



Newspapers 24/7: 2024



Since 2012 the Newspapers 24/7 study has tracked newspaper readership by time of day and platform (*print, computer, phone, tablet*). Digital access has driven readership and provided new ways to access news. The study has evolved to examine **readership by format** through an advertising lens.

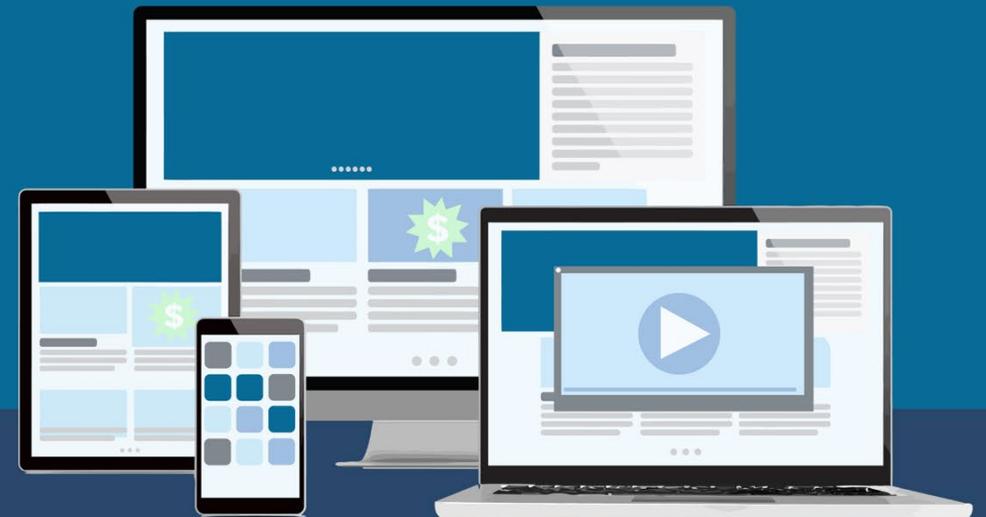
Traditional format*

advertising includes print newspapers and e-editions (print ads are replicated in a digital format online).



Online format**

advertising includes the posted content/articles that appear on websites/apps alongside digital ad units.



*Traditional format: print + e-edition (digital PDF replica or e-paper)

**Online format: posted content/articles on websites or apps only

Newspapers 24/7: 2024 in Summary



Every week in Canada more than **28 million** newspapers (print/digital) are distributed in markets large and small.



Four in five adults in Canada (**81%**) read newspapers each week, either in a traditional or online format.



25% of adults read e-editions, a digital version of the traditional newspaper format.



Younger readers (Gen Z/Gen Y) are strong readers of newspapers and active in exploring alternate ways of accessing newspaper content like e-editions*, podcasts and smart speakers.



Editorial content in newspapers (print/digital) is trusted more than any other format; more than half say they trust news content from these outlets - ahead of TV, Radio and Social media outlets.

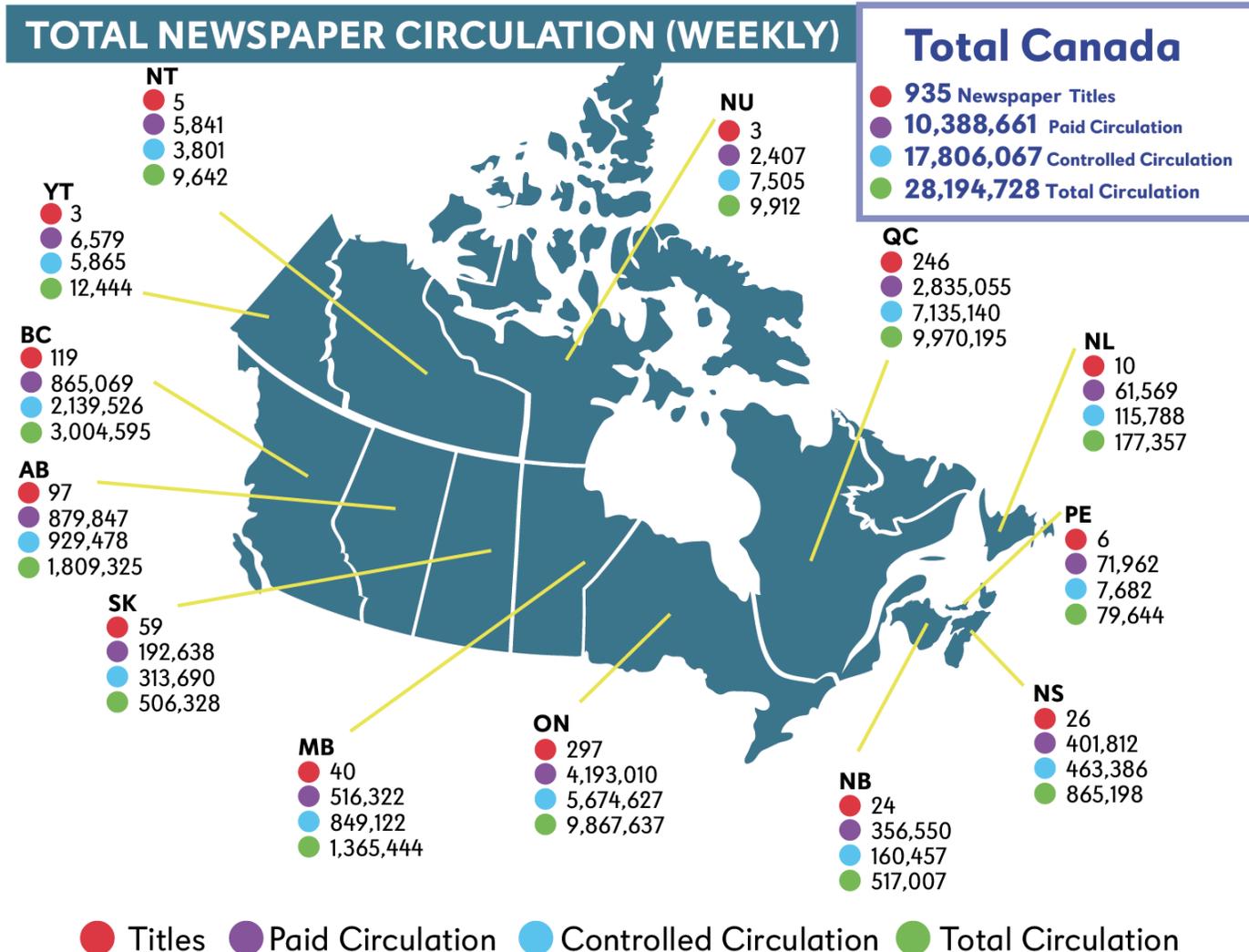


Nine in ten (**90%**) print community newspaper readers read for local information and half (**49%**) read for the advertising including flyers.

Each week more than **28 million** newspapers are distributed across Canada.

Daily newspapers account for more than **15 million** copies distributed weekly; the majority are paid.

Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve and are able to target these communities like no other medium. More than **13 million** community newspapers are circulated every week; the majority are free.



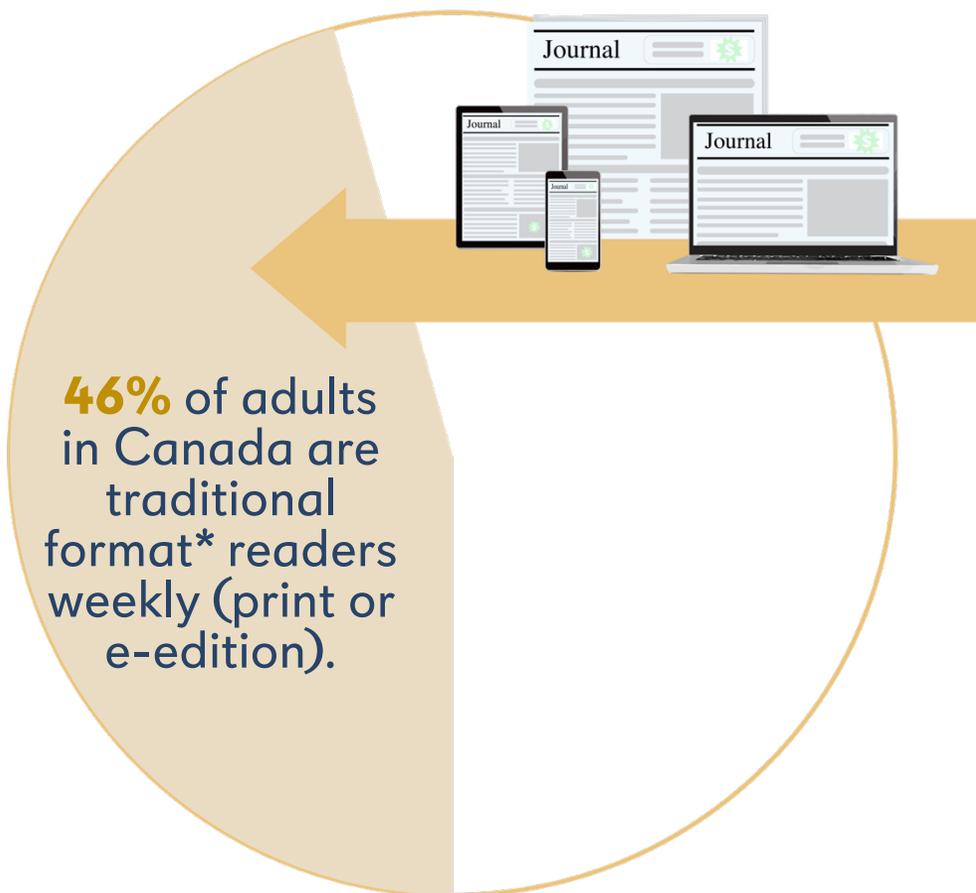
July 2023



81% of adults in Canada read newspapers weekly in traditional or online formats.



Digital access continues to drive readership.





How do Canadians read newspapers digitally?

Six out of ten adults (**59%**) are reading specific articles on websites or apps. A quarter of the adult population (**25%**) read digital e-editions*.

Specific articles read on website or app



59%

Digital e-editions



25%

Types of Digital Readership***

Readers engage with the traditional format.

As readers continue to shift to digital reading, newspapers are evolving to engage with readers in new ways.



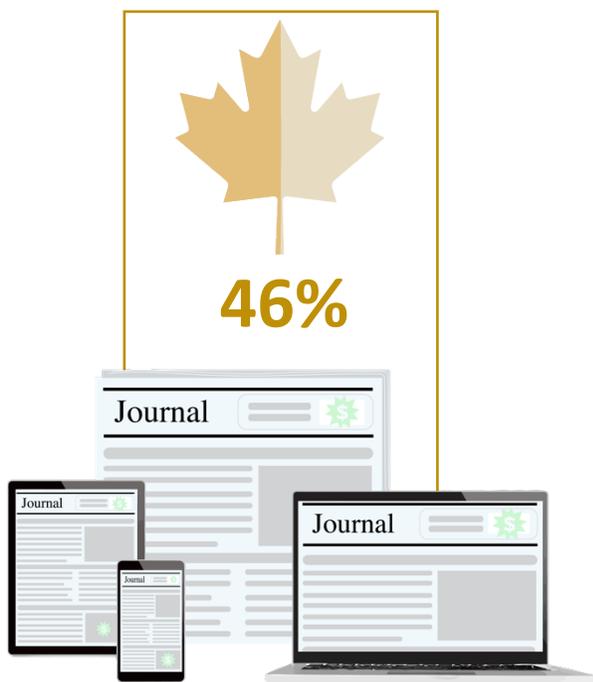
The e-edition* is a digital version of the **traditional format** of a printed newspaper, ads and all!

Print advertisers can benefit from additional digital exposure (and engagement). Print ads appear in the digital e-edition* in the same traditional format as the printed newspaper.



Format Matters: Traditional vs. Online

Almost half of Canadians (**46%**) can be reached with **traditional format*** advertising.

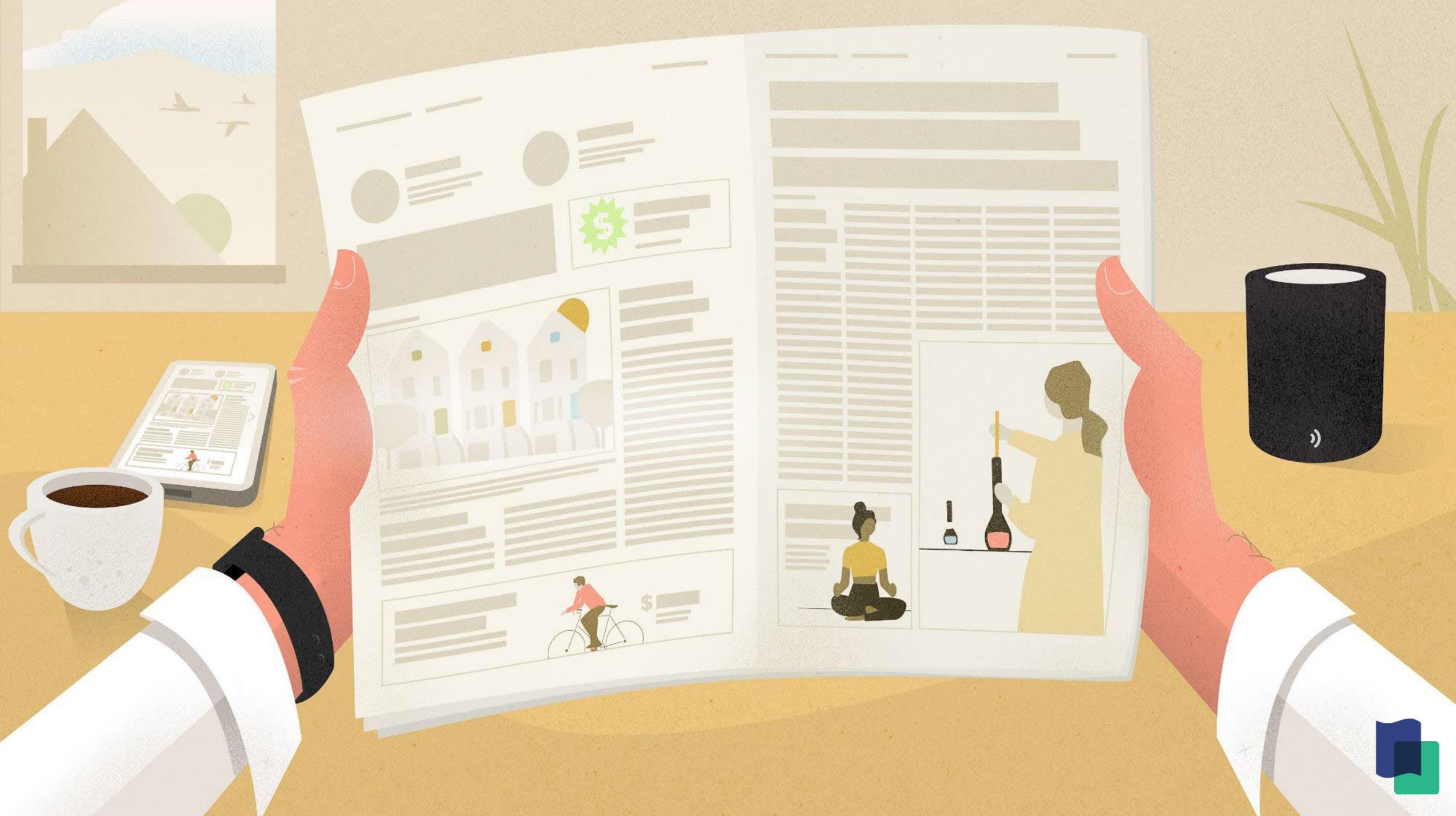


Print + e-editions (digital PDF replicas of the printed newspaper).

Six out of ten adults (**59%**) are reached with **online format**** advertising.



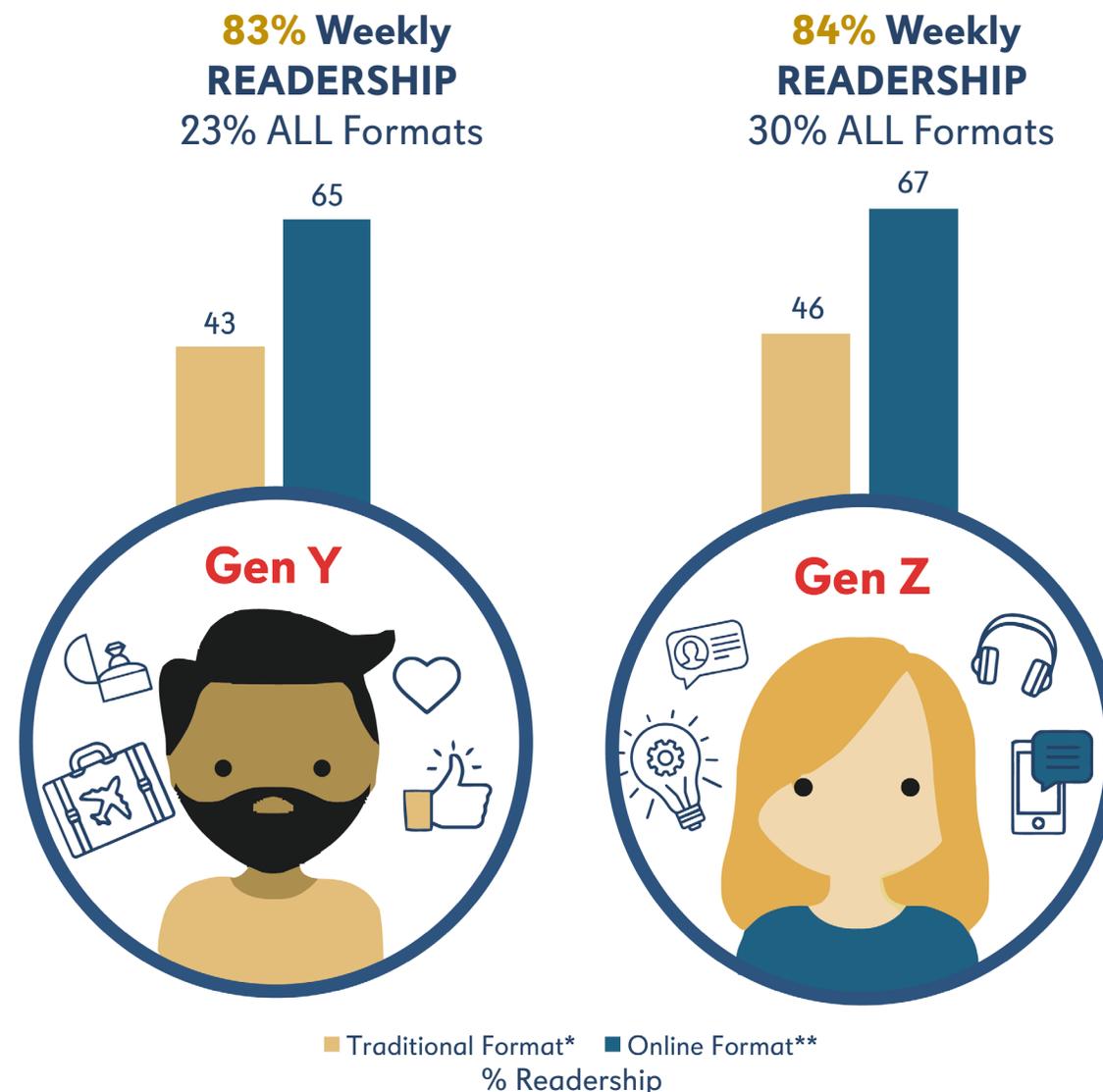
Posted digital content and articles on websites/apps (excluding e-editions).



Gen Y and Gen Z read newspapers.

Younger readers (Gen Z and Gen Y/Millennials) are strong readers of newspapers, driven by mobile access to news.

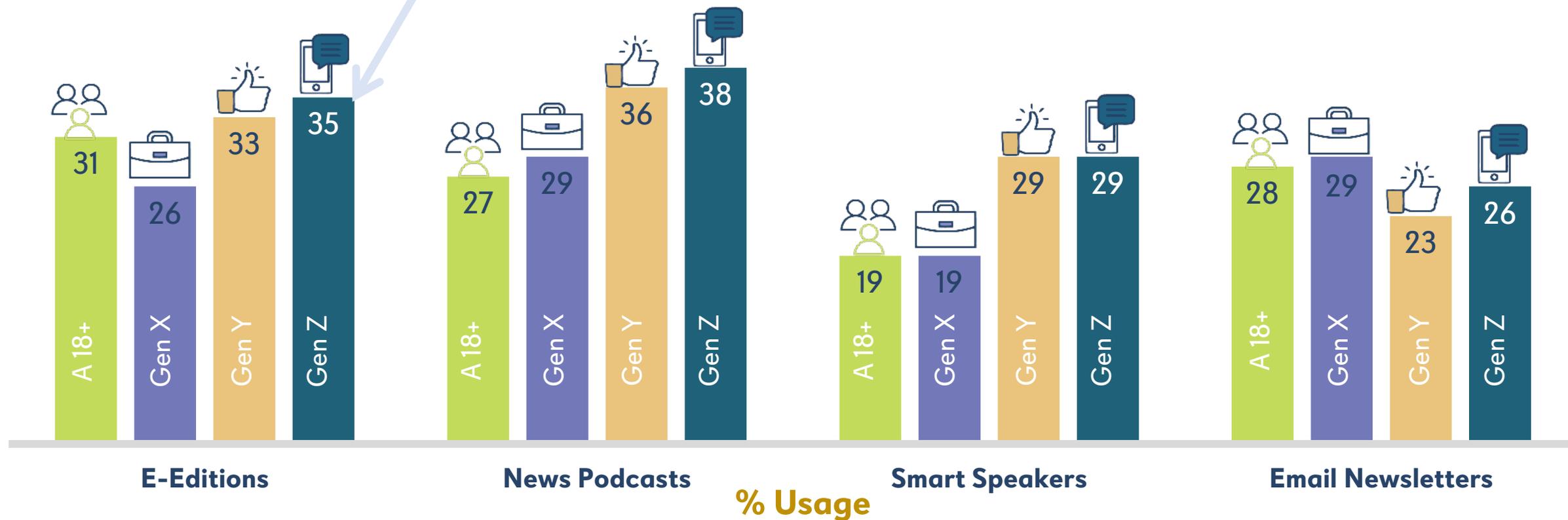
They are active in exploring alternate ways of accessing newspaper content like e-papers, podcasts and smart speakers.



Different generations access newspapers in new ways.



35% of Gen Z adults engage with newspapers through digital e-editions.



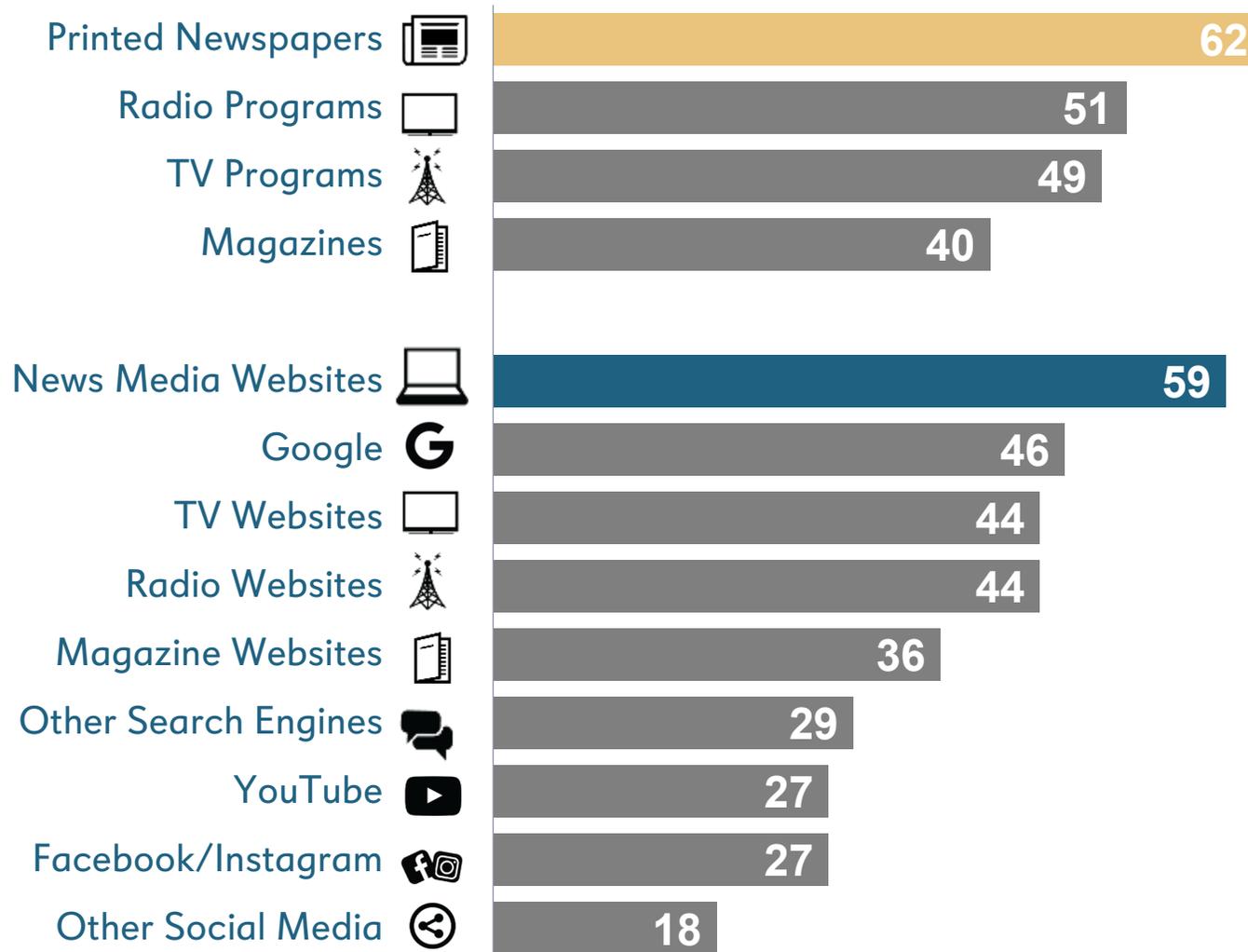
% Usage

Canadians trust newspaper content.

Six in ten Canadians trust printed newspaper or news media website content.

Editorial content in printed newspapers and their digital products is the most trusted. This level of trust extends to advertising also, creating a “safe” space for readers and advertisers.

59% of Canadians trust editorial content in digital newspapers compared to only **27%** trust in Facebook/Instagram content.



% Trust Editorial Content Completely/Somewhat

Local information keeps readers connected to their communities.

Nine in ten (**90%**) print community newspaper readers read for **local information** and half (**48%**) read for **advertising** including flyers.

Newspapers have an unwavering commitment to serving and supporting their readers and the businesses that sustain those communities.

Three-quarters (**72%**) of printed newspaper readers believe it is important to support the advertisers in their local newspapers.

Local Information*



Advertising
(Flyers/ROP)



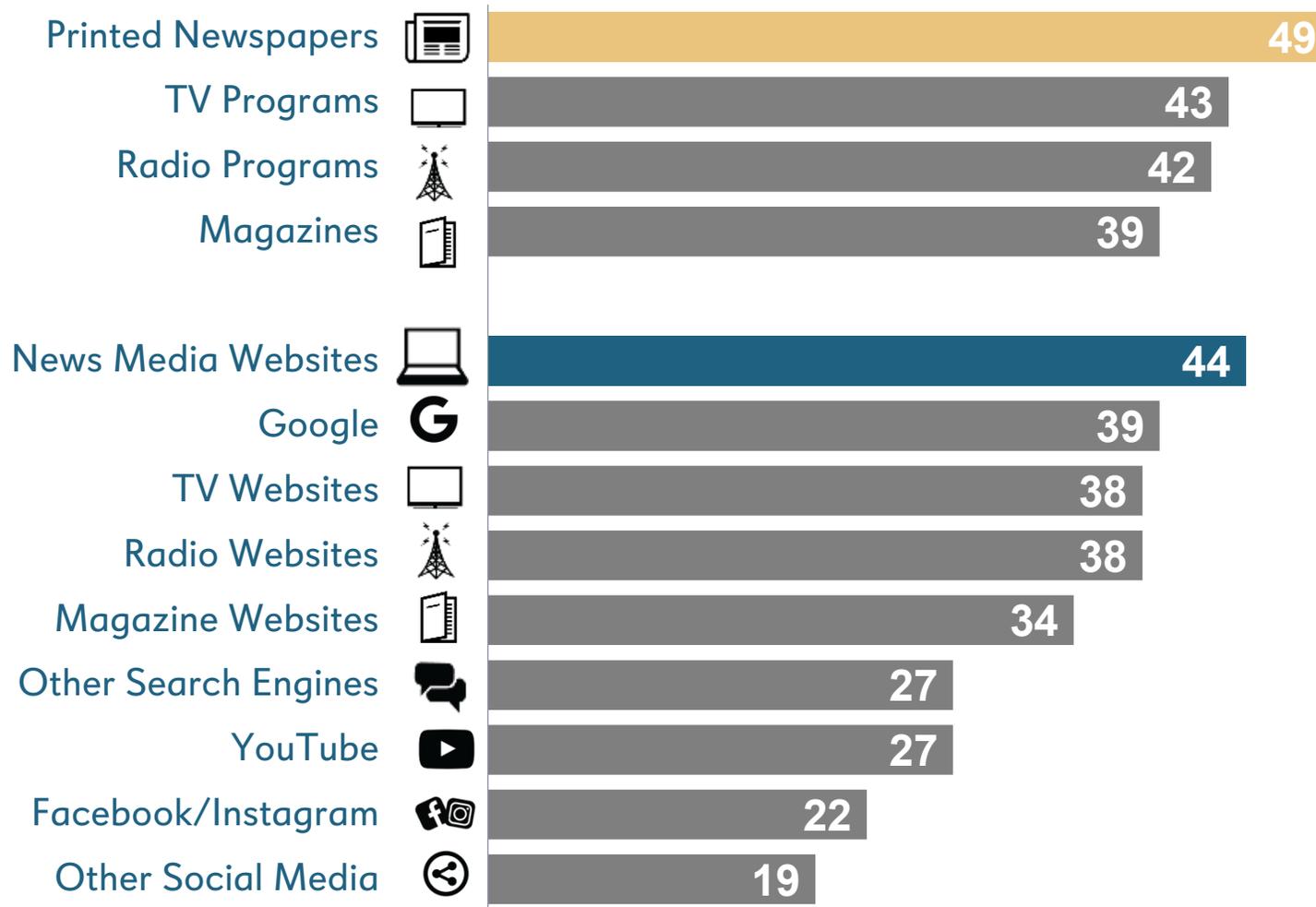
Classified/Real
Estate/Jobs



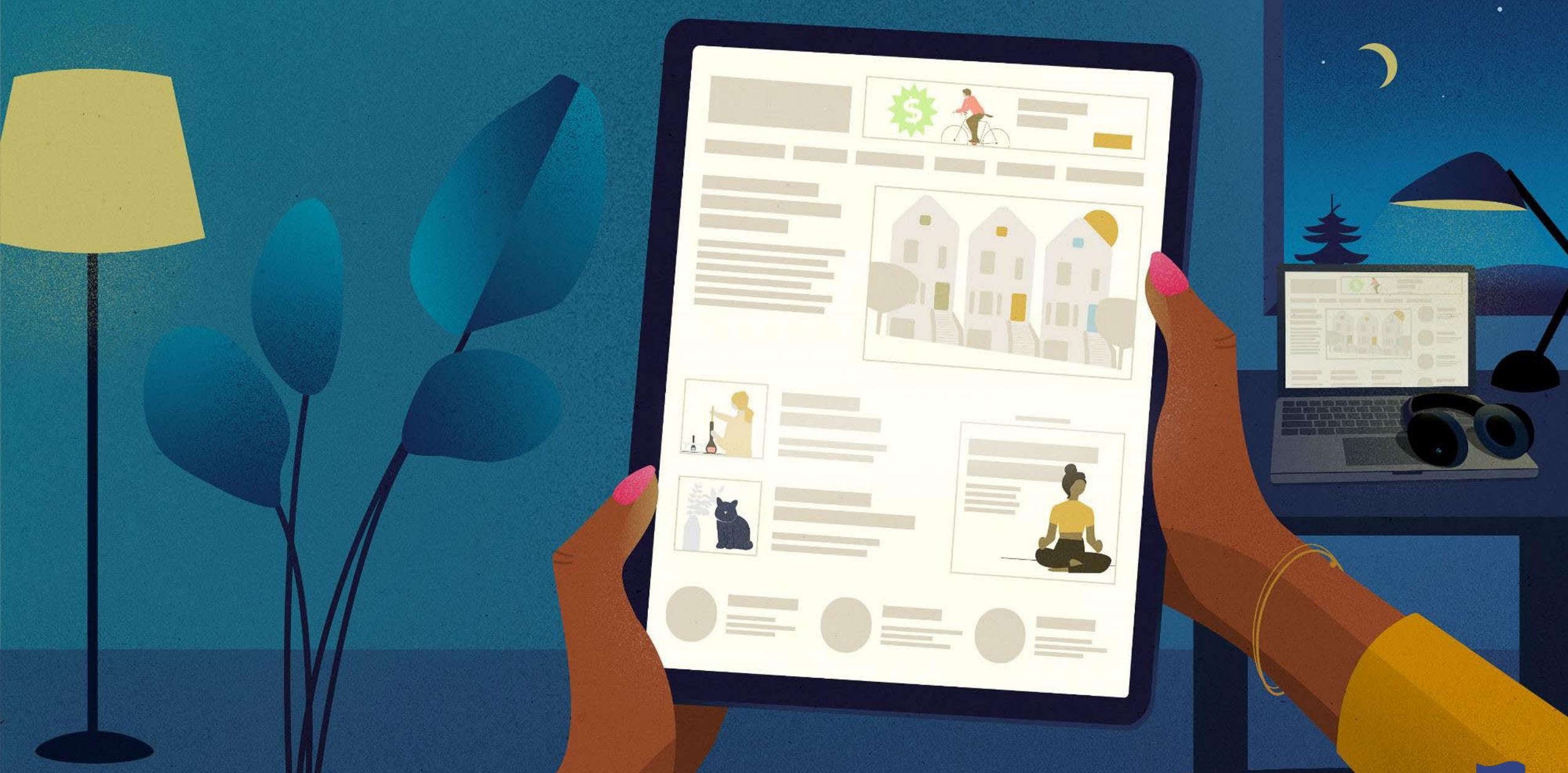
Newspaper ads are most trusted.

Ads in **printed newspapers** are trusted more than any other format (**49%**).

And advertising on **news media websites** is the most trusted digital format (**44%**).



% Trust Ads Completely/Somewhat



Appendix

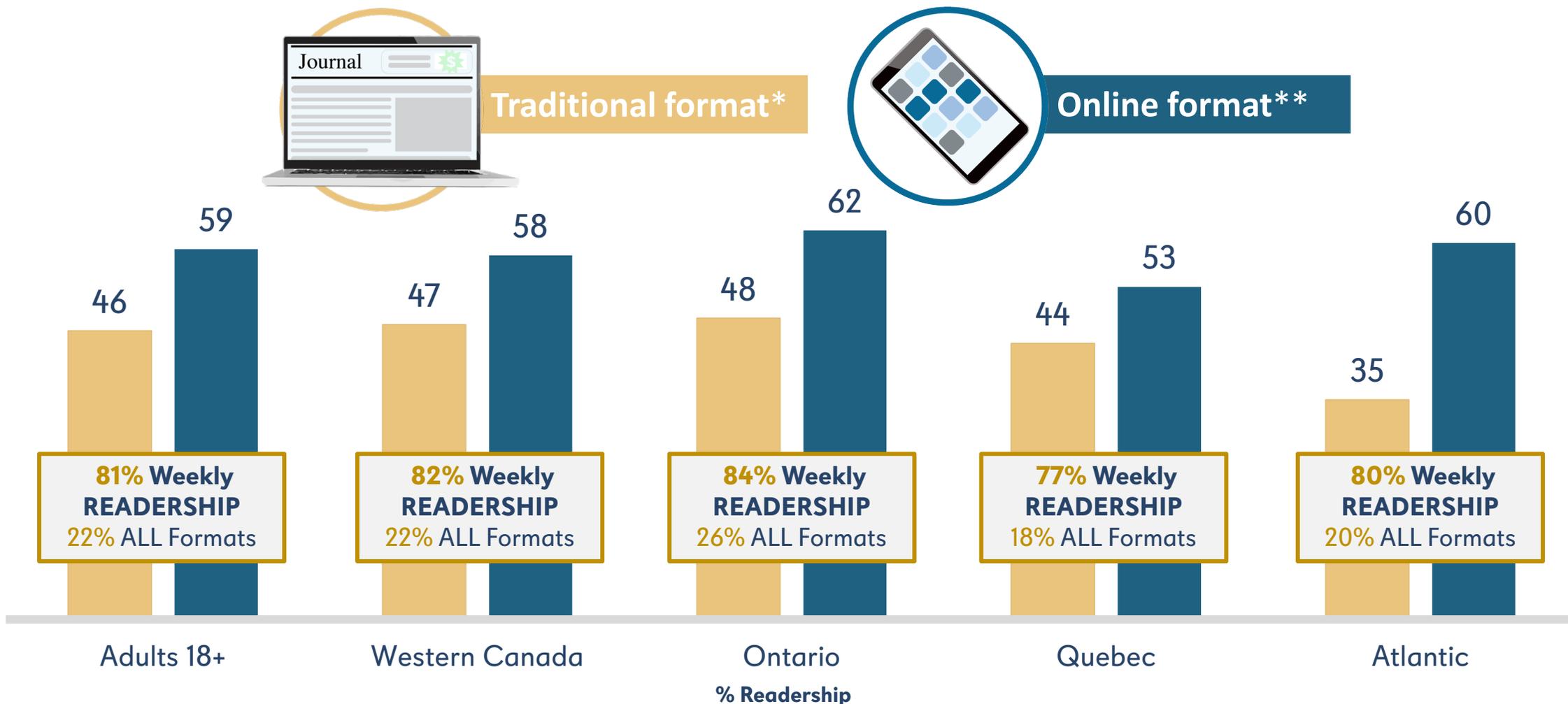


Readership by generations.

Age	% of Population	% Total Weekly Readership	 % Traditional Format* Readership	 % Online Format** Readership	 % All Formats Readership***
18+	100	81	46	59	22
18-24	9	81	41	63	26
25-34	18	86	44	70	27
35-49	22	83	47	61	22
50-64	28	80	44	56	18
65+	23	78	51	49	23
Boomers	34	78	50	53	22
Gen X	23	83	42	57	18
Gen Y	27	83	43	65	23
Gen Z	11	84	46	67	30

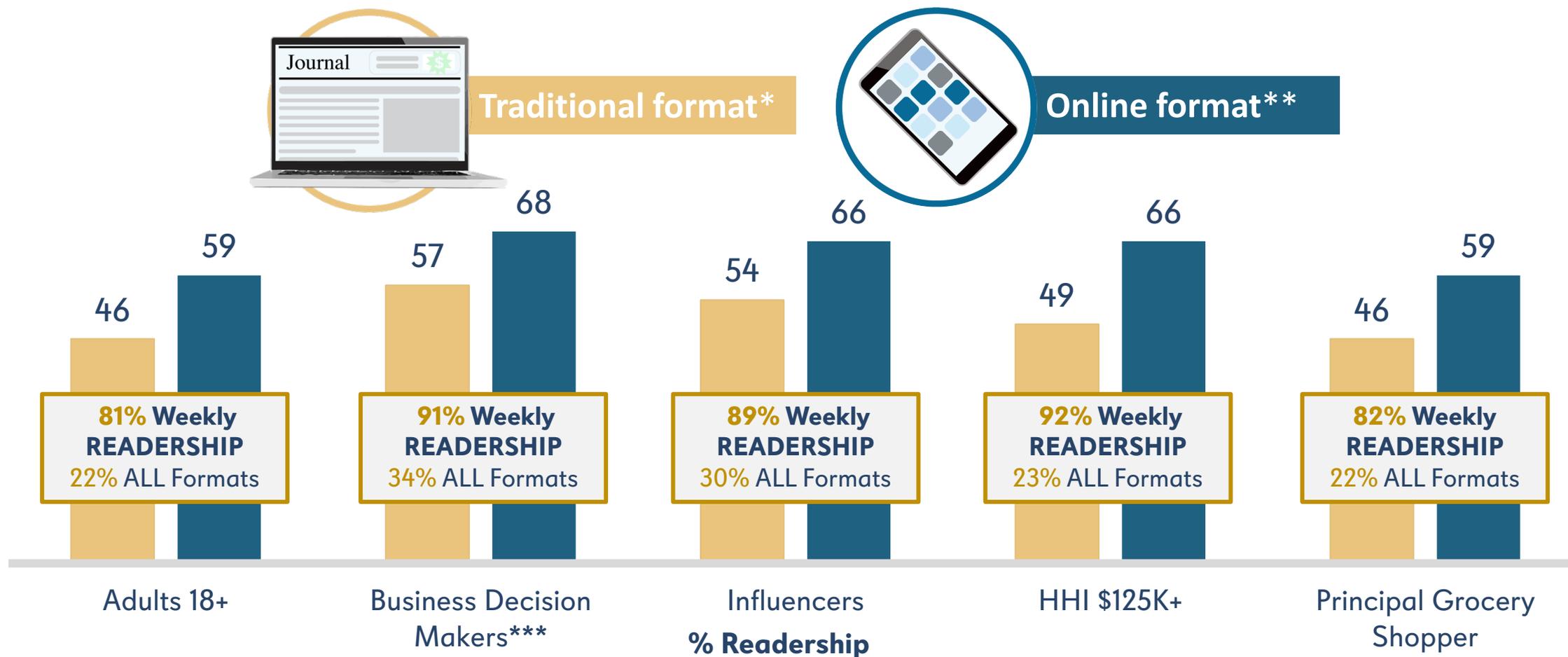
Readership by regions.

In **Ontario** overall readership (84%) is stronger than average (81%), driven by online format readership.



Readership is strong across all target groups.

Business Decision Makers*** over-index on newspaper readership in traditional and online formats.



Influencers – 3+ statements: Find new product + typically recommend to others; Keep informed about new products/services; People frequently ask for their advice; Always first to try new products/services; Frequently share information about products/services on social media

E-Paper Examples

E-Papers are available through tools like PressReader, Issuu, Dflip, Twipe, etc.



Study Details

Study Timing

October – November 2023

Online Panel

2,621 online interviews conducted with adult Canadians

National Scope

78% English / 22% French

Study Management

Totum Research

Margin of Error

±1.9% at the 95% confidence level

This is the 11th Newspapers 24/7 research study conducted on behalf of News Media Canada since 2012.

Nationally Representative Sample

Men 49%, Women 51%

18-34: 46%, 35-49: 16%, 50-64: 21%, 65+ 17%

West 22%, Ontario 23%, Quebec 37%, Atlantic 18%

Weighted Sample

Men 50%, Women 50%

18-34: 27%, 35-64: 50%, 65+ 23%

West 32%, Ontario 39%, Quebec 23%, Atlantic 6%

Champions Font

This presentation has been produced with the new **Champions** font, developed to celebrate and support the news media industry.

Champions is a geo-humanist font incorporating:

- Humanistic Traits – which mimic hand motions reflecting the craft and artistry that goes into producing credible news each day; and
- Highly Geometric Shapes – which represent the structure and rigour of fact-checking, editing, and producing high-quality credible content newspapers are known for.

Show your support for the industry and download the **Champions** font at www.nationalnewspaperweek.ca





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