. \$612.00. \$618.00. \$624.00. \$630.00. \$636.00. \$642.00. \$648.00. \$654.00. \$660.00. \$666.00. \$672.00. \$678.00. \$684.00. \$690.00. \$696.00. \$702.00. \$708.00. \$714.00. \$720.00. \$726.00. \$732.00. \$738.00. \$744.00. \$750.00. \$756.00. \$762.00. \$768.00. \$774.00. \$780.00. \$786.00. \$792.00. \$798.00. \$804.00. \$810.00. \$816.00. \$822.00. \$828.00. \$834.00. \$840.00. \$846.00. \$852.00. \$858.00. \$864.00. \$870.00. \$876.00. \$882.00. \$888.00. \$894.00. \$900.00. \$906.00. \$912.00. \$918.00. \$924.00. \$930.00. \$936.00. \$942.00. \$948.00. \$954.00. \$960.00. \$966.00. \$972.00. \$978.00. \$984.00. \$990.00. \$996.00. \$1002.00. \$1008.00. \$1014.00. \$1020.00. \$1026.00. \$1032.00. \$1038.00. \$1044.00. \$1050.00. \$1056.00. \$1062.00. \$1068.00. \$1074.00. \$1080.00. \$1086.00. \$1092.00. \$1098.00. \$1104.00. \$1110.00. \$1116.00. \$1122.00. \$1128.00. \$1134.00. \$1140.00. \$1146.00. \$1152.00. \$1158.00. \$1164.00. \$1170.00. 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\$1722.00. \$1728.00. \$1734.00. \$1740.00. \$1746.00. \$1752.00. \$1758.00. \$1764.00. \$1770.00. \$1776.00. \$1782.00. \$1788.00. \$1794.00. \$1800.00. \$1806.00. \$1812.00. \$1818.00. \$1824.00. \$1830.00. \$1836.00. \$1842.00. \$1848.00. \$1854.00. \$1860.00. \$1866.00. \$1872.00. \$1878.00. \$1884.00. \$1890.00. \$1896.00. \$1902.00. \$1908.00. \$1914.00. \$1920.00. \$1926.00. \$1932.00. \$1938.00. \$1944.00. \$1950.00. \$1956.00. \$1962.00. \$1968.00. \$1974.00. \$1980.00. \$1986.00. \$1992.00. \$1998.00. \$2004.00. \$2010.00. \$2016.00. \$2022.00. \$2028.00. \$2034.00. \$2040.00. \$2046.00. \$2052.00. \$2058.00. \$2064.00. \$2070.00. \$2076.00. \$2082.00. \$2088.00. \$2094.00. \$2100.00. \$2106.00. \$2112.00. \$2118.00. \$2124.00. \$2130.00. \$2136.00. \$2142.00. \$2148.00. \$2154.00. \$2160.00. \$2166.00. \$2172.00. \$2178.00. \$2184.00. \$2190.00. \$2196.00. \$2202.00. \$2208.00. \$2214.00. \$2220.00. \$2226.00. \$2232.00. \$2238.00. \$2244.00. \$2250.00. \$2256.00. \$2262.00. 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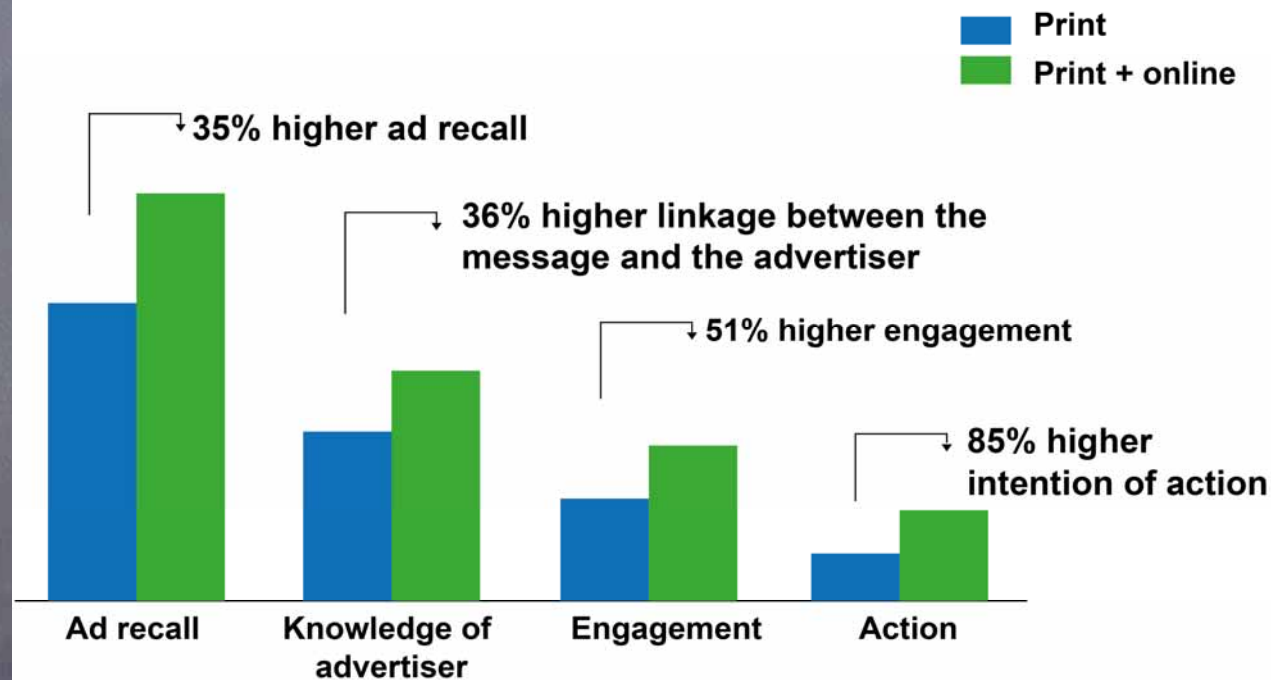
$$1+1=3$$

"Multi-channel campaigns are more effective than single channel ones..."

- Kate Cox, Head of Strategy, MPG



## COMBINATION OF ONLINE AND PRINT



Aftenposten,  
January-May 2012;  
Admap, "Effective  
Integration", June  
2011

# One-day Takeover

NATIONAL POST

► It's time to turn the page.



ING DIRECT forward banking™

► It's time to stop banking in the past.



ING DIRECT forward banking™

► Your life has changed. Why hasn't your bank?



Are you still with the bank you're stuck in? Are you still with the bank you're stuck in? Are you still with the bank you're stuck in?



Well, it's not just you. It's time to change. To move forward. To put the rest of your life on track. To stop banking in the past. To start banking with ING DIRECT. That's the future. And the future is now.

There's a good reason. And there aren't just good reasons.

- 1. **It's the New ING DIRECT** (the bank you're stuck in) that's the problem. It's not just you. It's time to change. To move forward. To put the rest of your life on track. To stop banking in the past. To start banking with ING DIRECT. That's the future. And the future is now.
- 2. **The bank you're stuck in** is the problem. It's not just you. It's time to change. To move forward. To put the rest of your life on track. To stop banking in the past. To start banking with ING DIRECT. That's the future. And the future is now.
- 3. **The bank you're stuck in** is the problem. It's not just you. It's time to change. To move forward. To put the rest of your life on track. To stop banking in the past. To start banking with ING DIRECT. That's the future. And the future is now.
- 4. **The bank you're stuck in** is the problem. It's not just you. It's time to change. To move forward. To put the rest of your life on track. To stop banking in the past. To start banking with ING DIRECT. That's the future. And the future is now.
- 5. **The bank you're stuck in** is the problem. It's not just you. It's time to change. To move forward. To put the rest of your life on track. To stop banking in the past. To start banking with ING DIRECT. That's the future. And the future is now.

ING DIRECT forward banking™



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### Promises kept and broken: How Harper's first year with a majority surprised Canadians



As parliamentarians prepare to mark the one-year anniversary on Wednesday of the Tories' majority victory, there are starkly different views about what Harper has done so far with his mandate.

John Ivison: Federal budget will be more about prosperity than austerity.

Jeff Jodas: If Budget 2012 is any indication, Harper intends to stick around.

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Wait -- My checking account could be paying ME? #StopBankingInThePast

We want to hear from you. Use Twitter to give us a shout out with the hashtag #StopBankingInThePast

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### Yup! Crazy Right?

Sure, savings accounts that pay you interest are great, but a checking account? THRIVE!™ Checking is an online, no-fee, daily Chequing Account that actually pays you interest.

ING DIRECT forward banking™

has done so far with his mandate. John Ivison: Federal budget will be more about prosperity than austerity. Jeff Jodas: If Budget 2012 is any indication, Harper intends to stick around.

ING DIRECT forward banking™

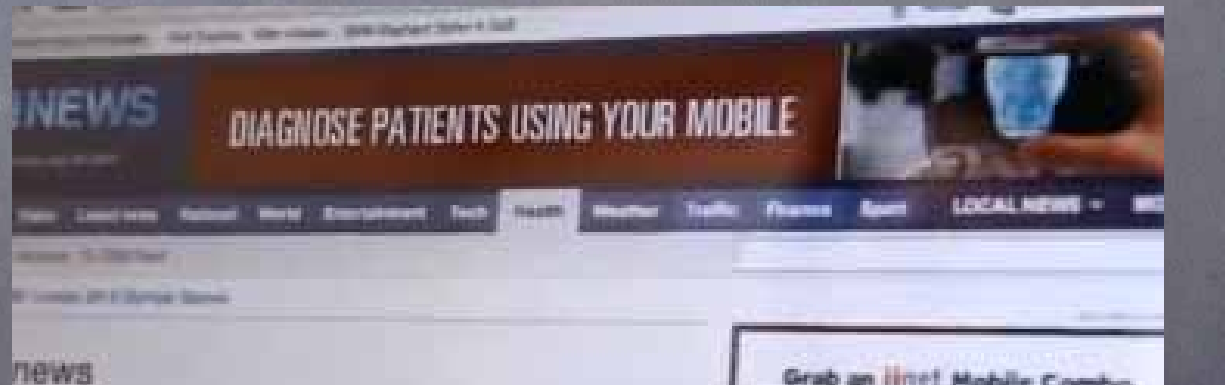








## Recruitment

[illegible]

What's New?



## Insider news. And not from a guy named Fast Eddie.

Herald Business Insider. Credible business news straight to your inbox.  
Sign up for free at [TheChronicleHerald.ca/newsletter](http://TheChronicleHerald.ca/newsletter)



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Storm closes schools, 12,487 still  
without power

Universities tackle 'Christmas  
grads'

Chisholm in the race

RCMP: Abuse kept in-house



Storm closes schools, 12,487 still  
without power

By DAN ARSENAULT and PATRICIA BROOKS  
ARSENALIS Staff Reporters

★★★★★  
Average: 1.11 total

Thousands are still without power and some  
schools are closed today in the wake of  
Sunday's storm.

At 7:37 a.m. there were 12,487.

[Read More](#)



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News

[More News](#)



After 50 years, firefighter



N.S. crops: Saw much more

Grand Parade protestors agree  
to leave for Remembrance Day

Shepherds lead 5,000 sheep  
through Madrid

MP: Ottawa must act to free  
farmer



Québec

Broad Target



Copy:

Buckle up. Stay Alive.



Visual



Copy: Not all  
skyscrapers  
are made of  
concrete & steel

Tired of today's headlines?

Newfoundland  
Labrador

THE GLOBE AND MAIL

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Greece caught between protests, austerity demands 327

- REACTION** Greek police union wants to arrest EU/IMF officials
- WATCH** Video: The politics of austerity
- RELATED** Greek deal doesn't meet bailout terms:

Suspect in shooting of two Alberta Mounties arrested 0

SNC dismisses two executives with ties to Gadhafi son 132

Canadian man reportedly killed after Florida standoff 26

The moment Karen Stintz knew she would take on Toronto Mayor Ford 670

Harper wades into Chinese human rights – but who's listening? 546

Alleged "Tazer ball" team in Toronto sparks horror, amusement 50

Pull to escape.

# AMERICA'S NEXT TOP MODEL

(NOT RUGBY)

7.30PM, TUESDAY



Hosted by supermodel  
(not Super 15 player)  
Tyra Banks, we follow 14  
beautiful girls (not 15 hairy  
blokes), as they chase a  
contract (not oval ball),  
with an international  
modelling agency (not  
rugby club).

The girls will have to  
master their strutting  
(not side-stepping), and  
pouting (not punting), if  
they want to be crowned  
America's Next Top Model  
(not man of the match).



FOUR.CO.NZ  
FREEVIEW 4. SKY 012.

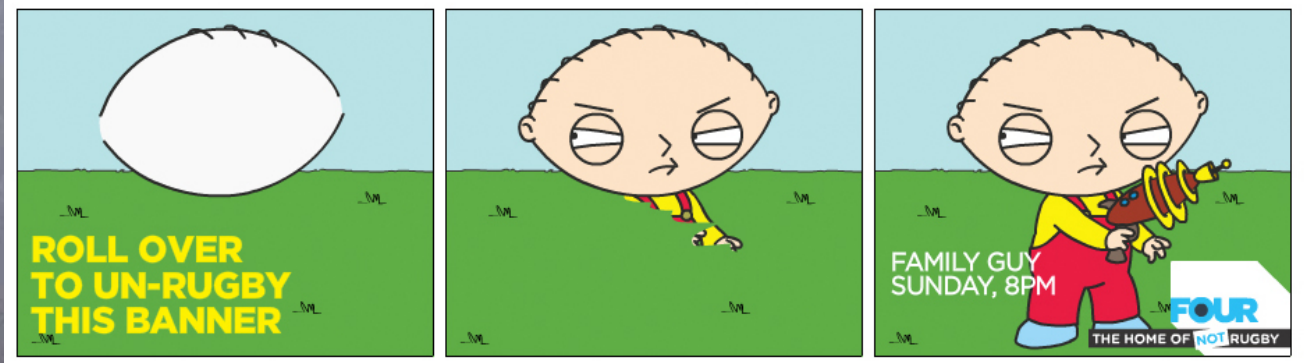
## What's Happening

Brand: TV channel FOUR

Situation: TV=Rugby World Cup

Solution: Ads where they look for  
what's happening - newspapers & sites

Results: Viewership +10%, others ↓





# Science Fair



# Recent Experiments



- Paywalls
- Guest editors
- Partnerships
- Paid content (dispatches, ebooks)
- Collaboration (i.e. shared delivery)
- Testing free e-reader to digital bundle
- Other media offerings (mags, radio)
- Ads: Custom content, video & more
- Events (e.g. cruise)



RADIO  
NANAIMO  
ON AIR NOW

# Successful Experiments



37% get email updates/newsletters from newspapers

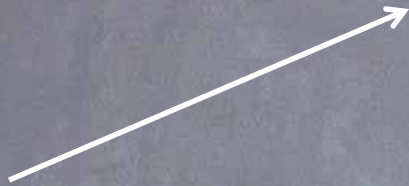


23% use a newspaper app



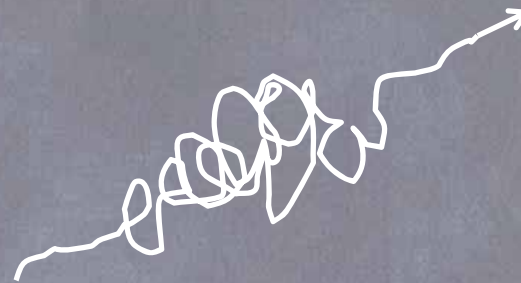
42% look at a newspapers mobile site

Success



What people think  
it looks like

Success



What it really  
looks like





NEWSPAPERS ADD UP!

NEWSPAPERS ADD UP!

NEWSPAPERS ADD UP!

NEWSPAPERS ADD UP!

NEWSPAPERS ADD UP!

NEWSPAPERS ADD UP!

