

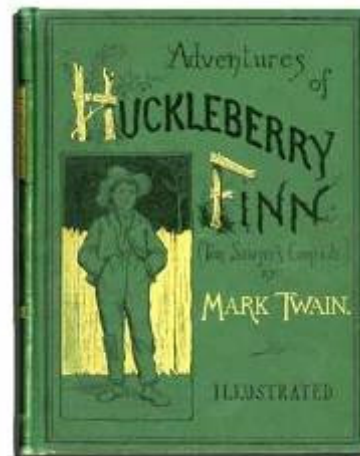
CONFIDENTIAL
For your eyes only

2009 Report:
The State of Newspapers
Expert Opinions

Not for distribution

**“The rumours of my
death have been greatly
exaggerated.”**

- Mark Twain



**Newspapers still make money,
Debt-laden owners don't.**

Newspaper owners are far
more endangered than the
medium itself.

Source: "It's Not Newspapers in Peril; It's Their Owners", Ad Age, February 23, 2009

“The newspapers are actually sound and profitable...as a company we have been hit with a perfect storm, including dramatic decline in total revenue, the worst economic conditions since the Great Depression and debt structure which is out of line with current economic reality.”

- *Brian Tierney, CEO & Owner Philadelphia Newspapers LLC*

Debt vs. Profitable newspapers

Exhibit 2.58: Leverage at U.S. Dailies Creates Precarious Position

U.S. Newspaper Companies	Net Debt/ EBITDA LTM
Belo Corp.	3.3x
EW Scripps Co.	0.4x
Gannett Co., Inc.	2.0x
GateHouse Media, Inc.	10.1x
Journal Communications Inc.	2.0x
Journal Register Co.	8.5x
Lee Enterprises Inc.	5.7x
McClatchy Co.	4.2x
Media General, Inc.	6.0x
News Corp.	1.4x
The New York Times Company	2.3x
Washington Post Co.	0.3x
Average	3.9x
Average ex. outliers	4.2x
High	10.1x
Low	0.3x
 Canadian Newspaper Companies	
Torstar Corporation	2.9x
Transcontinental Inc.	1.8x
Canwest Global Communications Corp.	5.5x
Quebecor Inc.	2.3x
Average	3.1x

Source: Company reports; Scotia Capital estimates.

In the U.S., publicly owned newspaper companies average an operating profit of 11% in the first three quarters of the year.

Lee Enterprises, took \$889 million loss for the year ending Sept. 28, operating profit was over 20%

McClatchy is freezing pensions and hunting for \$100 million in budget cuts, delivered 22% operating profit margin.

Gannett, with lots of layoffs, produced operating profit of 18%

Tribune, which entered Chapter 11 in December because it took on too much debt going private, returned 5% operating profit in first 3 quarters of 2008.

Still advertising

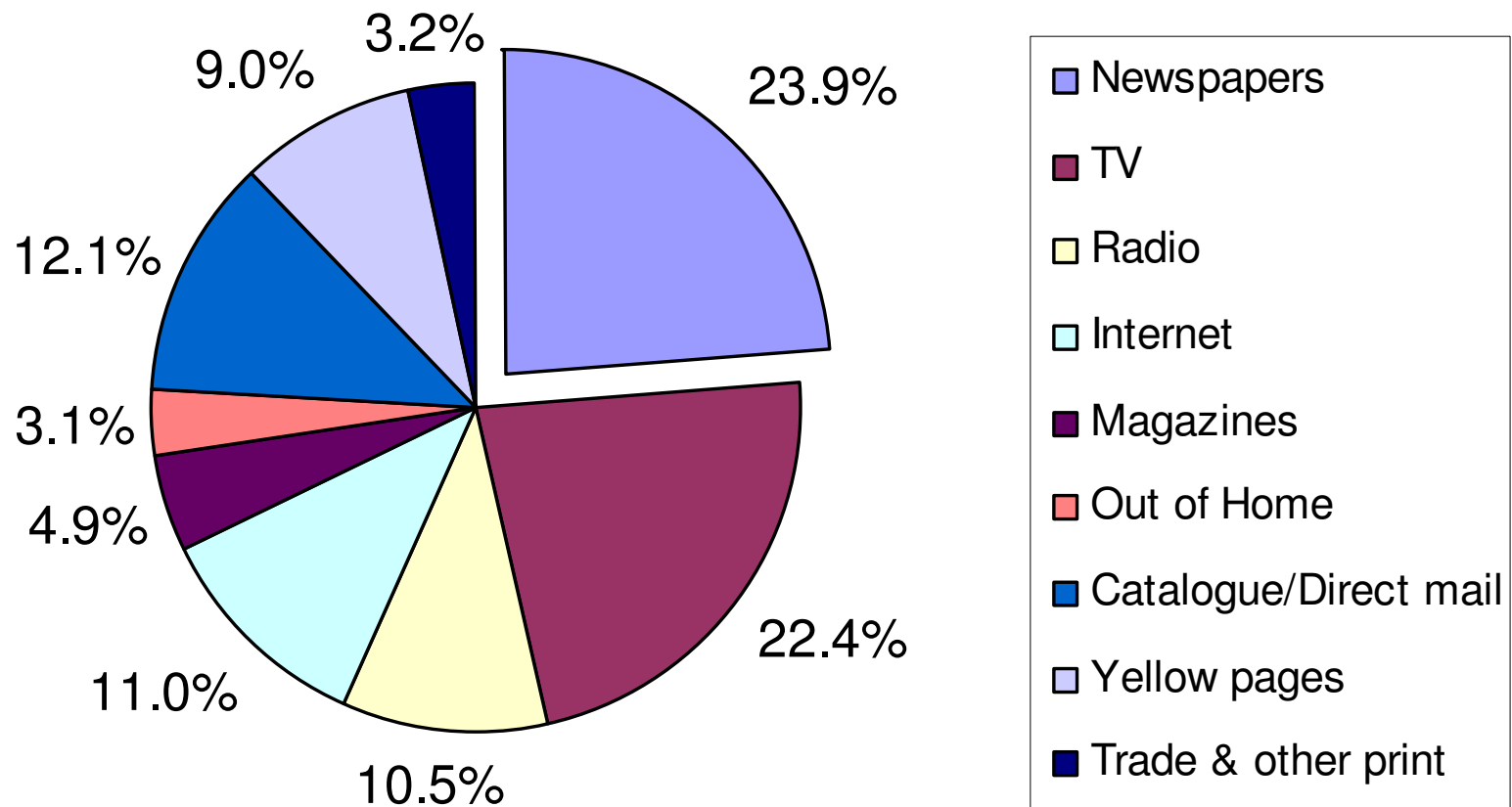
“I think you tend to spend more on proven media and communications strategies in bad times. I know for example that the (newspaper) delivers my customer. You can bet your bottom dollar I’ll be there. I won’t be scaling back.”

- *Harry Rosen, CEO and Chairman, Harry Rosen Inc.*

**The top media,
in terms of advertising
spending, in Canada
continue to be newspapers
(dailies and community)
and television**

Source: TVB Canada and TD Newcrest estimates

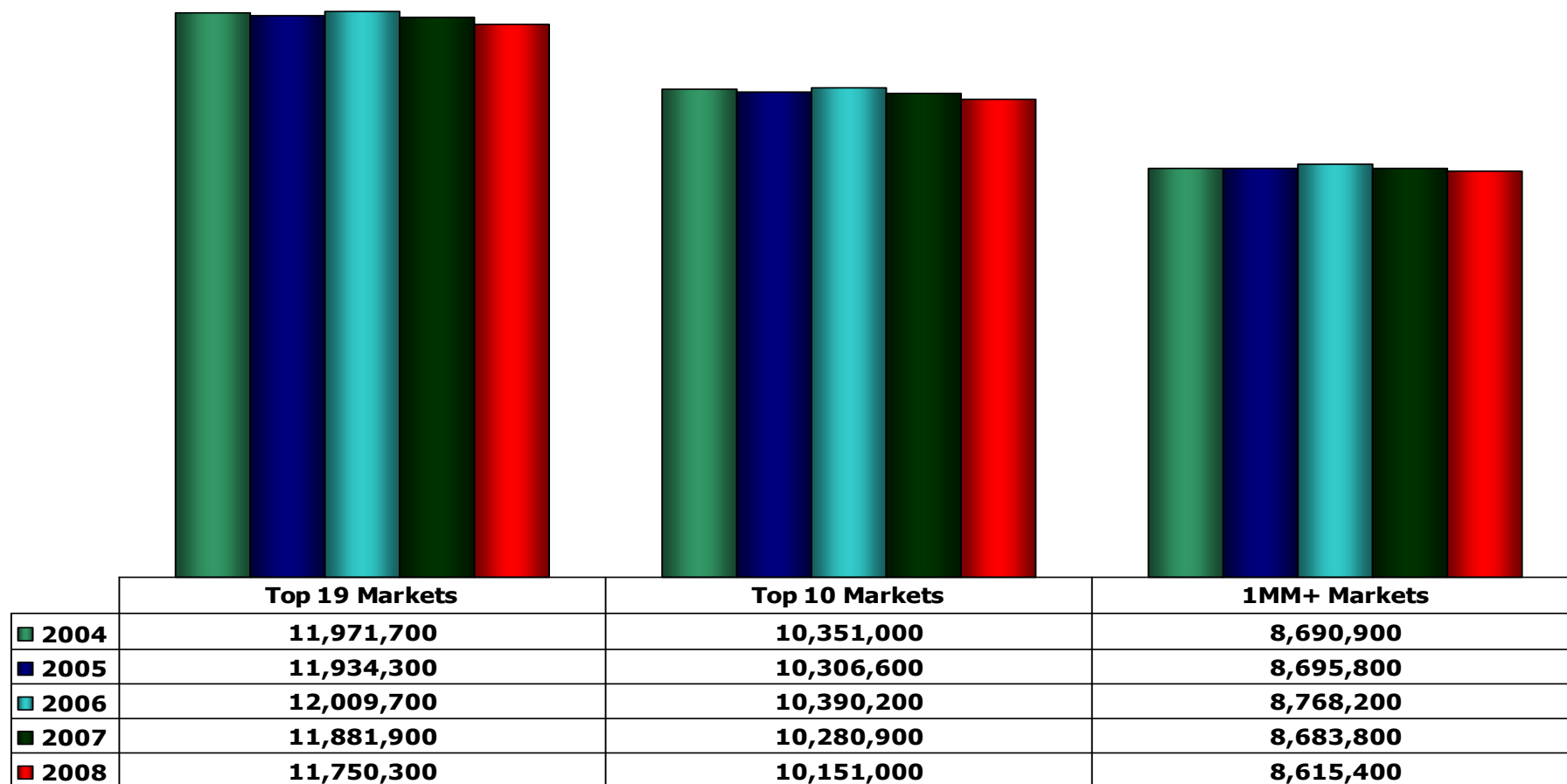
Canadian Media Industry 2008



Source: TVB, TD Newcrest estimates, Jan. 2009

Readership is stable

Weekly Print Newspaper Readers 2004-2008



Reach is strong in print and online

Daily newspapers and their online sites continue to deliver strong stable readership.

- **48%** of adults read a daily newspaper on an av. **weekday**
- **73%** of adults read a daily newspaper in the past **week**
- **19%** of adults read a daily newspaper **online** the past **week**
- **77%** of adults read either a **printed or online** edition of a daily newspaper in the past **week**

With over 1,000 titles across Canada, **community newspaper** readership is also solid,

- **74%** of adults read a community newspaper (weekday or weekend)

Least Likely to Cut

400 senior decision-makers surveyed on their media spending

Least Likely Media Budget Cuts in 2009	
<u>Unlikely Cut</u>	<u>% of Respondents</u>
Digital (banner ads, email, online video, podcasts, webcasts)	34%
Traditional (print, radio, TV)	25%
Trade shows/events	21%
Guerilla (viral, outdoor, social media)	15%

Source: Permission TV (U.S.), January 2009

Canadians turn to newspapers
(print or online) more often
during time of crisis or major events for
trustworthy and reliable information

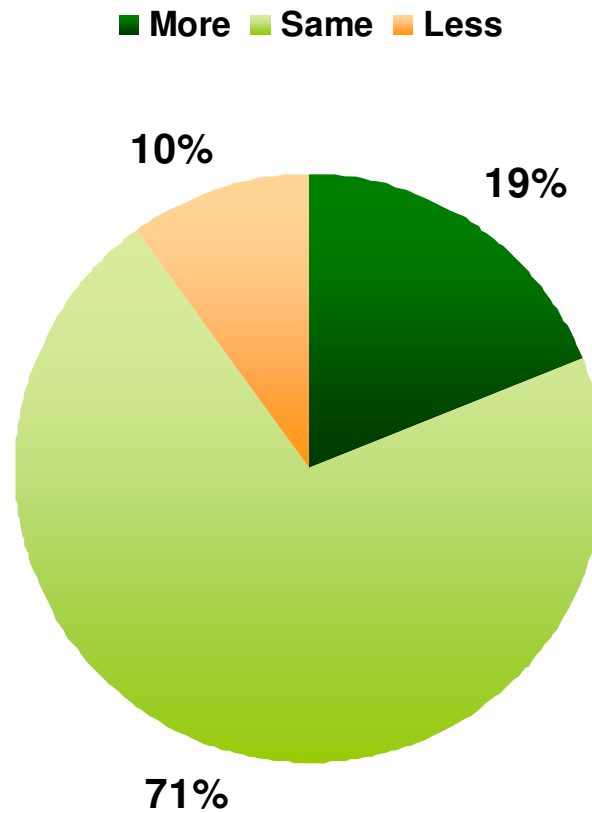
Source: Ipsos Reid, June 2009

The Canadian Newspaper Association engaged Ipsos Reid

- 1025 online interviews
- Canadians 18+ (weighed to population)
- June 22-25, 2009
- Margin of error $\pm 3.1\%$, 19 times out of 20

Canadians read more!

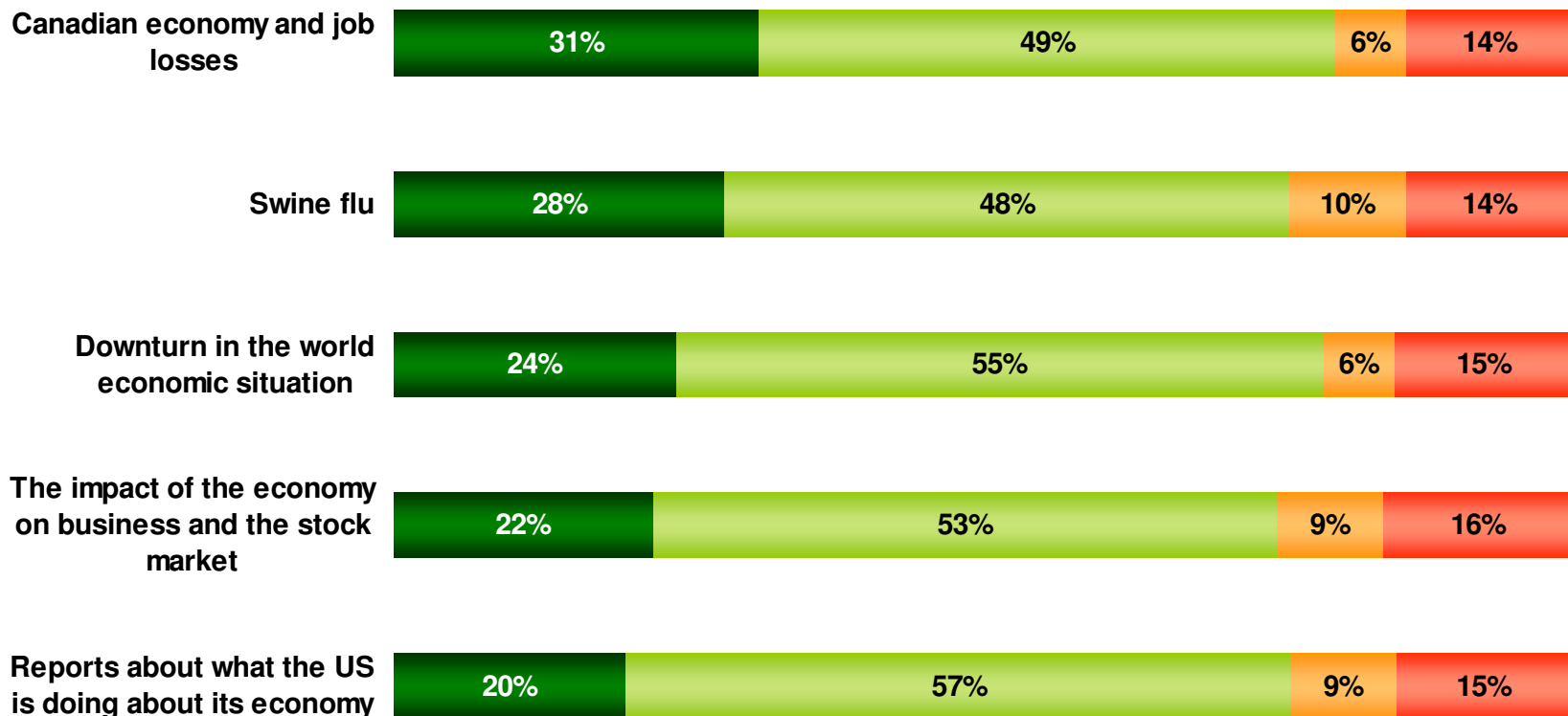
**19% indicate they rely on newspapers (print or online)
MORE to gain reliable information about a crisis**



By Issue

**On key issues, Canadians rely on newspapers
(print or online) EVEN MORE to garner reliable information**

■ More ■ Same ■ Less ■ Do not read newspapers



By Issue and Demo

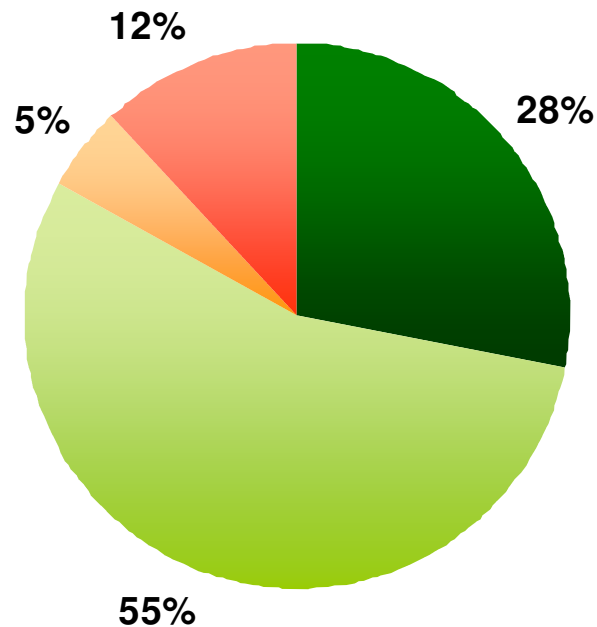
18-34s, lower income and Ontario & East consulted, consulted newspapers (online or print) MORE on key issues

% More Often	Canadian economy and job losses	Swine flu	Downturn in the world economic situation	The impact of the economy on business and the stock market	Reports about what the US is doing about its economy
Age					
18-34	29	31	21	13	16
35-54	33	26	24	22	20
55+	30	28	28	28	22
Region					
BC	27	26	19	19	19
AB	26	21	19	16	15
SK/MB	23	15	15	19	12
Ontario	37	29	29	24	21
Quebec	28	31	22	21	21
Atlantic	32	36	32	24	21
Income					
<\$30K	36	36	27	19	20
\$30K - <\$60K	31	27	26	23	22
\$60K+	28	24	21	22	18

Newspapers for sales

28% MORE, particularly 18-34s & women, use newspapers and inserts to find sales, discounts and bargains during challenging economic times

■ More ■ Same ■ Less ■ Do not read newspapers



%	More
Age	
18-34	34
35-54	24
55+	27
Gender	
Male	24
Female	31
Region	
BC	30
Alberta*	22
Sask/ Manitoba*	16
Ontario	31
Quebec	25
Atlantic*	36

* Caution small base

Highlight sales

Dow Jones	-24%
TSX	-36%
Henri Vézina	-50%

50% de rabais et plus sur tous les grands noms de la mode masculine les 26, 27 et 28 décembre.

1815, BOULEVARD DANIEL-JOHNSON, LAMAR • 418 496-4900

VEZINA
Vêtements pour hommes

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Zellers' CEO Mark Foote highlighted the growth of promotional advertising. He indicated that in **slower periods, retailers rely on promoting 'loss leaders'** (i.e. extremely low-priced items) as a strategy to draw shoppers into stores.



Newspapers deliver local, promotional retail messages effectively via ROP or flyers.

Featuring loss - leaders

Zellers

February 7th through
February 13th, 2009

SAVE
this week



SAVE!

87¢ Truly[®]
Chips, 150 g or
Licorice, 454 g
Reg. 99¢-1.09



SAVE!

2.97 Cadbury[®] Mars[®]
Hershey[®] or Nestle[®]
Multipack Chocolate
Reg. 4.49-3.79



SAVE 40%

4.77 Puffs[®]
3-Pack
Facial Tissue
Reg. 7.99



SAVE!

2.97 Cheerios[®] Original
525 g, Honey Nut,
Reg. 4.00 g or
4.99 Multi-Grain, 390 g



SAVE!

1.97 Clover Leaf[®]
Albacore Tuna,
120 g
Reg. 2.99-2.89



SAVE!

1.77 Werther's[®]
Original, Milkchocolate
or Caramel
Reg. 2.19



6-PACK

3/9.99 ALL 6 x 710 mL
Coke[®] and
Pepsi[®] Soft
Drinks including
Sprite, Ginger
Ale, 7-Up and
more.



SAVE!

49¢ Purina[®]
Friskies[®]
Reg. Wet Cat Food,
59¢ 150 g



SAVE \$2

7.97 Purina[®]
Maxx Scoop[®]
Cat Litter,
7 kg Pull
Reg. 9.99



SAVE!

5.77 Gale[®] Liquid or
Powder Laundry
Detergent, 24-32
Uses, or Liquid
Fabric Softener,
52-60 Uses
Reg. 5.99



SAVE!

3/3.10 Cascade[®]
Dishwasher
Detergent
Action Pac[®],
12s or 15s or
Gel, 1.29 L or
Powder, 1.7 kg
Reg. 4.99 ea.



SAVE!

2.77 Hellmann's[®]
Real or Light
Mayonnaise, 710 mL
Reg. 3.99



SAVE!

2.97 Classico[®]
Pasta Sauce,
435 mL-700 mL
Reg. 3.69



SAVE!

2.27 Tropical Grove[®]
Orange or Apple
Juice, 9 x 300 mL
Reg. 2.99



SAVE!

7.77 Febreze[®]
Noticeables[®]
Starter Kit,
7.99 & 2-Pack Refills
or Candles
Reg. 9.99

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everything from A to Z

Staying home more

A22 • MONDRIAN • THE WEEK, JANUARY 15, 2020

ANTONIUS storage unit
\$49.99

TROFAST storage combination
\$70

End topsy turvy-ness.

ANTONIUS storage unit
\$14.99
was \$24.99

VESSLA storage unit with casters
\$7.99/ea

ANTONIUS storage unit
\$2.99

4 days only! January 15-18

ANTONIUS storage unit
\$9.99

Salmon Plate
\$5.49
was \$5.49

www.IKEA.ca
Shop from home or office 1-866-866-8666

IKEA
Love your home

ANTONIUS storage unit
49.99\$

TROFAST storage combination
70\$

Range-cossins, loge-bidules, cache-patentes

ANTONIUS. Rangement.

14.99\$
Était 24.99\$

VESSLA. Sac de rangement sur roulettes.
7.99\$ ch.

ANTONIUS. Caster
2.99\$

4 jours seulement! 15 - 18 janvier

ANTONIUS. Rangement. 10.99\$. Deux JAUPPE.

EXPEDIT. Bibliothèque
99\$

Assiette de saumon
5.49\$
Était 5.49\$

www.fr.IKEA.ca
Rangements à distance. 1-866-866-8666

IKEA
Si bien chez soi

Reflect the news



WE REALLY LISTEN TO CANADIANS

That's how we create tailor-made products like Helios™, our guaranteed investment funds Contract, which offer protection and growth.

- Protection against market downturns, and increases to reflect upturns
- A guaranteed and predictable retirement income regardless of market fluctuations
- A choice of diversified investment funds with turn-key solutions adapted to your needs

HELIOS
GUARANTEED INVESTMENT FUNDS

Ask your representative about our investment products today or call Desjardins Financial Security

1-877-822-7676

desjardinsfinancialsecurity.com/heliosorlife

The Contract and information folder contain important details on the Desjardins Financial Security Contract and Helios™. Please read them carefully. The Helios™ Contract is not a guarantee of future performance. It is subject to market fluctuations. The Helios™ Contract is not a guarantee of future performance. It is subject to market fluctuations. The Helios™ Contract is not a guarantee of future performance. It is subject to market fluctuations.

Desjardins
Financial Security

Money working for people

Life, health, retirement

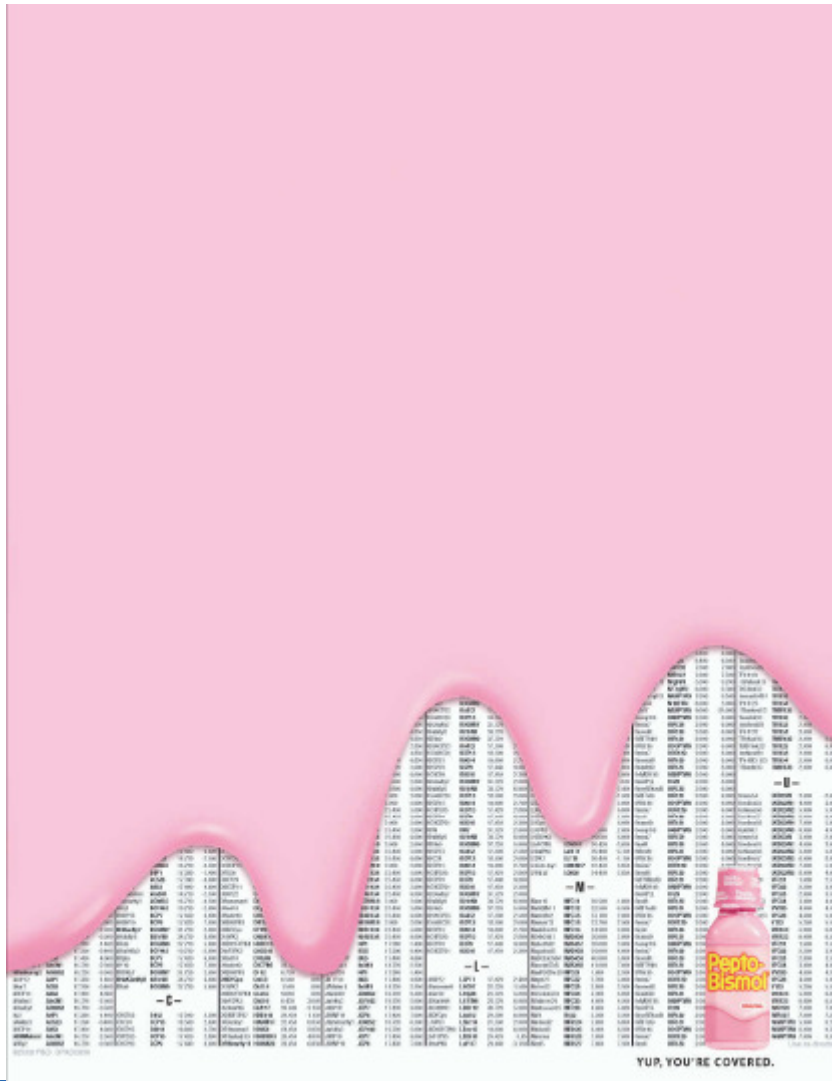
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Empathize



Pepto-Bismol

**Yup,
You're covered**

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Have fun

As George Bush left the White House, Veet hair removal products offered an outgoing salute.



**“The internet is becoming
the town square for the
global village of tomorrow.**

*- Bill Gates,
Chairman & founder Microsoft*



Newspapers – Online and Print



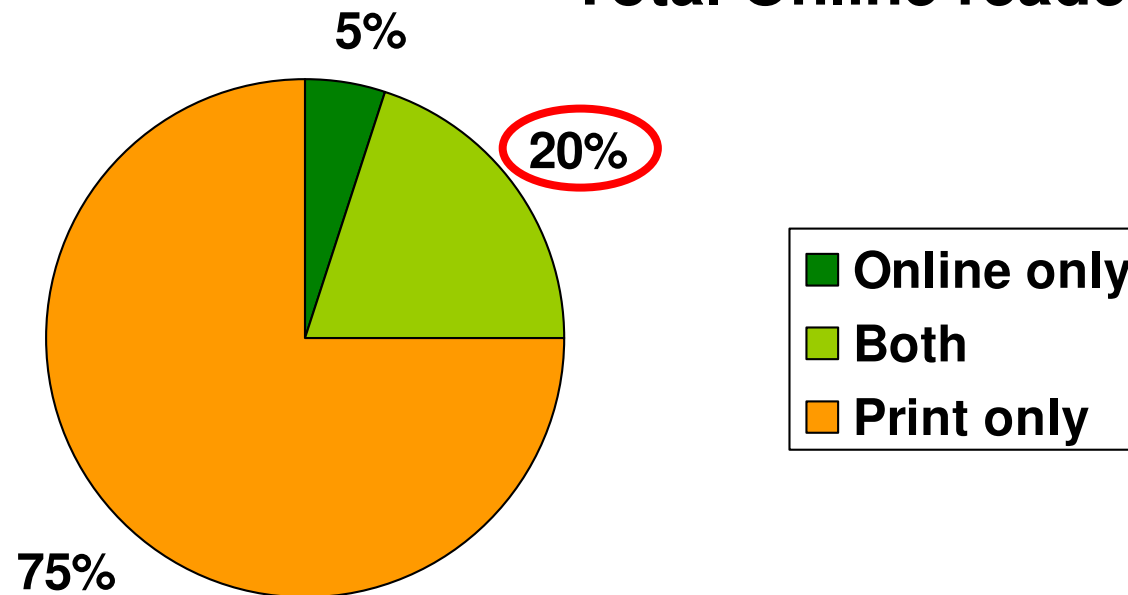
73% of
Canadians read
a newspaper in
the past week



19% of
Canadians read a
newspaper online
in the past week

Dual readers – Online and Print

Total Online readers = 25%

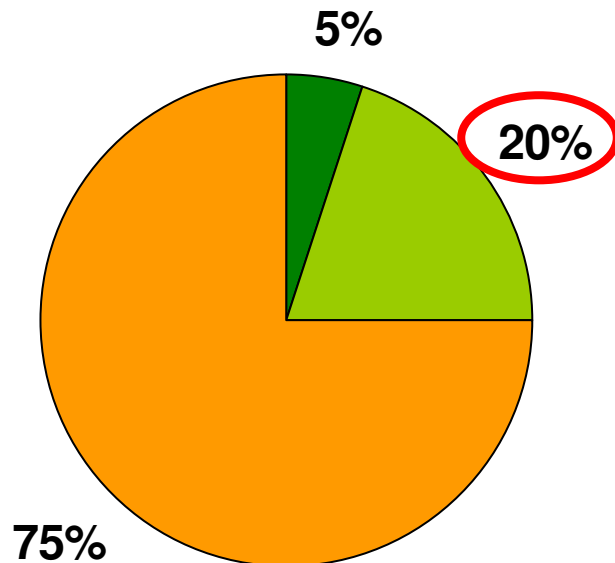


Total Print readers = 95%

Dual readership growth

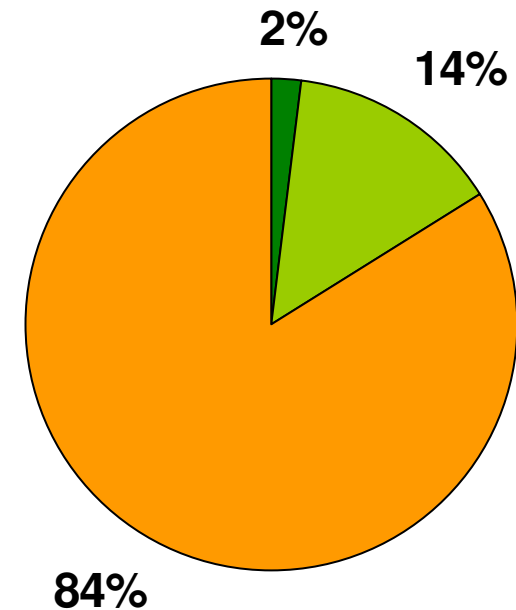
Total Online readers = 25%

Total Online readers = 16%



2008

Total Print readers = 95%



2005

Total Print readers = 98%

STAYING with print and adding online newspaper

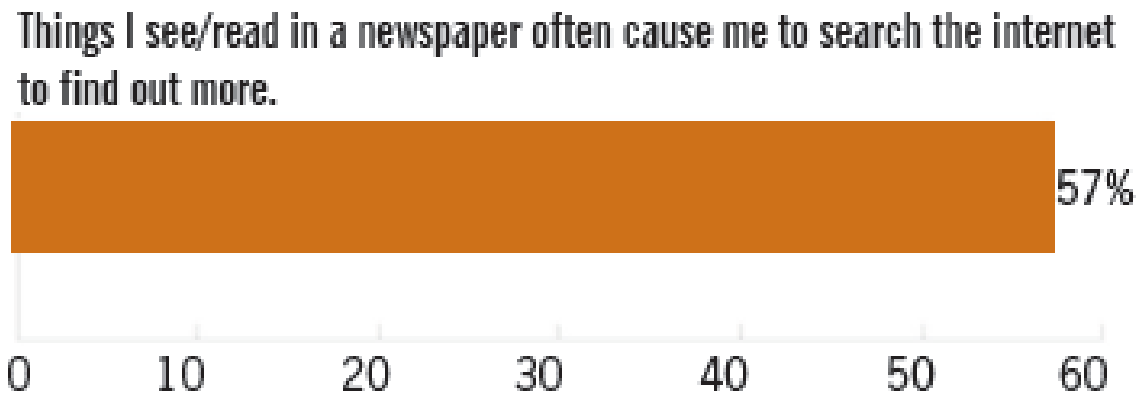
Online Readers: Educated & Wealthier



	<u>Population</u>	<u>Online Readers</u>
Men	49%	56%
18-34s	29%	40%
University Plus	37%	51%
Managers/Prof.	19%	27%
Av. Personal Income	\$44K	\$51K

Powerful Online

Newspapers drive Canadians online to garner more information.

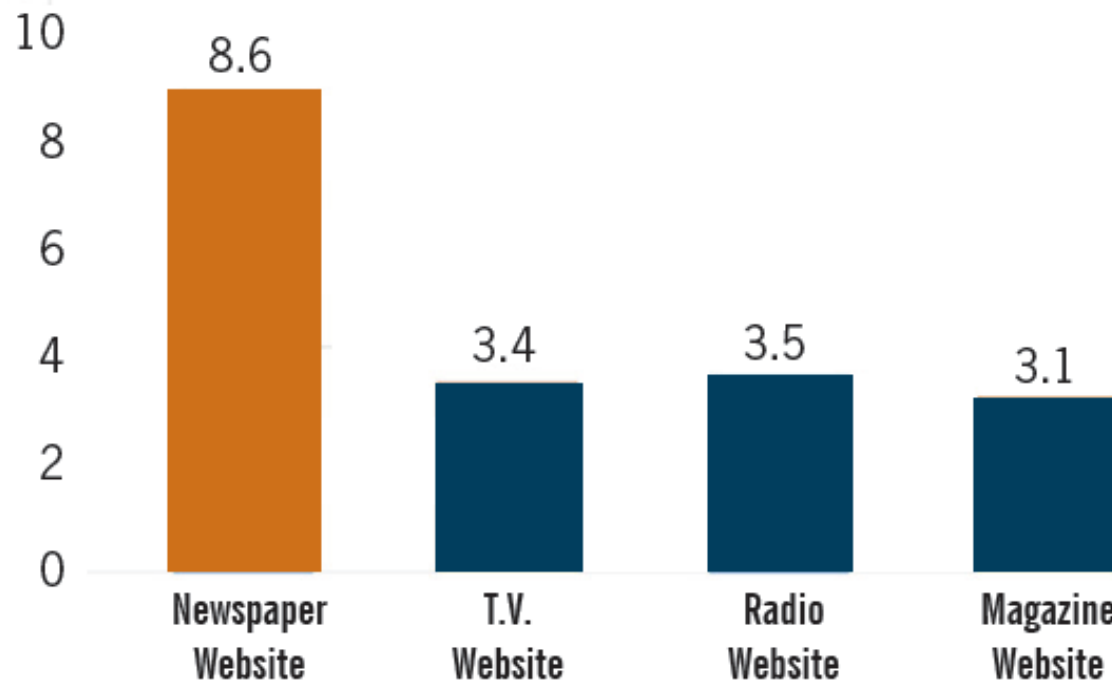


Source: Audience Engagement Research, Totum Research
(commissioned by Canadian Newspaper Association), 2008

Powerful Online

Newspaper websites attract Canadians more than other media sites.

Average number of times websites are accessed in a month



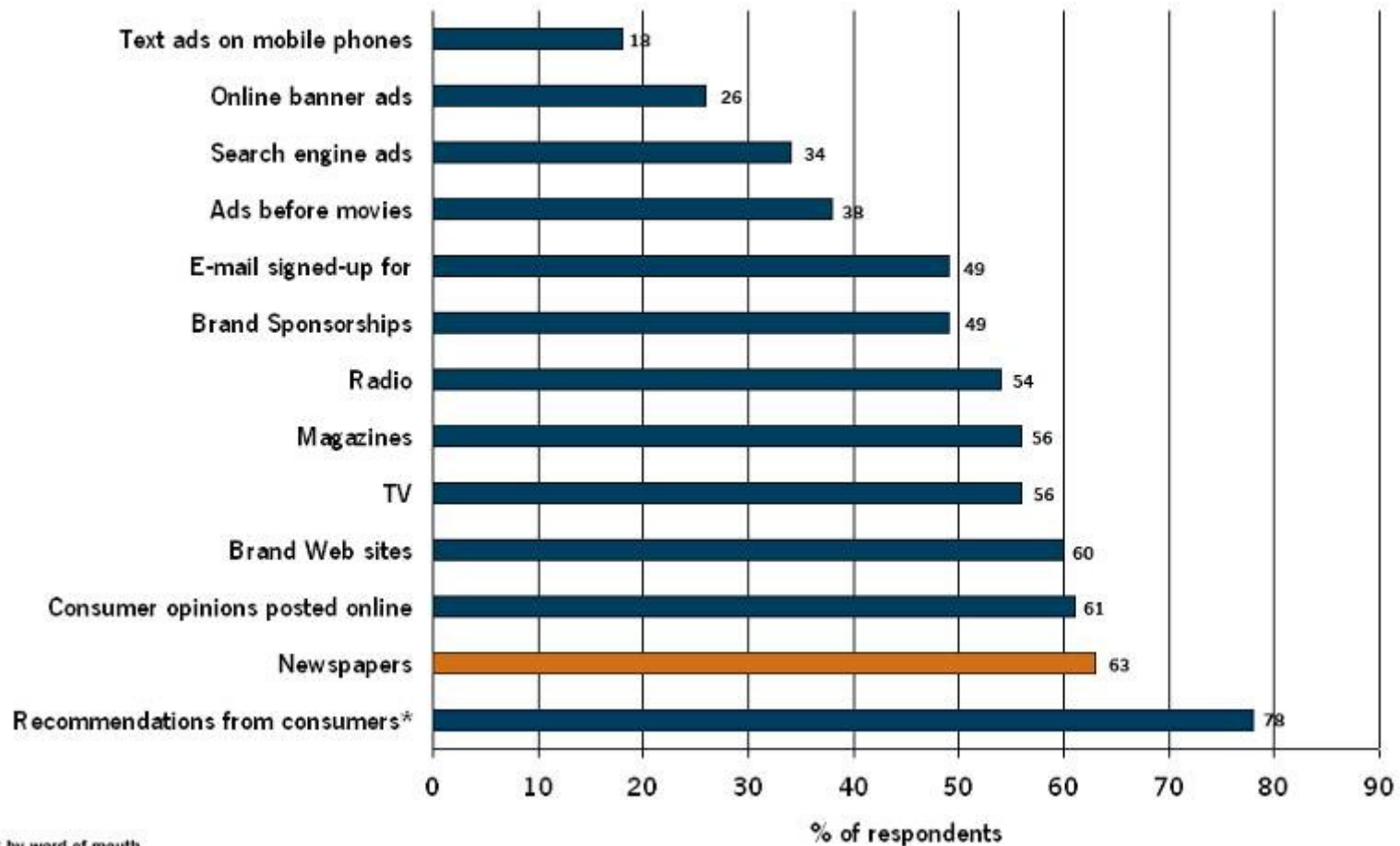
**“Almost half of consumers
would take action after viewing
ads on local newspaper sites,
while 44% of those on local TV
sites said so. That number was
42% for local magazine sites
and 39% for user review sites and
37% for portals.”**

“Do, or do not. There is no try”
- Yoda in “The Empire Strikes Back”



Trust

Types of Advertising Trusted by Online Users Worldwide



* by word of mouth

Source: eMarketer / The Nielsen Company, "Online Global Consumer Study"

Trust





Local

Brand: New England Aquarium

Challenge:

- Build local awareness
- Highlight turtle exhibit

Local



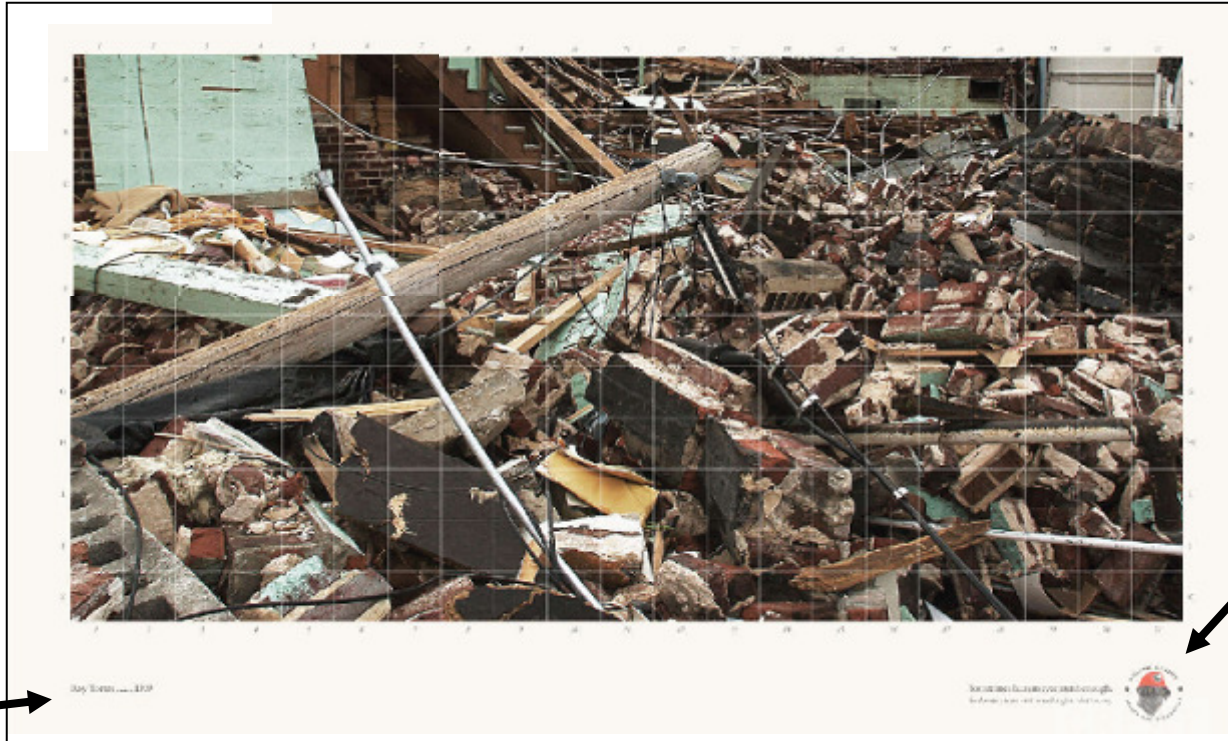
Brand: Bombay Palace

Challenge:

- Build local awareness for restaurant
- Communicate their new address

Impact

Roy
Torres
D19



Sometimes
human eyes
aren't enough.
To donate
please visit
[searchdog
foundation.com](http://searchdogfoundation.com)

Brand: Search Dog Foundation

Challenge: Build awareness in low-interest category

Solution: Double page spread

Visual



55 days to
pay or maybe
never at all.

Brand: Cape Union Mart store card (outdoor gear)

Challenge: Position as a quality, fun outdoors store

Solution: Strong visual of outdoors with quirky twist

Colour

Research finds colour:

- draws readers to ads and keeps them more involved in the message
- boosts in-depth reading by:
 - 60% vs black and white ads
 - 40% vs two colour ads
- has a greater effect on the extent that ads are noted than size

Colour



↑
Cheer - Cleans clothes really, really bright

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Demo



Brand: Emirates Arthritis Foundation

Appeal right before purchase

"crown moulding"
is not covered by
dental insurance



CONFUSED ABOUT HOME DÉCOR AND RENOVATIONS?
At the Metro Home Show presented by RE/MAX, we'll ensure your next home project won't feel like pulling teeth.
Step into the Chatelaine Green Rooms where style comes together with new eco-products and energy efficient home solutions.
Renovation questions? Get free one-on-one consultations with professional renovators at **Destination Renovation by BLD**. Plus, shop new home accents, kid couture and more at **City BLOX** presented by **vitamint.ca** showcasing Toronto's trendiest neighbourhoods.
But the Metro Home Show is four days only so your chance to shop, find ideas and new products won't last long. Buy your tickets online now and save at www.metrohomeshow.com.

metro home show
January 17-20
Metro Toronto Convention Centre
Presented by **RE/MAX**

THU 17 11am - 9pm FRI 18 11am - 9pm SAT 19 10am - 9pm SUN 20 10am - 6pm
ADULTS \$12 SENIORS \$10 YOUTHS (under 17) \$10 CHILDREN (under 12) FREE

Buy tickets online & save \$2 at metrohomeshow.com

Starts Tomorrow!

a "split-level duplex"
is not a
wrestling move



CONFUSED ABOUT HOME DÉCOR AND RENOVATIONS?
At the Metro Home Show presented by RE/MAX we'll make sure your next home project won't turn into a wrestling match.
Step into the Chatelaine Green Rooms where style comes together with new eco-products and energy efficient home solutions.
Get in the know on the top trends and must-have products for 2008 from experts like **Tomboy Tools** specializing in women's tools and home improvement techniques at the **RENO & DECOR Magazine Centre Stage** presented by CHUM FM. Plus, get free one-on-one consultations with professional renovators at **Destination Renovation by BLD**.
But the Show is **FOUR DAYS ONLY** so buy your tickets online now and save at www.metrohomeshow.com.

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ADULTS \$12 SENIORS \$10 YOUTHS (under 17) \$10 CHILDREN (under 12) FREE

Buy tickets online & save \$2 at metrohomeshow.com

Starts Today!

a "wine cellar"
is not someone
who sells wine



CONFUSED ABOUT HOME DÉCOR AND RENOVATIONS?
At the Metro Home Show presented by RE/MAX we'll help uncork the inner designer or renovator in you.
Think BIG with small space as six designers with different lifestyles showcase new design ideas and furnishings at **casalife Den Trends**.
Plus, join us TONIGHT for **Girls Night Out** and the debut of the **Fairview Home + Fashion Show**, silent auction and goodie bags for the first 500 gals at 5pm in the **macFAB home Mixology Lounge**.
But the Metro Home Show is **FOUR DAYS ONLY** so buy your tickets online now and save at www.metrohomeshow.com.

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ADULTS \$12 SENIORS \$10 YOUTHS (under 17) \$10 CHILDREN (under 12) FREE

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ON NOW!

"faux finishes"
don't just happen
in the bedroom



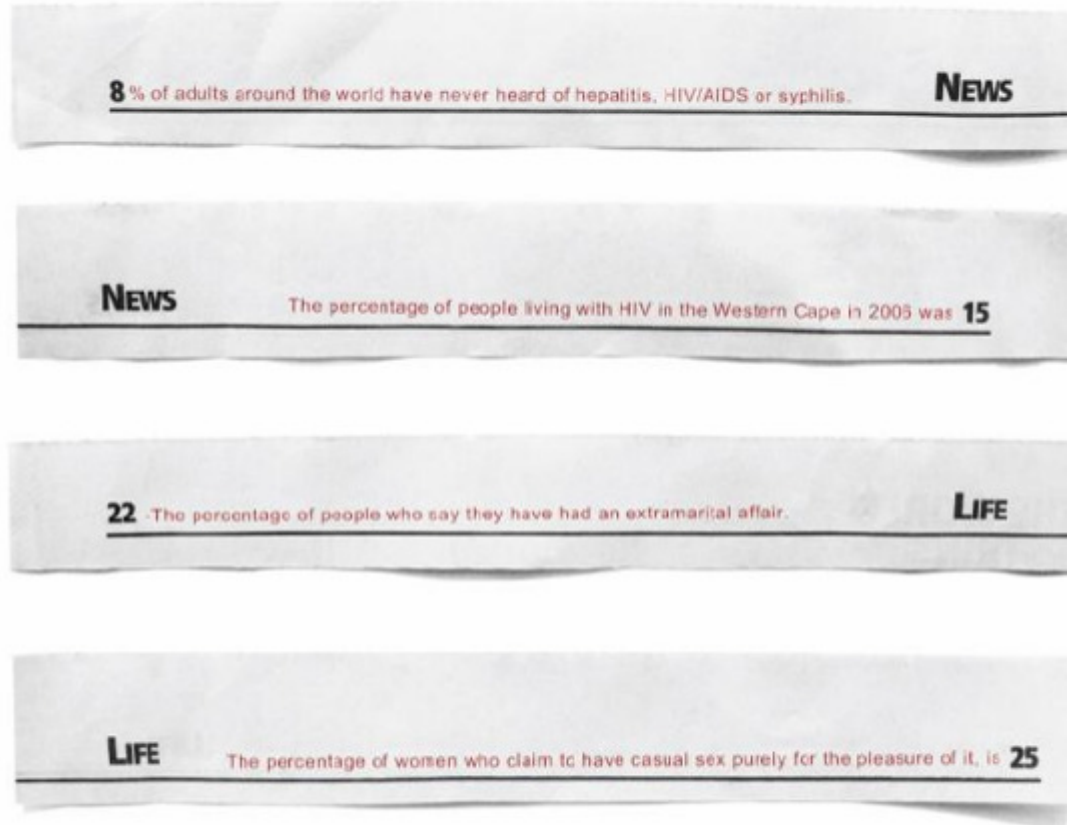
CONFUSED ABOUT HOME DÉCOR AND RENOVATIONS?
At the Metro Home Show presented by RE/MAX you won't have to fake it with the latest advice, new products and inspirations for 2008.
Think BIG with small space as six designers with different lifestyles showcase new design ideas and furnishings at **casalife Den Trends**.
Get free one-on-one consultations with interior designers at **RENO & DECOR Magazine's Design Talks!** Shop home accents, kid couture and more at **City BLOX** showcasing Toronto's trendiest neighbourhoods.
But the Metro Home Show is **FOUR DAYS ONLY** so buy your tickets online now and save at www.metrohomeshow.com.

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Buy tickets online & save \$2 at metrohomeshow.com

Specific day



Brand: Cape Argus/UNICEF/South African Health Dept.

Challenge: Highlight World AIDS Day (Dec.1)

Solution: Every page number communicated a fact

Short lead times



Brand: Tango (orange pop)

Challenge:

- Get brand back on consumer radar
- Capitalize on the news; biggest snow storm in UK in 18 years
- Build on brand's irreverent humour

Content

New

Unique offerings

Online



Northern Life
Greater Sudbury's Community Newspaper
Sudbury24.ca

flyerland.ca



Wonderlist.ca

The Gazette



VIDEOS: OFFICE YOGA
Day 14 Video: Downward Facing Dog



THE HAMILTON SPECTATOR
STEEL CHEF HAMILTON
Saturday, March 29th • 1 to 2:30 pm
Part of the 3rd Annual Food & Drink Fest
Hamilton Convention Centre Main Stage
next to The Hamilton Operator Lounge

FP financialpost.com
STOCK MARKET CHALLENGE
TRAINING PLATFORM

SOUTHSHORELIVE.CA
CONNECT, INFORM, ENGAGE ...

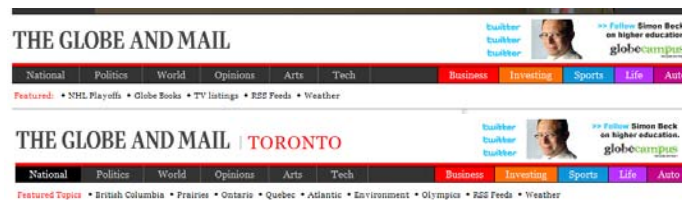


mississauganewsauktion.com
your online bargain destination

The Globe and Mail
MEDITERRANEAN ODYSSEY



New platforms & formats

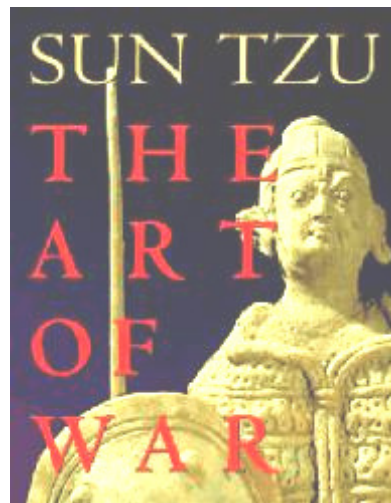


Globe Drive **autohound.ca**



**“Tactics without strategy is the
noise before defeat.”**

*Sun Tzŭ c. 490 BC,
Chinese military strategist*



Strategic use of Newspapers

Research finds six distinctive but not mutually exclusive, strategic roles for newspaper advertising:

1. Brand/Image Building
2. Call to Action
3. Depth of Information
4. Extension – Added to other media
5. Public Agenda
6. Re-Appraisal

Brand Building



Category: Travel
Message: Established

Brand Building



Category: Packaged Goods

Message: Efficacy (and brand character)

Brand Building



Some journeys cannot be put into words. New York. 3 a.m. Blues in C.

© 2007 Louis Vuitton

LOUIS VUITTON

Some journeys cannot be put into words. New York. 3 a.m. Blues in C.

Category: Retail

Message: They've earned it, haven't you

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LOUIS VUITTON , OGILVY & MATHER, Paris, FRANCE



Call to Action



Stuck in the wrong job? Monster.com

Call to Action

Yankelovich & Sequent Partners' "When Advertising Works" study of 16 media found:

- 56% indicated that traditional media ads made a **positive impression** (vs. 31% for digital media)
- Consumers using traditional media were in a more **positive mood**
- Ads that made an impression in traditional media were **more likely to stimulate word of mouth** than ads that made an impression in digital media

Call to Action



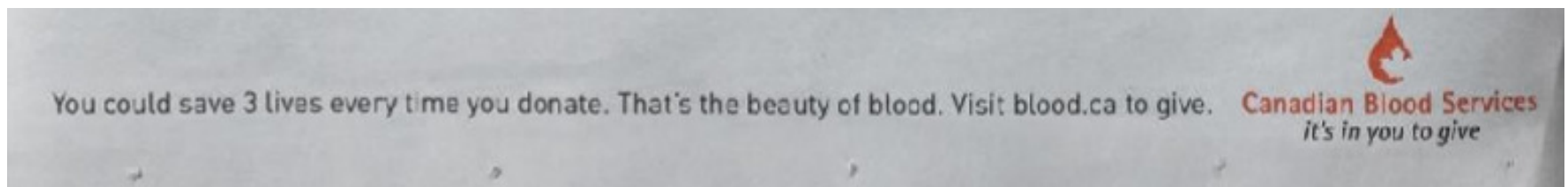
Brand: Canadian Blood Services

Challenge:

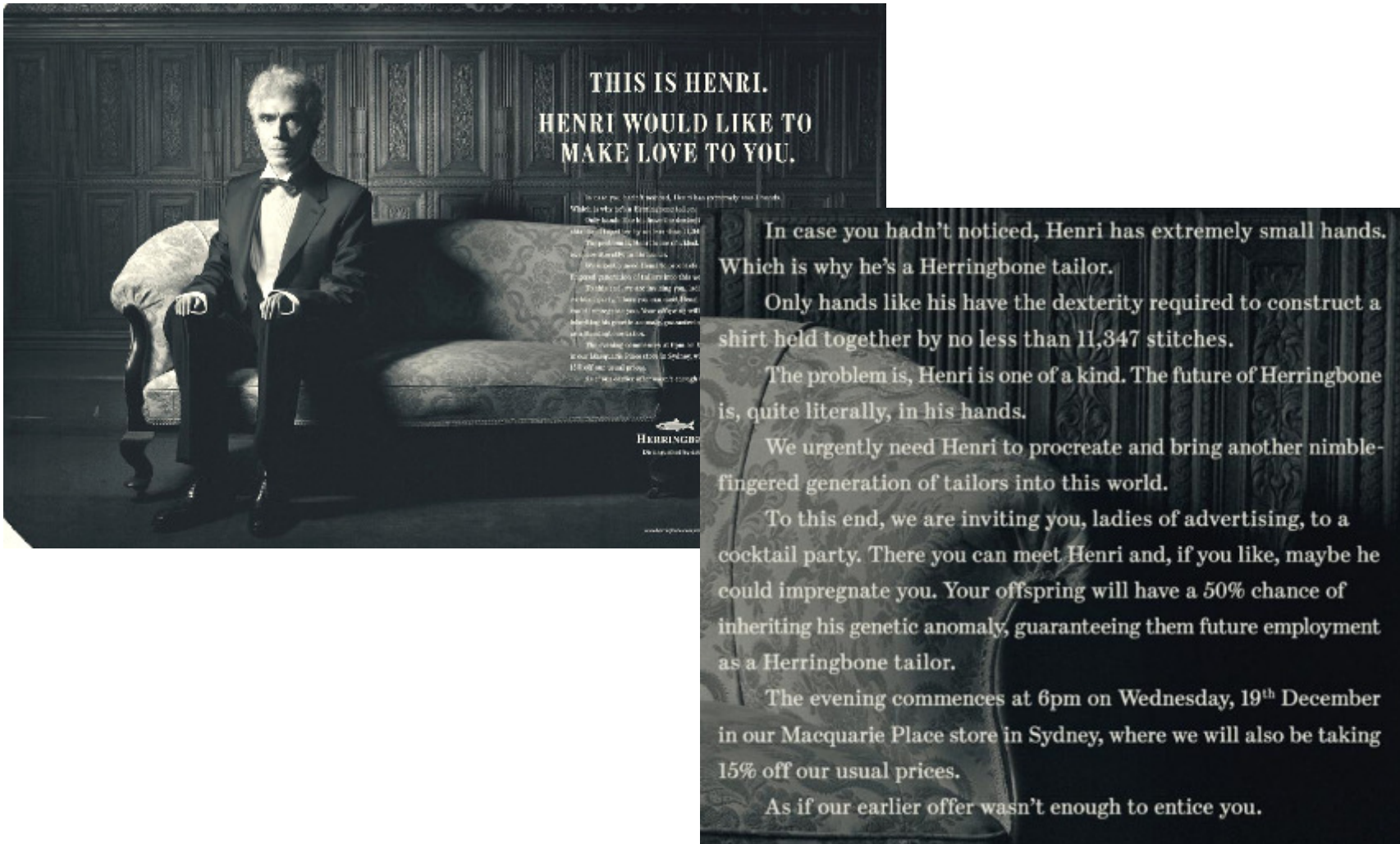
Remind people giving blood is the easiest way to save lives.

Results:

Visits to site up 53%



Depth of Information



THIS IS HENRI.
HENRI WOULD LIKE TO
MAKE LOVE TO YOU.

In case you hadn't noticed, Henri has extremely small hands. Which is why he's a Herringbone tailor.

Only hands like his have the dexterity required to construct a shirt held together by no less than 11,347 stitches.

The problem is, Henri is one of a kind. The future of Herringbone is, quite literally, in his hands.

We urgently need Henri to procreate and bring another nimble-fingered generation of tailors into this world.

To this end, we are inviting you, ladies of advertising, to a cocktail party. There you can meet Henri and, if you like, maybe he could impregnate you. Your offspring will have a 50% chance of inheriting his genetic anomaly, guaranteeing them future employment as a Herringbone tailor.

The evening commences at 6pm on Wednesday, 19th December in our Macquarie Place store in Sydney, where we will also be taking 15% off our usual prices.

As if our earlier offer wasn't enough to entice you.

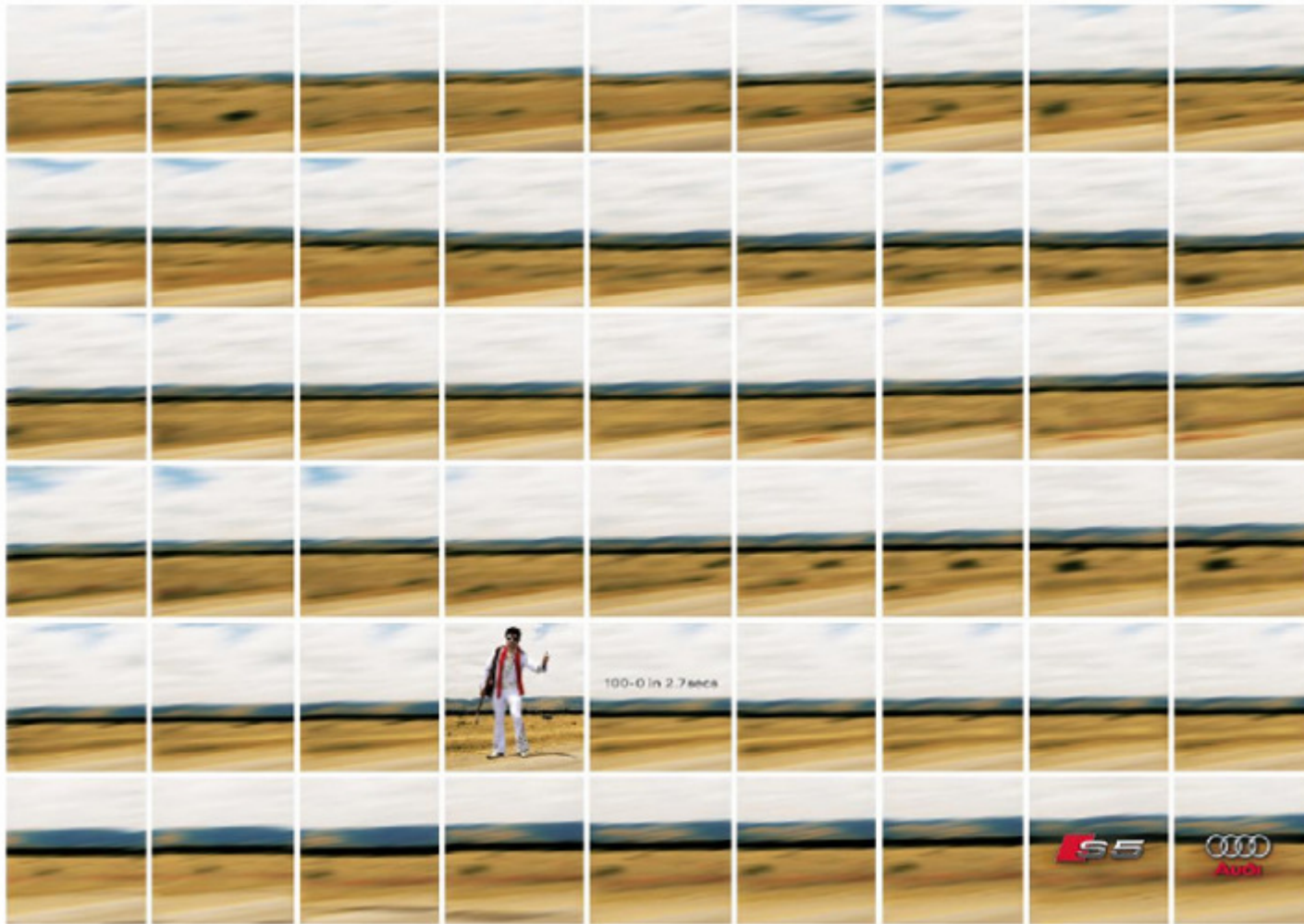
HERRINGBONE
The inspiration is all in the details.

Extension: Value of multi-media buy

“Until now, the value of a **multi-platform advertising** was thought to be just an **increase in reach** ... This new data shows the increase in reach is real, but the impact of advertising on multiple platforms on **conversion** [more than 245% increase] and getting consumers to engage in the target behaviour is more important.”

Other studies rely on self-reported intent to purchase while Integrated Media Management data relies on actual consumer behaviour.

Extension



*The Audi S5 features dual-stage 150hp 3.0L V6 engine with FSI direct injection delivering 204kW (26000rpm), 0-100km/h in 4.3 seconds, quattro® permanent 4-wheel drive and 6-speed manual gearbox.

Extension



Brand: Subaru Impreza

Challenge:

Reinforce the positioning

Results:

Subaru sales +22%
while rest of market
declined -4%

Copy: Japanese car, the German's wish they had made.

Public Agenda

Diane Abbott, Gerry Adams, Adam Afriyie, Nick Ainger, Rt Hon. Bob Ainsworth, Peter Ainsworth, Danny Alexander, Rt Hon. Douglas Alexander, Graham Allen, David Amess, Rt Hon. Michael Ancram, David Anderson, Janet Anderson, James Arbuthnot, Rt Hon. Hilary Armstrong, Charlotte Atkins, Peter Atkinson, Ian Austin, John Austin, Richard Bacon, Adrian Bailey, Vera Baird, Norman Baker, Tony Baldry, Ed Balls, Gordon Banks, Gregory Barker, Celia Barlow, John Baron, John Barrett, Rt Hon. Kevin Barron, John Begg, Rt Hon. Alan Belth, Stuart Bell, Henry Bellingham, Rt Hon. Hilary Benn, Joe Bercow, Paul Berman, Rt Hon. Margaret Beckett, Brian Binley, Liz Blackman, Roberta Blackman-Woods, Rt Hon. Tony Blair, Rt Hon. David Bone, David Borrow, Timothy Boswell, Peter Bottomley, Ben Bradshaw, Gordon Brown, Kate Brooke, Rt Hon. Gordon Brown, Lyn Brown, Rt Hon. Nick Brown, Chris Bryant, Karen Buck, Richard Burden, Colin Burgon, Andy Burnham, Rt Hon. David Cameron, John Butterfill, Rt Hon. Stephen Byers, Rt Hon. David Cameron, Rt Hon. Sir Menzies Campbell, Rt Hon. Ben Chapman, David Chaytor, Christopher Chope, Michael Clarke, Kenneth Clarke, Rt Hon. Tom Clarke, Nick Clegg, David Conway, Michael Connarty, Derek Conway, Frank Cook, Rosie Cooper, Yve Craddas, Ann Cryer, John Cusack, David Crausby, Mary Creagh, John Davey, Wayne David, Ian Davidson, Rt Hon. Alistair Darling, Edward Dalrymple-Hamilton, Jim Devine, Parmjit Dhanda, Andrew Dismore, Joni Donaldson, Brian Donohoe, Frank Doran, Rt Hon. Stephen Dorrell, Frank Donohoe, Philip Dunne, Gwyneth Dunwoody, Mark Durkan, Angela Frey Ennis, Bill Etherington, Nigel Evans, David Evennett, Michael Field, Mark Field, Mark Fisher, Jim Fitzpatrick, Robert Fieffo, Caroline Field, Michael John Foster, Liam Fox, Hywel Francis, Mark Francois, Christopher Garnier, David Gauke, Andrew George, Rt Hon. Bruce George, Neil Gerrard, Nick Gibb, Linda Gilroy, Roger Godsiff, Paul Goggins, Julia Goldsworthy, Helen Goodman, Paul Goodman, Grayling, Damian Green, Justine Greening, John Greenway, Dominic Grieve, Nia Griffith, Nigel Griffiths, Gwynne, Rt Hon. William Hague, Rt Hon. Peter Hain, Mike Hall, Patrick Hall, David Hamilton, Fabian Hamilton, Mike Hancock, Greg Hands, David Hanson, Rt Hon. Harriet Harman, Mark Harper, Evan Harris, Tom Harris, Nick Harvey, Rt Hon. Keith Hill, Meg Hillier, Mark Hoban, Rt Hon. Margaret Hodge, David Heath, Rt Hon. David Heathcoat-Amory, John Hemming, Rt Hon. Paul Holmes, Jimmy Hood, Rt Hon. Geoffrey Hoon, Phil Hope, Kelvin Hendrick, Charles Hendry, Stephen Hepburn, John Heppell, Rt Hon. David Howarth, Rt Hon. George Howarth, Gerald Howarth, Kim Howells, Nick Herbert, Sylvia Hermon, Stephen Hesford, Rt Hon. Patricia Hewes, David Howarth, Rt Hon. George Howarth, Gerald Howarth, Kim Howells, Sharon Hodgson, Kate Hoey, Rt Hon. Douglas Hogg, Philip Hollobone, Rt Hon. David Howarth, Rt Hon. George Howarth, Gerald Howarth, Kim Howells, Hopkins, John Horam, Martin Horwood, Stewart Hosie, Rt Hon. Michael Howard, Rt Hon. George Howarth, Gerald Howarth, Kim Howells, Lindsay Hoyle, Rt Hon. Beverley Hughes, Simon Hughes, Chris Huhne, Rt Hon. John Humble, Jeremy Hunt, Mark Hunter, Nick Hurd, Rt Hon. John Hutton, Brian Iddon, Eric Illsley, Rt Hon. Adam Ingram, Huw Irranca-Davies, Rt Hon. Michael Jack, Glenda Jackson, Stewart Jackson, Siân James.....

**Dear Member of Parliament,
today of all days,
don't miss your chance
to reduce heart disease**

TOTAL BAN ON SMOKING IN PUBS, BARS AND CLUBS



USE YOUR VOTE TO SAVE A LIFE



CANADIAN
NEWSPAPER
ASSOCIATION



ASSOCIATION
CANADIENNE
DES JOURNAUX



Public Agenda



Copy:
Global warming is
causing countless
species to disappear

Brand: World Wildlife Fund

Challenge: Reinforce disappearance of species

Re-Appraisal



Brand: Nexa Lotte moth proofing
Challenge: Remind and reconsider

**“Let me ask you something,
what do women want”**

*Don Draper, Creative Director,
Sterling Cooper*



Target, Timely, Value

“Coupons/direct mail, radio, yellow pages, **newspapers** and newspaper inserts – media that can **target**, be timely and deliver value to consumers – **all gained in influence** to purchase as consumers are more concerned about budgets in a slowing economy.”

Targeting Women

Dailies: Almost half of women read a newspaper yesterday
74% read a daily (print or online) in the last week

Community: 75% read a community paper in the last week

Content Readership in All Markets

Women 18+

Arts/Entertainment	53%
Health	48%
Food	45%
Fashion/Lifestyle	42%
Editorial	39%

Targeting Women



When everyday movements seem impossible.

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NEWSPAPER
ASSOCIATION



ASSOCIATION
CANADIENNE
DES JOURNAUX

[SAATCHI & SAATCHI SIMKO](#), Geneva, SWITZERLAND



Targeting Women



Targeting Men

Dailies: 51% of men read a newspaper yesterday
80% read a daily (print or online) in the last week

Community: 72% read a community paper in the last week

Content Readership in All Markets

Men 18+

Sports	54%
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Finance/Business	39%
-------------------------	------------

Editorial	35%
------------------	------------

Arts/Entertainment	32%
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Automotive	30%
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Targeting Men

“In the Kingdom of Man there are certain survival skills we all need to learn. These things make us useful, attractive, relatable, and enjoyable to be around. Thankfully there are only 10, because without them we probably wouldn’t survive any longer than a cold beer on a hot day. Here they are.”



10. PROSTATE CANCER



The Cancer Council, Australia





Men



Brand: Miller High Life

Challenge:

Reposition to younger men

Results:

68% increase in sales at bars with events



Targeting families



- **Almost half** of families read a **daily yesterday**
Three-quarters read a **daily** (print or online) **last week**
Three-quarters read a **community** newspaper **last week**
- **Groceries** spending: **\$133/wk** for families,
18% more than average
- **Appliance** spending: **\$2,494 past 3 years** for families
10% more than average
- **Furniture** spending: **\$2,443 past 3 years** for families
9% more than average
- **Home Entertainment**: **\$1,489 past 2 years** for families
6% more than average

Targeting Families

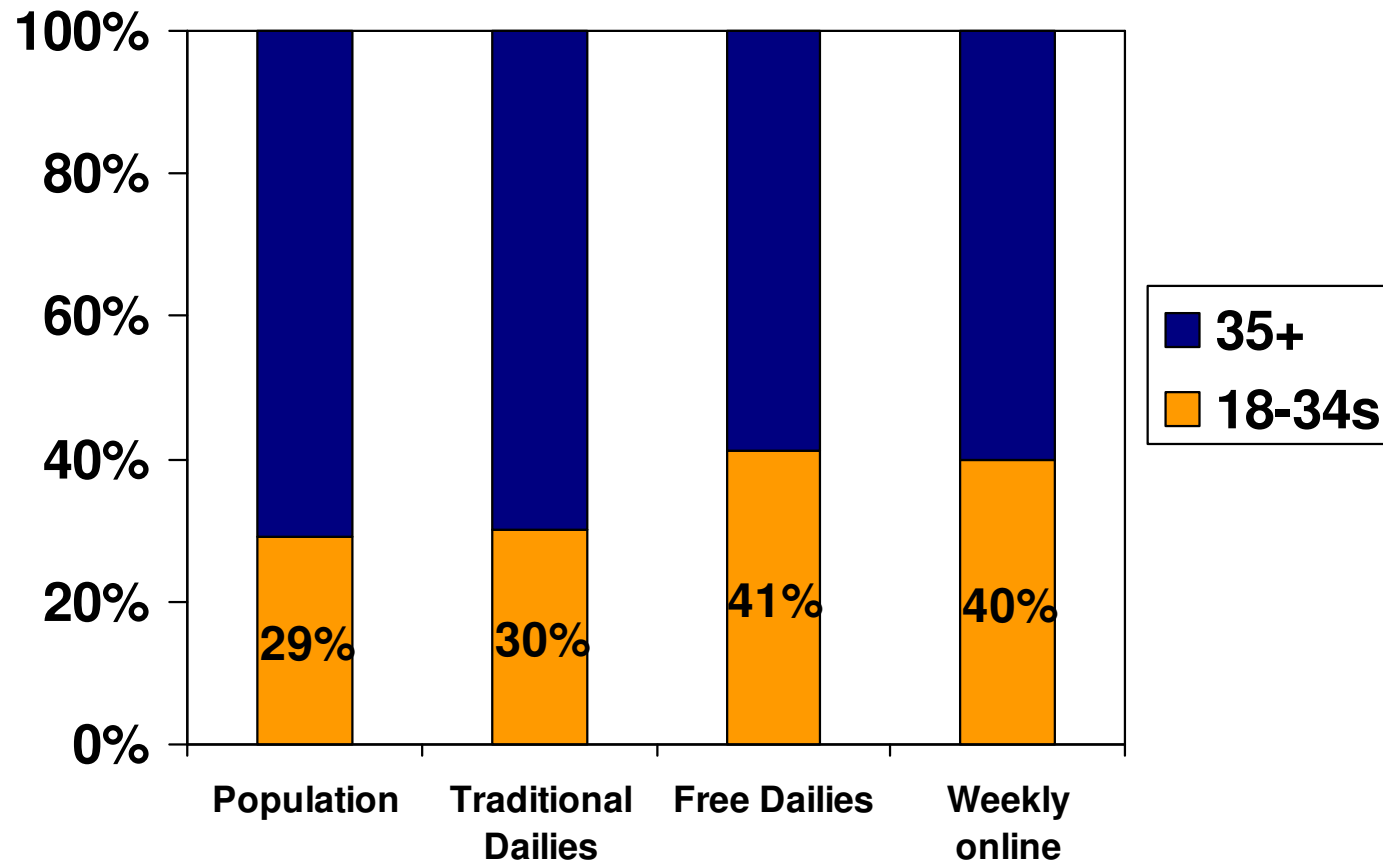


Never let their toys die. Energizer

Targeting Families



Targeting Young Adults



**Readership of traditional dailies emulate the population
And almost 70% 18-34s read a community paper weekly**

Targeting Young Adults

Content Readership in All Markets

Adults 18-34

Sports	39%
Arts/Entertainment	38%
Comics	27%
Health	24%
Fashion/Lifestyle	23%

Young Adults



head & shoulders

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CANADIENNE
DES JOURNAUX

P&G Head & Shoulders, [SAATCHI & SAATCHI](#), Johannesburg, SOUTH AFRICA





Targeting 50+



- **Almost 60%** of those 50+ **read a daily** yesterday
79% of 50+ read a **daily** (print or online) in the past week
76% of 50+ read a **community** newspaper past week
- The 50-plus group is at the height of their net worth and **controls 80% of Canada's wealth.**
- Households with at least one member age 55 or older spend **71%** of their income on **discretionary purchases** – or \$144 billion annually
- These **purchases are expected to grow 50%** in 10 years
- **Older consumers** are just as likely as younger consumers to **switch brands**

Targeting 50+



Targeting Business Executives

- 50% of Business Executives read a daily yesterday
82% read a daily (print or online) in the last week
74% read a community newspaper in the last week
- Print media (newspapers, professional journals, business magazines) are becoming obsolete
73% DISAGREED
- I pay more attention to print ads than online ads
64% AGREED
- I trust print over online sources for information
59% AGREED
- When I want in-depth analysis, I turn to print
60% AGREED

Targeting Business Executives

Brand: Emirates Simulation Academy

Challenge:

- Target CEOs & HR managers
- Appeal to high risk businesses that require simulation training

Solution:

- Use business section
- A training demo



Targeting Business Executives



Brand: Link Investment Specialists

Challenge: Demonstrate ability to anticipate the market

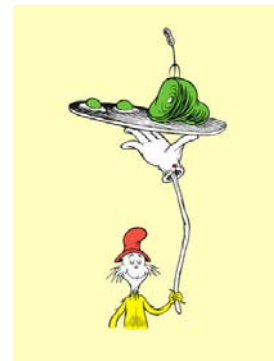
Action: Cover wrap analyzed the articles

Belly wrap arrived Sunday delivering Monday edition

Results: Website visits up 80% due to newspaper url

**“Think left and think right and
think low and think high. Oh,
the things you can think up if
only you try!”**

- Dr. Seuss



Use the Masthead



Brand: Tambour Paints

Challenge: Demonstrate “what colour can do”

Solution: Take an iconic 76 year old masthead and add colour for a day

Colour

Brand: Luxor highlighters

Challenge:

- Reinforce the Luxor brand
- Stand out

Action:

- Newspaper agreed to highlight the salient parts of each article



Use Corporate Announcements



Product recall.

Volkswagen Golf Type I, 1974 model

It has been shown that, due to vibration, the closing mechanism of the glove compartment can be subject to wear. In the long run, in some cases, this might result in a more difficult handling of this mechanism. Even though no complaints have been registered, Volkswagen is making Golf Type I owners aware of this, as a precaution.



As this is not in line with the high standards of quality that Volkswagen has for its products, owners of the above-mentioned model are requested to go to www.volkswagen.nl/recall before 12 January 2008.

If necessary, Volkswagen will have the closing mechanism replaced free of charge. Volkswagen regrets any inconvenience caused. This is why Volkswagen offers dissatisfied customers free servicing for their car as compensation.

Volkswagen emphasizes that this only applies to the Volkswagen Golf Type I, 1974 model.

Once again, Volkswagen offers its apologies for any inconvenience caused.

Pon's Automobielhandel B.V. (Volkswagen importer)



Use the Classifieds

Executive Focus

Meikong River Commission

CHIEF EXECUTIVE OFFICER

The MRC is looking for an outstanding executive professional to fill the position of CEO of the MRC Executive Board in Vientiane, Laos PDR.

This challenging job offers international development work in a dynamic and vibrant setting. For information, a detailed job description and application form, visit: mrc.int

Applications must be received no later than 24th October 2017.

Closing date for applications: **19 OCTOBER 2017**

EAGER TO SHAPE YOUR CAREER IN OUR COMPANY?

LEAVE YOUR HOME TOWN.

BURGER KING® is one of the leading quick service corporations worldwide. We are operating more than 11,200 restaurants and thus setting a daily benchmark for quality and great taste. Join our team and tackle daunting challenges.

We are looking for a **POTATO (m/f)** in all our countries.

YOUR QUALIFICATIONS:

You are a young potato (m/f) of excellent origin. You are among the top-notch of your class, you wish to pursue a promising career in a globally operating company and benefit from our Top of the Crop Scholarship trainee program. You are eager to learn and self-confident. You do not content yourself with pigeonholing and stereotyped classification into waxy and mealy. As a teamplayer you love to cooperate with dynamic as well as likeable colleagues. You rank yourself among the high potentials of our country.

YOUR FUTURE WORK ENVIRONMENT:

You are in a performance-driven position with all juicy opportunities that come along with such a top position. After a quick hands-on traineeship (approx. 5 minutes) you are directly promoted to the status of a KING fry and thus obtain the thrilling title TEST WINNER (according to the leading independent German consumer foundation Stiftung Warentest).

MS Office and foreign language skills are not required. The possession of a driver's license (class B) is an asset but not a prerequisite. A company car made available for private use is subject to negotiation.

The offered position is temporary.

Executive Focus

THE ALLIANZ

CHIEF EXECUTIVE OFFICER

The Allianz is looking for an outstanding executive professional to fill the position of CEO of the Allianz Executive Board in Munich, Germany.

This challenging job offers international development work in a dynamic and vibrant setting. For information, a detailed job description and application form, visit: allianz.int

Applications must be received no later than 24th October 2017.

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Brand: Burger King

Challenge: Highlight the award winning fries

Results: Sales lift, PR, applications

Celebrate



Rogers / Chicken

Dan Rogers and Fried Chicken are happy to announce their reconciliation, and pledge to spend the rest of their lives together. "I knew from the moment I met Fried Chicken that I had found something really special", said Dan. Although they separated for a few months, Dan was able to work out his problems, and they now plan on being part of each others lives for many years to come.

Feel this love. Not the heartburn. **Zantac**



Brand: Zantac (heartburn remedy)

Challenge: Work with the TV where a man is united with the foods he loves

Solution: Announce a reconciliation - man w/ chicken

Use the Crossword



Brand: Braun Silk
(razor)

Challenge: Turkish housewives use TV as background and brand wants to get noticed

Solution: Embed 3 questions and visuals into crossword

Results: Increased brand recall

Use the fold (as a demo)



Unique demo



Brand: Ace laundry bleach

Challenge: Communicate whiteness
Solution:

Cover was white as well as inside page for side-by-side comparison



P & G, [GREY WORLDWIDE MIDDLE EAST NETWORK](#), Beit Mery, LEBANON

Integrate with Newspaper



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ASSOCIATION
CANADIENNE
DES JOURNAUX



Special Section co-branded with advertiser



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NEWSPAPER
ASSOCIATION



ASSOCIATION
CANADIENNE
DES JOURNAUX



Take over



Brand: Bravia TV Challenge: Reinforce TV ad Results:

- 49% remember back page ad
- 77% named Bravia as the advertiser

Use movement



Brand: Asahi newspaper+brands

Challenge: Create buzz

Solution: Plastic sheet moved over ads created movement

Results:

- 95% paid attention to ads
- Av. spent >30 minutes with ads

**“In the end, you are not measured
by how much you undertake but
what you finally accomplish.”**

- Donald Trump



Image – Young Adult



Brand: Motorola phones

Challenge: Consumers indicate phones are something you wear – and current brand lacked in style

Solution: Re-position as cool & trendy via newspaper, poster, TV and online

Results: Market share up from 13% to 20% in 1 year

Image – Men

Esky - colloquial term in Australia for any portable icebox or cooler.



Brand: Canadian Club, Australia

Challenge: Brand & dark spirits category struggling

Solution: Re-launch to men as different yet relevant while building on its Canadian-ness in newspaper and TV

Results: Sales up 55% in a category declining by -8%

Image – Women



Brand: Lurpak butter

Challenge: Stand out from competitors

Solution: Position the brand as a champion of good food using emotive TV and newspaper ads with the visual appeal of a cookbook

Results: Became #1 butter brand and delivered a 4x ad ROI

Demo – Families



Brand: Marmite spread

Challenge:

- Encourage current marmite users to eat more
- Difficult to spread

Solution:

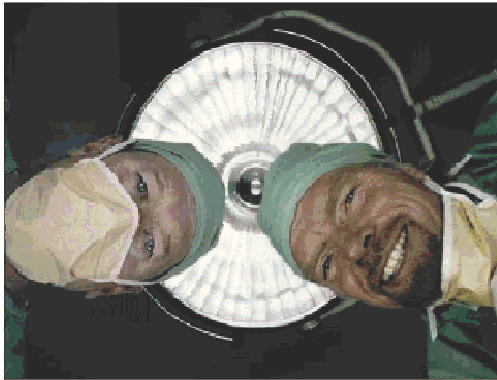
Launch a squeezy & show how liquidy using poster, newspaper & online

Results:

Sales growth of +8%

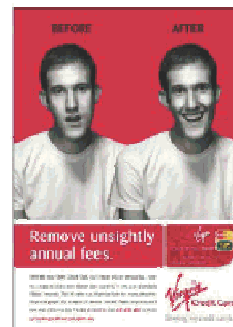
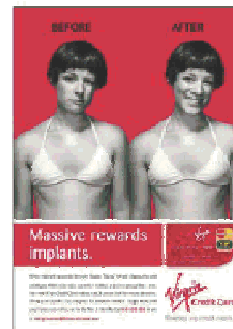
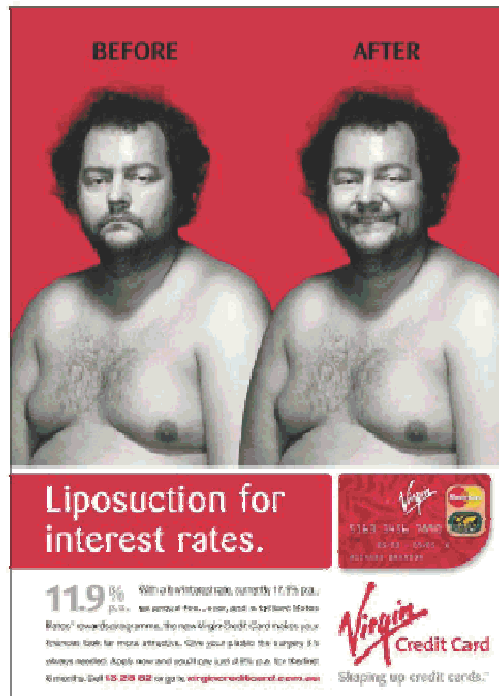
More Info – Target Adults 18+

TV 1 THE WORK 2



Press

TV 2



Brand: Virgin credit card

Challenge: Launch low-rate credit card

Solution: TV & newspaper ads different but use “plastic surgery” message

Results: >300,000 accounts in 1st year, 3% market share

**“A witty saying
proves nothing.”**

*-Voltaire (1694-1778)
writer and philosopher*



“The perception of print being less effective than TV arises from the simple assumption that anything that uses two senses - sight and hearing - has by definition got to be better than anything that uses one. It is an absurd assertion, as anyone who has been moved to tears by a book or a piece of music will realize...Newspaper works just as well as TV in its ability to build strong brands, and is better than TV when it comes to getting attention and getting over information.”

- Robert Heath, University of Bath & Stuart McDonald, News International

The Newspaper Report

For more information contact:

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416-923-3577