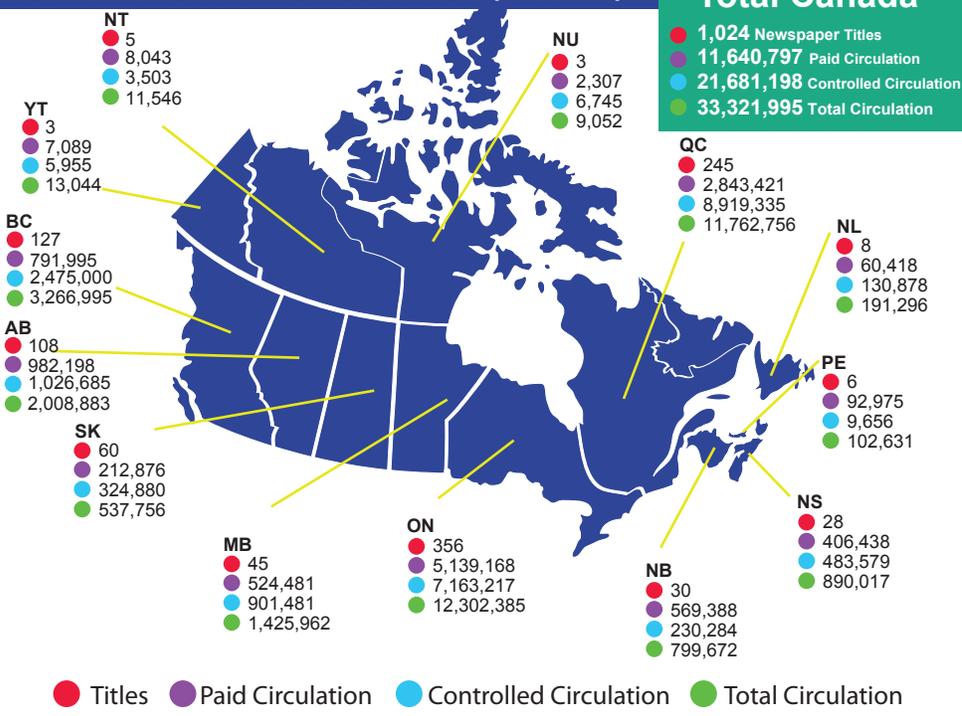


SNAPSHOT 2021

CANADA'S NEWSPAPERS



TOTAL NEWSPAPER CIRCULATION (WEEKLY)



Total Canada

- 1,024 Newspaper Titles
- 11,640,797 Paid Circulation
- 21,681,198 Controlled Circulation
- 33,321,995 Total Circulation

INDUSTRY QUICK FACTS

CIRCULATION

33,321,995 total number of copies circulated each week



NEWSPAPER TITLES

1,024 total number of daily/community newspaper titles



PAID VS. CONTROLLED CIRCULATION



Most newspaper circulation is controlled (free)

- 11,640,797 paid circulation (35%)
- 21,681,198 controlled circulation (65%)

FORMAT



Tabloid **67%** Broadsheet **30%**
Magazine **2%** Digital **1%**

LANGUAGE



English **75%** French **23%**
English / French **2%**
English / Aboriginal **<1%**

NINE OUT OF TEN CANADIANS (86%) READ NEWSPAPERS WEEKLY.¹



95% of readers choose to read on digital platforms.



46% of readers continue to read printed editions.



25% of all readers access news media content on all four platforms.

NEWSPAPER CLOSURES



COVID has dramatically impacted the newspaper industry landscape. Since the beginning of 2020 82 newspapers have ceased publication.

2020 Closures	2021 Closures
62 Community Newspapers	18 Community Newspapers
1 Daily Newspaper	1 Daily Newspaper

For more information, go to www.newsmediacanada.ca

Source:
News Media Canada database, June 30, 2021
1 - Totum Research, Canadians 18+; Weekly Readership December 2021.

SNAPSHOT 2021

CANADA'S NEWSPAPERS



COMMUNITY NEWSPAPERS

Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve. And they are able to target these communities like no other medium.

COMMUNITY NEWSPAPER QUICK FACTS

CIRCULATION

14,046,601 total number of copies circulated each week



PUBLICATIONS

950 community newspaper titles
1,000 community newspaper editions



PAID VS. CONTROLLED CIRCULATION

512,451 paid circulation (4%)
13,534,150 controlled (free) circulation (96%)



OWNERSHIP

54% corporate ownership (512 titles)
46% independent ownership (group/single) (438 titles)



PUBLISHING FREQUENCY

666 titles publish once per week (70%)
41 titles publish twice per week (4%)
152 titles publish once per month (16%)
91 titles publish at another frequency (10%)



FORMAT

Tabloid **85%** of (843 editions) Magazine **3%** (33 editions)
Broadsheet **12%** (124 editions)



LANGUAGE

English **74%** French **24%**
English / French **2%** English / Aboriginal **<1%**



DAILY NEWSPAPERS

Every week in Canada almost 20 million copies of daily newspapers are circulated. The majority of daily newspaper circulation is paid.

DAILY NEWSPAPER QUICK FACTS

CIRCULATION

19,275,394 total number of copies circulated each week



PUBLICATIONS

74 daily newspaper titles



PAID VS. CONTROLLED CIRCULATION

11,128,346 paid circulation (58%)
8,149,048 controlled circulation (42%)



OWNERSHIP

95% corporate ownership (70 titles)
5% independent ownership (4 titles)



PUBLISHING FREQUENCY

More than half of daily newspaper titles publish 6 times per week.
26% of titles publish 3-5 days a week
58% of titles publish 6 days a week
16% of titles publish 7 days a week



FORMAT

Broadsheet **71%** Tabloid **27%**
Digital Only **2%**



LANGUAGE

English **81%** French **19%**



For more information, go to www.newsmediacanada.ca