

Newspapers by the Numbers

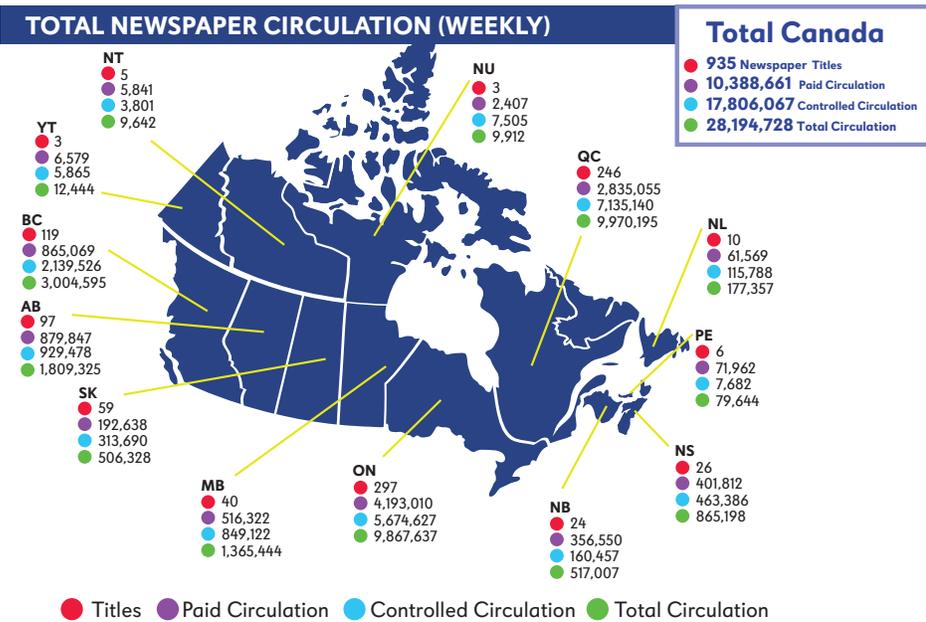
Each week, more than **28 million** newspapers are distributed across Canada.¹



Daily newspapers account for **15 million** copies distributed weekly (the majority are paid).



Community newspapers account for more than **13 million** copies weekly (the majority are free).



Four out of five Canadians (81%) read newspaper content weekly on any platform.²



22% of Canadians are reading on all FOUR platforms measured: print, website, tablet, phone.²

Almost all readers access news digitally (96%). More than half of all readers (58%) are reading the printed product, including e-papers.



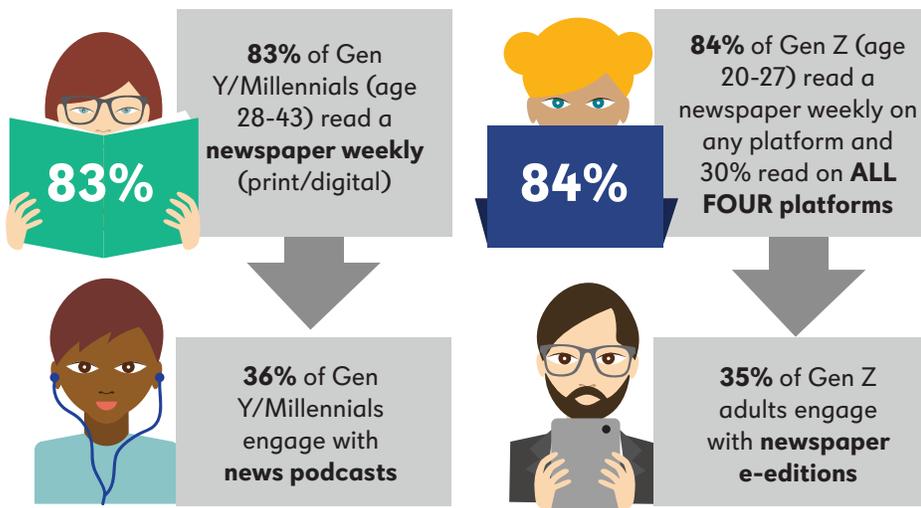
Canadians trust newspaper content²:

Six out of ten Canadians trust editorial content in newspapers (print/digital). Half of Canadians trust the printed advertisements in newspapers.



Net advertising revenue for daily/community newspapers combined in 2022 was \$950 million.³

Young adults are strong newspaper readers accessing news in different ways²:



For more information, go to newsmediacanada.ca

Source:
 1 - News Media Canada database, June 30, 2023
 2 - Newspapers 24/7: 2024; Totum Research for News Media Canada, November 2023
 3 - Net Advertising Volumes Report 2022