

# Newspapers 24/7: 2024 Format Matters



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



## 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).

**Newspaper readership is truly multiplatform, with almost a quarter (22%) of dedicated Canadians choosing to read in ALL traditional and online formats.**

Multiplatform access to news demonstrates that readers regularly interact with their newspaper across formats.



The **traditional format** includes print advertising in a physical newspaper IN ADDITION to the digital version that appears online as an e-edition (in the same format as the printed paper).



The **online format** references newspaper websites or apps where the posted digital content and articles appear next to digital ad formats.

For more information, go to [newsmediacanada.ca](https://newsmediacanada.ca)

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## 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\*.



Digital e-editions grew in popularity during the pandemic, and currently, many print newspaper subscriptions include access to digital e-editions. In 2022, 22% of adults reported reading newspaper e-editions; two years later, that number has grown to 25%.

## Readers engage with the traditional format.

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



### What is an e-edition?

Many newspapers now produce an exact digital PDF replica of their printed newspaper that readers can access online. This digital version looks exactly like the printed newspaper (with the same layout, stories, photos, ads, and sometimes even flyers). These digital versions also have additional digital features like commenting, zooming, scrolling, sharing, and searching.

## 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

### 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%

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

This fact sheet 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 and highly geometric shapes.

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