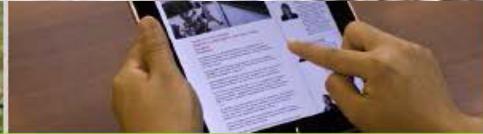


Les journaux : l'option irrésistible

11 raisons pour 2011



NEWSPAPERS CANADA
JOURNAUX CANADIENS

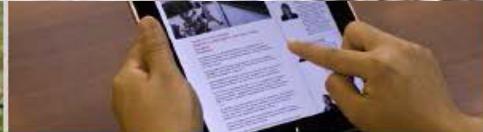


Les journaux : l'option irrésistible

11 : Nous sommes en bonne santé



NEWSPAPERS CANADA
JOURNAUX CANADIENS



Les journaux de par le monde

Croissance = +1 % en 2011 (\$)

Valeur = 80 milliards \$ en publicité

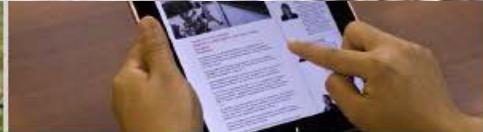
= PIB de la Croatie

= valeur au marché des restaurants McDonald

Dynamiques	Chine, Inde	Grande population jeune (Chine : tirage +14%)
En difficulté	États-Unis	Problème: dépendance des revenus publicitaires; problèmes non causés par Internet
En croissance	Canada	Marché moins instable (+3 % 2010; +4 % 2011) Dépendent moins des petites annonces Bonne concurrence; produits forts 3,4 milliards \$ en revenus



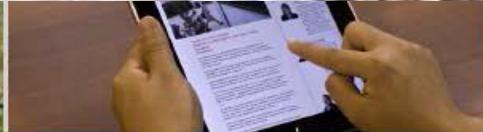
NEWSPAPERS CANADA
JOURNAUX CANADIENS



Revenus de publicité



	<u>2010</u>
<u>Imprimés</u> :	Canada + 3 %
	É.-U. - 8 %
<u>En ligne</u> :	Canada + 16 %
	É.-U. +8 %



Confiance dans l'avenir

Indice général de confiance des consommateurs (moyenne gén. : 90)	
<i>Pays</i>	<i>Indice</i>
Inde	131
Brésil	108
Chine	100
Canada	99
Colombie	98
Israël	94
Pays-Bas	94
Russie	88
Taiwan	86
Mexique	86
Afrique du Sud	84
États-Unis	81
Finlande	79
Royaume-Uni	77
Italie	71
Espagne	70
France	65
Japon	54
Portugal	45

2011
Journaux + sites
prévision \$ pub.

Canada +4 %
 É.-U. -3 %

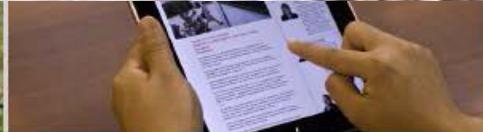




Les journaux : l'option irrésistible

#10: Plusque jamais,
vous aimez les journaux





Plus intéressés par l'actualité

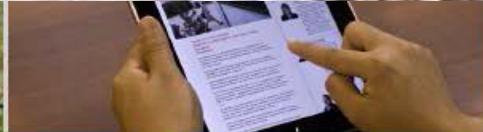
Temps passé à lire les nouvelles selon l'âge

----- *Moyenne du total des minutes hier* -----

	2000	2002	2004	2006	2008	2010
18-29	42	38	45	49	46	45
30-39	50	57	70	65	63	68
40-49	58	56	73	64	67	74
50-64	64	71	82	76	74	81
65+	<u>80</u>	<u>81</u>	<u>88</u>	<u>79</u>	<u>84</u>	<u>83</u>
Total	59	59	72	69	66	70

**À la hausse
dans toutes
les tranches
d'âges!**





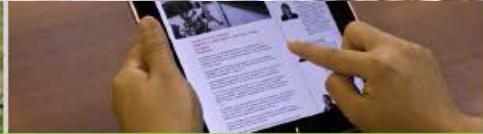
Se tournent régulièrement vers les journaux

Sources d'actualités selon l'âge

<i>Regardent, lisent, Écoutent régulièrement</i>	Total	18-29	30-49	50-64	65+
	%	%	%	%	%
Journaux (tous)	70	40	65	87	94
Act. locales télévisées	50	31	48	61	64
Réseau soirée	28	14	22	37	42
Émissions du matin	20	12	18	24	28
Émissions du dimanche	11	5	10	15	19
Blogues de nouvelles	9	6	10	12	8
Magazines de nouvelles	8	9	8	8	10

Les journaux bons premiers dans toutes les tranches d'âges!





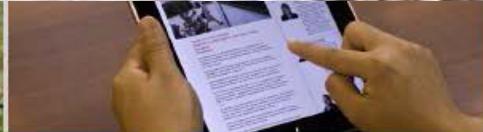
Stables et puissants

Journaux imprimés

- Lectorat **stable à positif** dans les derniers 5 ans
- **3 répondants sur 4** lisent un journal chaque semaine
- **Plus de temps** passé à lire chaque semaine : 222 minutes en 2007; 229 en 2009

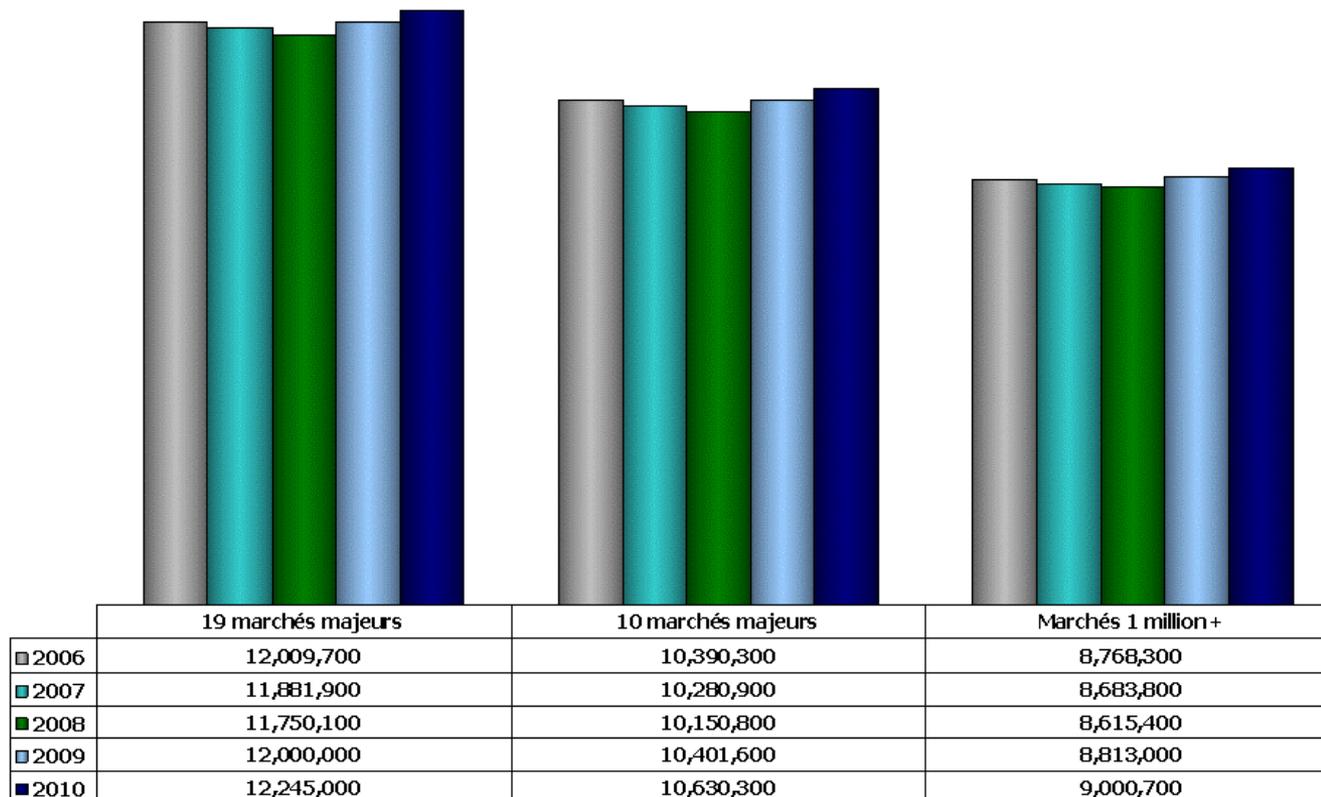
Journaux en ligne

- **Croissance** du lectorat (maintenant 22 %)
- **Temps de lecture** hebdomadaire **à la hausse** 96 minutes (2007) à 121 minutes (2009)
- **80 %** des lecteurs en ligne **lisent aussi le journal papier**



Stables et puissants

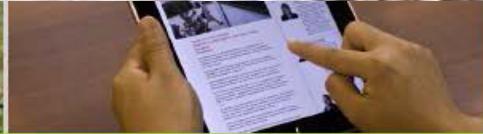
Lectorat total hebdomadaire 2006-2010



Source: NADbank 2010

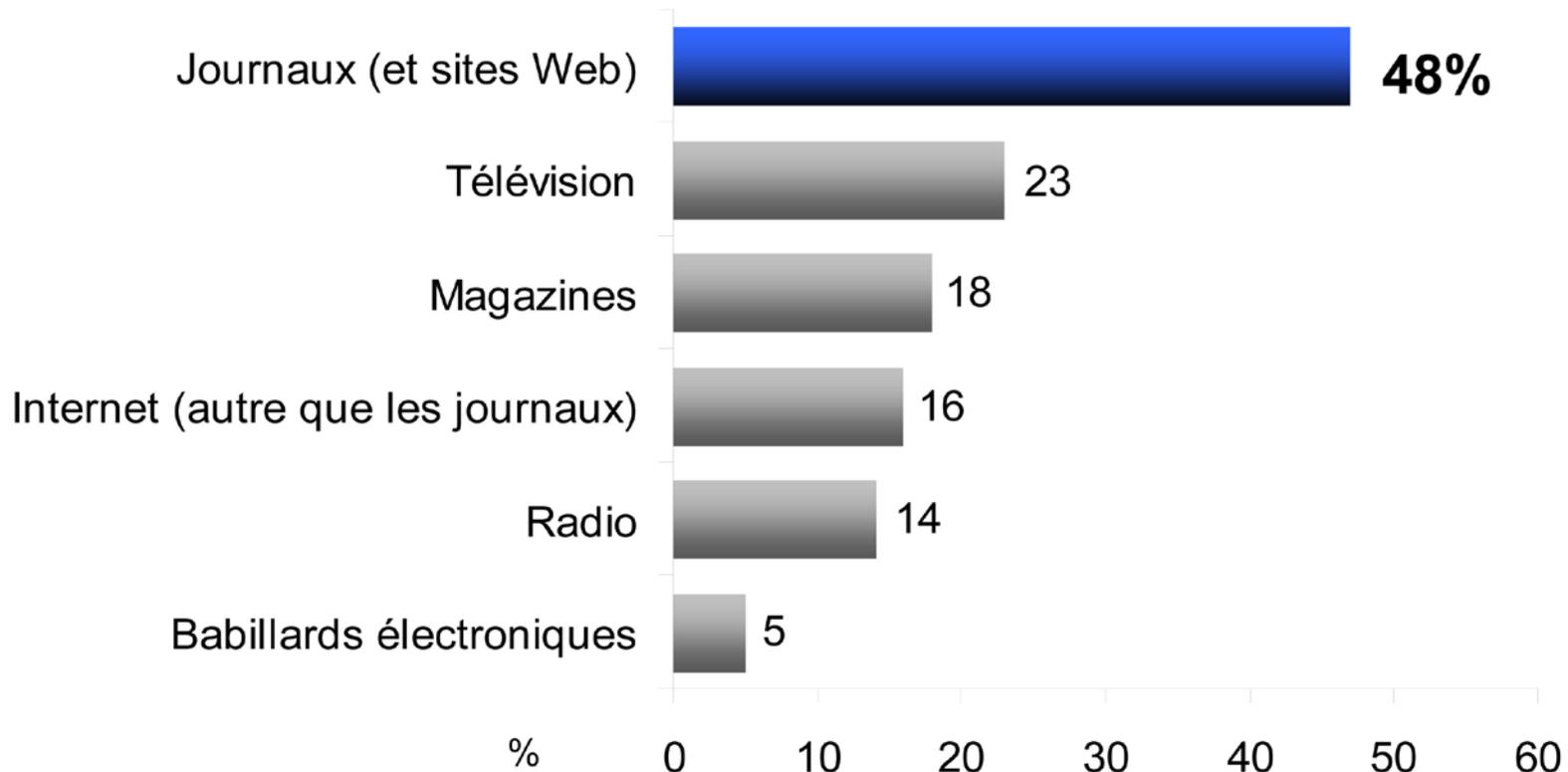


NEWSPAPERS CANADA
JOURNAUX CANADIENS



La confiance

« J'ai davantage confiance dans les publicités que je vois dans ce média » s'applique à :





Elles peuvent prendre toute la place

120 | **WORLD** | INTERNATIONAL EDITION, OCTOBER 20, 2010

Pakistani flood victims camp out on superhighway divider in bid for food

DANGEROUS PLACE — Thousands of people in northwest Pakistan's Khyber Pakhtunkhwa province are camped on the highway divider of the region's superhighway, fighting down bitter-carrying life-saving food and water. Three weeks after the fatal and fatal heavy rains hit the valley, they are still there, many of them displaced and in the rain.

It is difficult for aid to reach the 20 million people affected across the country. The Canadian Red Cross has deployed 15 million in emergency relief supplies in affected communities. "Meeting the humanitarian needs of a disaster of this magnitude is a huge challenge," says a Red Cross spokesman. "We are on the ground, providing aid to flood victims in Pakistan. And we need your support. redcross.ca • 1 800 418-1111 • Text: redcross to 30333



CANADIAN RED CROSS
DON'T LET HOPE GET WASHED AWAY.

NATIONAL POST

Flooding continues to devastate Pakistan

Officials say an estimated 8 million people are at risk of contracting deadly illnesses including dysentery and cholera, due to the worsening conditions in Pakistan. Flooding caused by monsoon rains has created a breeding ground for water-borne diseases, and the situation isn't improving. Roughly 4 million of those are assembly without shelter.

New Tory policies target human smugglers

Prime Minister Stephen Harper and Public Safety Minister Vic Brown don't want to let human rights policies deal with criminals because they have hope that getting things done some internal laws to get involved early.

How Wall Street laughed its way through the meltdown

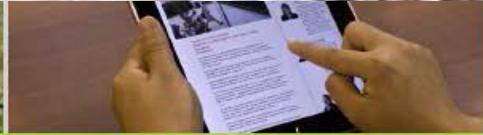
David Fries: In the fall of 2008, my banker friends expressed a surge of positive optimism, but the public anger we saw and have now have deeply influenced the government, and especially to the president who influenced the news.

SEARCH:

don't let hope get washed away.

SEARCH:

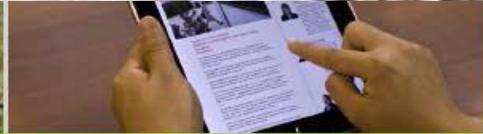




Les journaux : l'option irrésistible

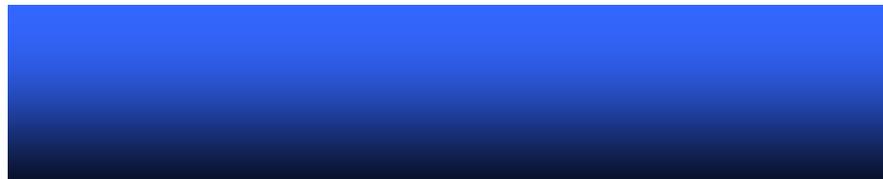
9 : Nous sommes ouverts aux nouveaux positionnements



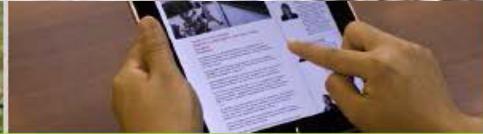


Les journaux ne sont pas seulement
des produits imprimés – ce sont aussi
des sites Web et des sources mobiles
de nouvelles

D'accord



77 %



Le lectorat des journaux imprimés domine

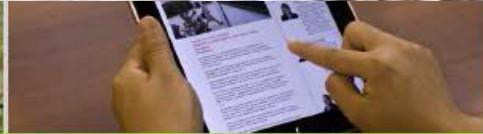
Canadiens ayant lu le journal hier, quelle que soit la plateforme

69%



- Tablette
- Mise à jour mobile
- Site Web
- Journal papier



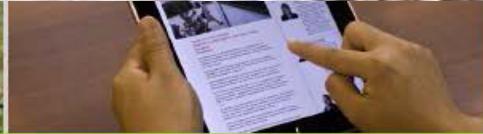


« L'investissement du *Globe and Mail* dans sa refonte et l'acquisition des journaux Canwest par Postmedia Network, au coût de 1,1 milliard \$ sont un indice clair de **l'importance de l'imprimé et de sa valeur pour les annonceurs et les lecteurs...**

Il ne fait aucun doute que le numérique est là – les gens consomment des médias sur leurs lecteurs ou leurs tablettes électroniques, mais il y a encore **beaucoup de gens qui aiment sentir l'encre et le papier sous leurs doigts.** »

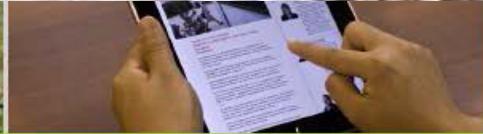
- *Sunni Boot, PDG, ZenithOptimedia*





Les consommateurs indiquent que la lecture des médias imprimés est une activité plus importante que le réseautage social (et sa portée quotidienne est quasi deux fois plus grande)

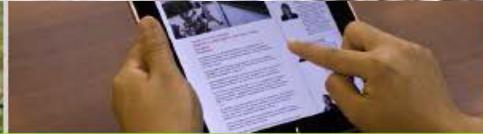




Les journaux : l'option irrésistible

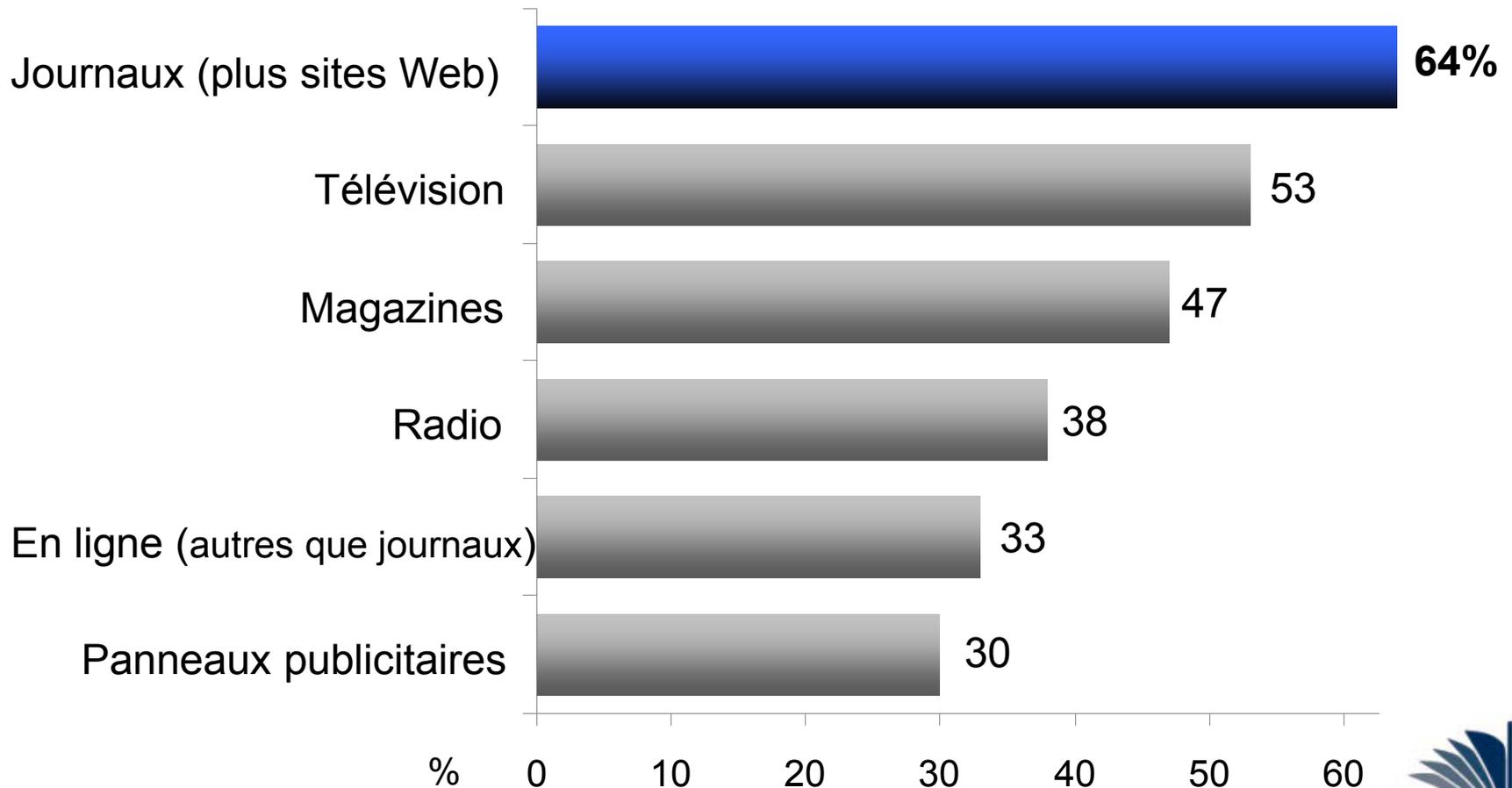
8: Nous offrons un meilleur rendement que vos autres partenaires

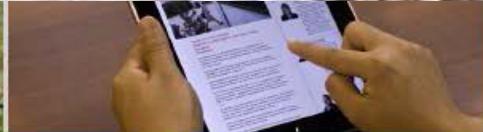




Les lecteurs recherchent les publicités dans les journaux

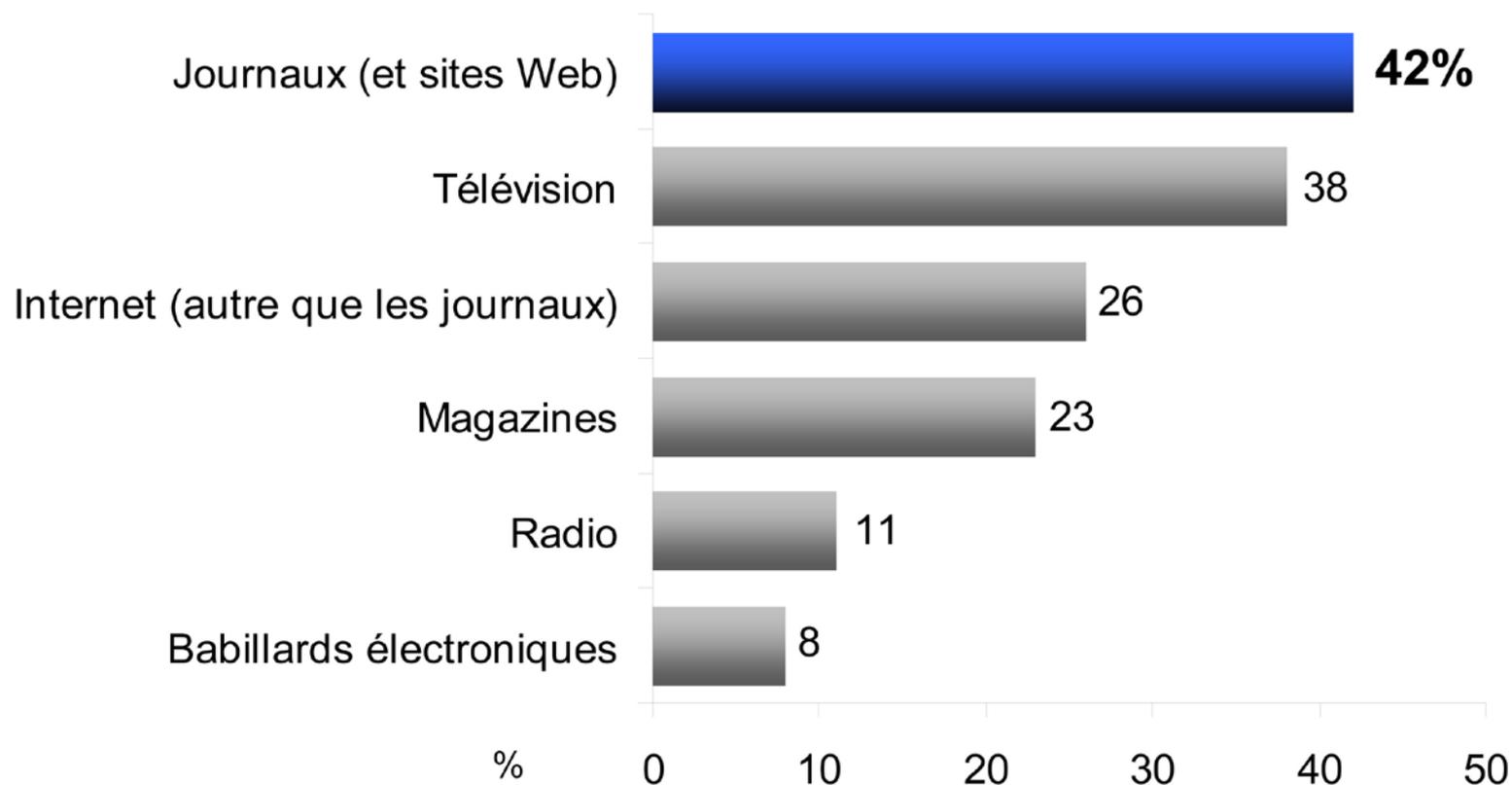
« Il est plus acceptable pour ce média de contenir des publicités » s'applique à :

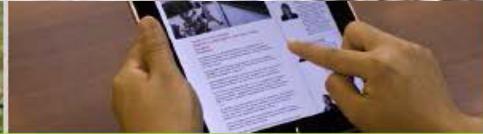




Les publicités dans les journaux incitent aux achats

« Les publicités dans ce média sont plus susceptibles d'inciter aux achats » s'applique à :





Les publicités dans les journaux incitent aux achats

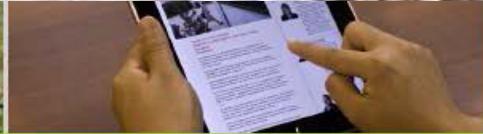


Annonceur : IKEA

Texte : La prochaine fois : service d'assemblage



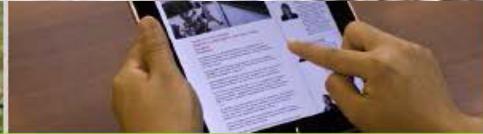
NEWSPAPERS CANADA
JOURNAUX CANADIENS



L'influence

La publicité télévisée fait le plus parler d'elle, celle des journaux et des magazines rejoint efficacement des auditoires cibles qui foisonnent d'influenceurs, et la publicité sur Internet est la plus virale.





L'influence

A Letter to the Nation from SunChips®

Key Canada,

There has been some confusion around SunChips' compostable bag, and today I want to set the record straight. Despite what you may have heard, the SunChips brand is, and has always planned on, keeping the compostable bag in Canada.

Canadians from coast-to-coast have been contacting us about how much noise our compostable bag makes. Many of us like it, some of us think it's too loud, but what a lot of people want to know is: what makes it so noisy?

If you want the technical answer, it's because the bag is made of a renewable plant-based material called PLA.

How that matters to us, and our planet, is that this unique material makes the bag completely compostable. Put a SunChips bag in a hot, active compost pile and in as little as 14 weeks, this bag will go back to the land, transformed into usable compost. Composting benefits aside, it's made from renewable materials (as opposed to fossil fuels).

We think the tradeoff is worth it: A little more noise for a little less waste.

But we want you to be the judge. Pick up a bag of SunChips multigrain chips, take it home and test the noise for yourself. We guarantee the chips themselves will taste as great as ever, and our planet will feel a little better, too.



We want to hear what you have to say. Lets meet at [Facebook.com/SunchipsCanada](https://www.facebook.com/SunchipsCanada) and chat over some SunChips.

Thanks Canada!

Helmi Ansari

Helmi Ansari
Sustainability Leader
Frito Lay Canada



Une lettre à la nation de la marque SunChips™

Bonjour Canada,

Une certaine confusion règne autour du sac compostable SunChips et, aujourd'hui, je souhaite clarifier la situation. Malgré ce que vous avez pu entendre, la marque SunChips poursuit et entend poursuivre l'utilisation du sac compostable au Canada.

Les Canadiens d'un océan à l'autre nous ont dit à quel point notre sac compostable fait du bruit. Beaucoup d'entre nous l'aiment, tandis que d'autres pensent qu'il est trop bruyant. Cependant, ce que plusieurs personnes veulent savoir, c'est la raison pour laquelle il fait tant de bruit.

Si vous voulez la réponse technique, c'est parce que le sac est fabriqué à partir d'un matériau renouvelable d'origine végétale appelé PLA.

Ce qui importe pour nous et notre planète, c'est que ce matériau unique rend le sac entièrement compostable. Déposez un sac SunChips dans un tas de compost actif à chaud et, en moins de 14 semaines, il retournera à la terre, transformé en compost utilisable. Indépendamment des avantages du compostage, le sac est fait à partir de matières renouvelables (par opposition aux combustibles fossiles).

Nous pensons que le compromis en vaut la peine : Un peu plus de bruit contre un peu moins de déchets.

Mais nous voulons que vous vous fassiez votre propre idée sur la question. Procurez-vous un sac de croustilles multigrains SunChips, apportez-le à la maison et jugez le bruit qu'il fait par vous-même. Nous vous garantissons que les croustilles en tant que telles sont toujours aussi délicieuses qu'avant, et que notre planète se sentira un peu mieux aussi.



Nous aimerions entendre ce que vous avez à dire. Alors, rencontrons-nous sur [Facebook.com/SunchipsCanada](https://www.facebook.com/SunchipsCanada) et clavardons en savourant des croustilles SunChips.

Merci Canada!

Helmi Ansari

Helmi Ansari
Responsable du développement durable
Frito Lay Canada



Marque : Sun Chips

Situation :

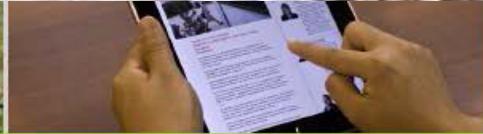
- Sac retiré du marché aux États-Unis
- Ridiculisé par l'émission *Colbert Report*

Solution :

Une lettre dans un média fiable :
Les journaux et leurs sites

Résultats :

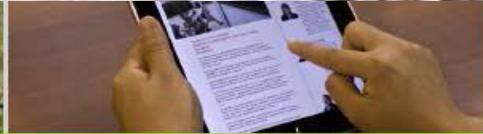
- Augmentation des ventes de 6 % en une semaine
- L'émission *Bill Maher* a félicité les Canadiens et la marque Sun Chips



Les journaux sont écologiques

- L'industrie canadienne des pâtes et papiers a **réduit les émissions de gaz à effet de serre** de **dix fois** les cibles établies par le protocole de Kyoto!
- Les journaux canadiens utilisent des **encres végétales**
- Au Canada, **au moins 80 %** du papier journal est **recyclé** – **plus que tout autre** produit recyclable

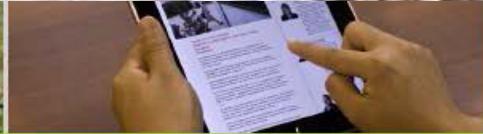




Les journaux: l'option irrésistible

**# 7: Nous le faisons toujours
(les attirer vers Internet)**





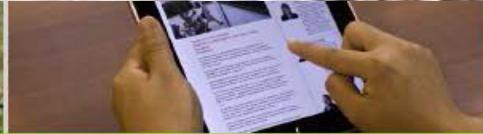
Les journaux conduisent vers Internet

Je suis allé en ligne pour me renseigner davantage sur quelque chose que j'avais vu dans un journal imprimé

D'accord



63 %

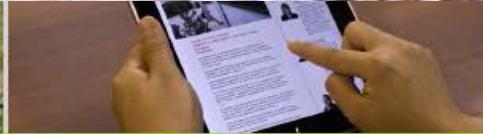


Les journaux incitent aux achats en ligne

« Les visites sur le site Web générées par les médias hors ligne (y compris les journaux) furent beaucoup plus productives en termes de conversion en des ventes éventuelles... »

« En moyenne, chaque 1000 visites se traduit par 10 ventes, mais pour chaque 1000 visites supplémentaires amenées par des médias hors ligne (y compris les journaux), près de 25 ventes furent réalisées. »





Les journaux conduisent vers Internet



Marque :
Marmite

Situation :
Se démarquer en période électorale

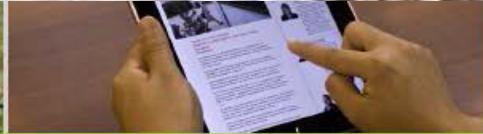
Solution :
Utiliser les journaux pour engager les lecteurs, leur faire choisir un parti et voter en ligne





Les journaux conduisent vers Internet

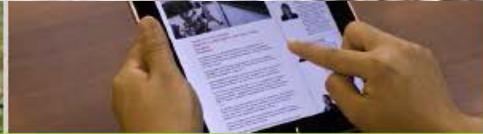




Les journaux: l'option irrésistible

6: Nous voulons comprendre vos besoins et les combler (en RCI, par exemple)



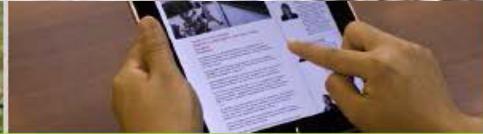


RCI- publicité de détail

Une étude de Microsoft a découvert que pour les détaillants, **les journaux sont deux fois plus efficaces** que la télévision

<u>Somme investie</u>	<u>Média</u>	<u>Croissance en vente</u>
Pour chaque £1	Journaux	£5,00
Pour chaque £1	En ligne	£3,44
Pour chaque £1	Télévision	£2,15

L'étude recommande aux détaillants **d'augmenter leur budget de publicité dans les médias imprimés et en ligne de 10 %** (et de réduire celui de la télévision de la même proportion)

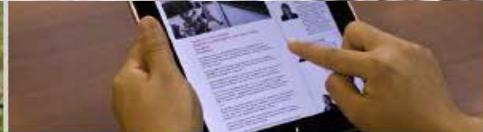


RCI – Publicité de détail

« On parle beaucoup ces jours-ci de la baisse de l'efficacité des journaux comme média publicitaire. Nous ne sommes pas du même avis... Dans nos campagnes de communications intégrées, les journaux se sont avérés un incitatif à l'achalandage dans nos magasins comme sur nos sites Web... WIND Mobile continuera d'investir dans la publicité des journaux. »

- *Will Novosedlik, Vice-présidente,
Marque et communications, WIND Mobile*





"Unlimited local anytime any day..." - Canadagetsscrewed

"phones should be unlimited talk day or night" - cmisty

"It would be nice to NOT have limits." - Blackkittycat

You wanted unlimited plans. We delivered. Done like dinner. Mmm... Dinner...

You asked for unlimited plans. We've got unlimited voice, unlimited text and unlimited data.

WIND
The Power of Conversation™

WINDmobile.ca

2 unlimited plans. Because one set of infinite possibilities just isn't enough.

ALWAYS SHOUT
\$45/month
Unlimited Canada-wide calling from any WIND Home Zone
Unlimited text (CA/US)
Call Control (caller ID, missed call alerts, call forward, call conferencing, call waiting, call hold)
Voicemail

ALWAYS TALK
\$35/month
Unlimited province-wide calling from any WIND Home Zone
Unlimited Canada-wide WIND to WIND calling from any WIND Home Zone
Unlimited incoming text
50 outgoing texts (CA/US)
Call Control (caller ID, missed call alerts, call forward, call conferencing, call waiting, call hold)

BlackBerry® Bold™ 9700 Smartphone has camera, microphone, trackball, trackball, 3.2 meg camera, Wi-Fi, GPS, Bluetooth™, microSD™ slot for up to 32GB of memory

CHECK OUT OUR UNLIMITED DATA PLANS

WINDmobile.ca

WIND
The Power of Conversation™

Marque : Wind Mobile

Défi :

- Lancement (notoriété)
- Plans/prix concurrentiels

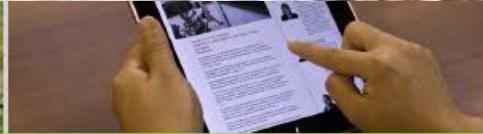
Solution :

- Journaux + en ligne + cinéma + extérieur (limité)

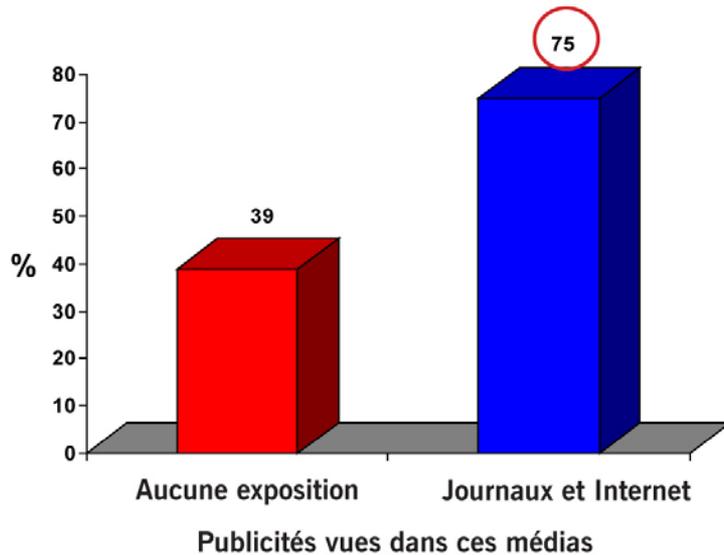
Résultats :

- La notoriété a doublé
- Positionnement du prix établi
- Premier choix – 3 fois plus choisi si l'on a vu les publicités dans le journal et en ligne

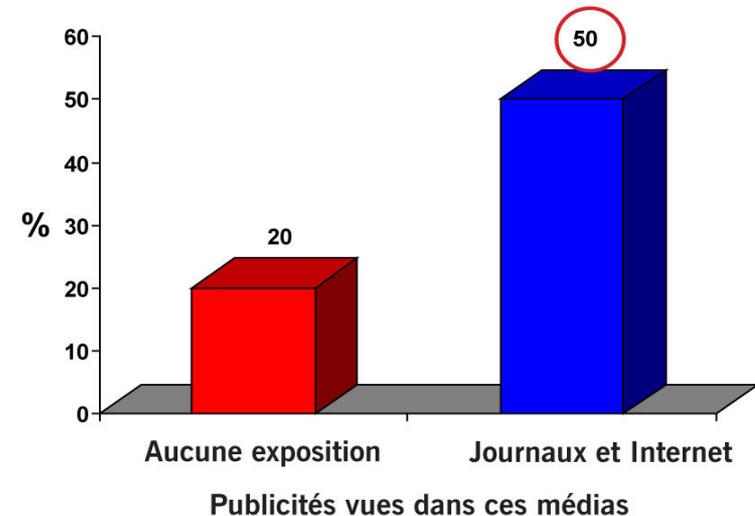




Notoriété de Wind Mobile

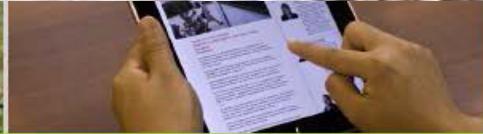


Wind Mobile a des prix compétitifs



Ceux qui avaient vu la publicité dans le journal et en ligne avaient **trois fois** plus tendance à choisir Wind Mobile comme «premier choix s'ils étaient à la recherche d'un nouveau téléphone» que ceux qui n'y avaient pas été exposés.





RCI - Produits emballés

8 marques de produits emballés

(aliments, produits pour la maison, santé et beauté, boissons, et autres articles du genre) ont été **testés** pour voir s'ils avaient vu une augmentation de leurs ventes (**après avoir annoncé dans les journaux**)

En résultat, **l'augmentation des ventes** allait de **7 % à 25 %!**



Texte : Sylvania propose la première publicité télévisée dans le journal. Achetez l'édition de demain pour la voir.

Marque : Ampoule moins énergivore de Sylvania

Défi :

Les publicités télévisées ne vont pas avec le message écologique

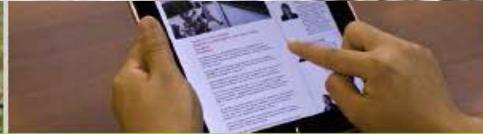
Solution :

- Journal : commencer par une campagne mystère avec des milliers de courriels et d'appels
- Pub télévisée dans le journal

Résultats :

- 2 mois: hausse des ventes de 10k à 60k
- 70% des foyers utilisent maintenant ces ampoules moins énergivores





Les journaux : l'option irrésistible

5 : Nous savons bien toucher les groupes démographiques importants

Femmes

=

Magasinage

Baby-boomers (45-65) =

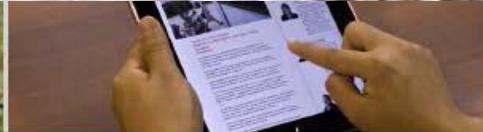
Richesse personnelle

Gestionnaires et professionnels

=

Argent corporatif





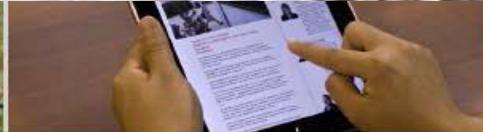
Les femmes

Près de la moitié ont lu un quotidien **hier**

76 % ont lu un **quotidien** (imprimé ou en ligne) dans la **dernière semaine**

76 % ont lu **un des 4 derniers numéros d'un journal régional imprimé**

- **Substance :** 51 % de la population adulte
- **Influence :** Contrôlent 80 % des achats faits par le foyer, et en influencent aussi 95 %
- **Usagers en ligne :** Trois principales activités :
 - 76 % communiquent avec famille et amis
 - 73 % lisent les nouvelles**
 - 71 % planifient achats et soldes; comparent les prix



Les femmes

we both know

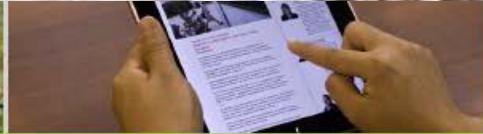
you already bought the shoes



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Baby-boomers (45-65)

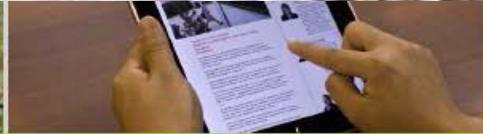
56 % ont lu un **quotidien hier**

82 % ont lu un **quotidien** (imprimé ou en ligne) dans la **dernière semaine**

79 % ont lu **un des 4 derniers numéros** d'un journal **régional** imprimé

- **Substance :** Représentent 41 % de la population et 70 % de la richesse au Canada
- **Aiment la pub :** 80 % indiquent que les journaux (et les prospectus) contiennent des publicités utiles
- **Utilisent Internet :** 3 principales activités :
 - 93 % - courriel
 - 73 % - lisent les nouvelles**
 - 71 % - font des achats en ligne





Baby-boomers (45-65)

TEENAGE DAUGHTER'S BOYFRIEND

ASPIRINA

CAPIASPIRINA

IF IT GETS STRONGER, WE GET STRONGER.



EX-WIFE'S LAWYER

ASPIRINA

CAPIASPIRINA

IF IT GETS STRONGER, WE GET STRONGER.

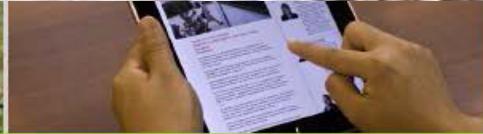


Annonceur : Aspirine Bayer

Texte : Migraine plus forte? Nous devenons plus forts!



NEWSPAPERS CANADA
JOURNAUX CANADIENS



Cadres

49 % ont lu un **quotidien hier**

82 % ont lu un **quotidien** (imprimé ou en ligne) dans la **dernière semaine**

75 % ont lu un journal **régional** imprimé dans la **dernière semaine**

Au Canada, le monde des affaires compte pour 40 % de l'activité économique.



Cadres

For any business. Crafter.

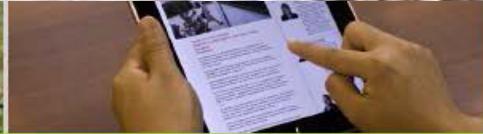


For any business. Crafter.



Annonceur : Véhicules commerciaux VW
Texte : Pour tout genre d'entreprise. Artisanat





Les journaux : l'option irrésistible

**# 4 : Nous savons ce qui fonctionne
(dans les imprimés)**





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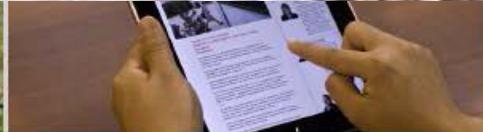
Because Australia loves an amazing



Annonceur :
gel lubrifiant Durex



NEWSPAPERS CANADA
JOURNAUX CANADIENS



Hyperlocal

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EVERY TIME.**

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Steve Spofford
Host, CLC Sportdesk

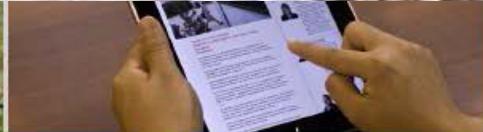


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NEWSPAPERS CANADA
JOURNAUX CANADIENS



Démonstration



Merger may or may not occur

Analyst has nothing to say

Businessman does something mildly interesting

Lots of people form crowd

Front page news shuffled to middle of paper

Story about unemployment

Economist talks about economy

Shares go up or down

Man complains about taxes

Scary story about the markets

The same old story about house prices

Space-filling overseas wire service story

GENERIC ADVERTISEMENT GOES HERE

You wouldn't accept laziness here, so don't accept it from your savings.

RaboDirect
The straight talking online bank

Instead, wake up your money with RaboDirect - Rabobank Australia's online bank. With RaboDirect there's no jargon or hidden traps. Just honest offers. Take safety, for example. Our ultimate parent, Rabobank, is bigger than any Australian bank and is rated one of the safest banks in the world. Deposits in RaboDirect are guaranteed by Rabobank and covered by the Australian Government's Deposit Guarantee. So go to RaboDirect.com.au and wake up your lazy money.

Annonceur : Canac

Dernière réplique : Ce n'est pas compliqué

Texte : Parti au dépanneur. Jo



NEWSPAPERS CANADA
JOURNAUX CANADIENS



Annonces primées

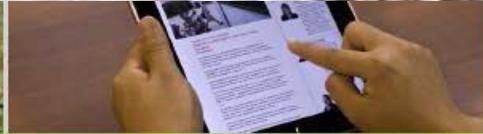
Les annonces primées sont 11 fois plus efficaces
(selon 213 études de cas effectuées sur 8 ans)

The image shows a page from a newspaper with a crossword puzzle and several news articles. The crossword puzzle is the central focus, with a grid of black and white squares. To the left of the puzzle are the crossword clues, divided into 'ACROSS' and 'DOWN' sections. Above the puzzle, there are several news articles with headlines such as 'Ireland to recognize same-sex couples', 'Palin visits Alaskan troops in Kosovo NATO', and 'Afghan climbers attempt to make national history'. The page also includes a 'paypass' logo at the bottom right.



Annonceur: Centre MasterCard – patinage gratuit
Texte : Ses deuxièmes premiers pas – incomparable!

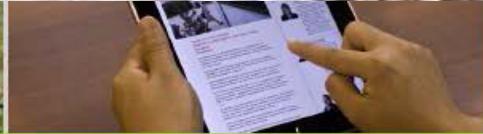




Les journaux : l'option irrésistible

#3 : Nous sommes prêts à y mettre du piquant!





Publicités non traditionnelles

« Nos partenaires de l'imprimé nous ont écoutés lorsque nous avons présenté une gamme d'unités non traditionnelles conçues pour avoir un impact maximal, et ils nous ont donné la portée et la notoriété... Les imprimés sont un élément essentiel du plan médias. »

- *David Barnes, vice-président, Publicité et Communications, American Express Canada*

Publicités non traditionnelles

Toronto's boulevard of broken greens

The Toronto food scene has exploded in the last few years, but it's not all green. In fact, the city's food scene is facing a crisis. Many restaurants are struggling to stay afloat, and some are closing their doors. This is due to a combination of factors, including rising food costs, increased competition, and changing consumer preferences.



CATHERINE PORTER
founder of the nonprofit, the Ontario Food Depository

...of the nonprofit, the Ontario Food Depository. Porter is a food industry expert who has worked with many restaurants and food businesses. She is currently the founder of the Ontario Food Depository, a nonprofit organization that provides food to food banks and other charitable organizations.



Robin Oberon with her children in their backyard garden, which she says is a great way to get kids interested in growing their own food.

Drug shortages put pressure on pharmacists

Generic substitutes mean graver expense
KRISTY PERKINS
There are shortages of some generic drugs, forcing patients to pay more for brand-name equivalents. This is due to a combination of factors, including rising drug costs, increased competition, and changing consumer preferences.

TOO FAR FOR A CLOSE CALL?

Inflators save lives if nearby; new study finds



Brad Haldard, of the Heart and Stroke Foundation of Canada, holds a sign that says 'SAFETY' during a press conference.

Ontario Fall economic statement to be delivered Thursday

Ontario will table the state of the province's budget on Thursday. The budget will outline the government's plans for the coming year, including spending cuts and new initiatives.

Michèle Williams will play Marilyn Monroe in a new movie

Michèle Williams will play Marilyn Monroe in a new movie. Williams is a talented actress who has worked with some of the most famous directors in the world. She is currently working on several other projects.



Michèle Williams will play Marilyn Monroe in a new movie.

Ontario thinking big with brain institute

HEM plans over 7 years for venture with Israel
ISRAELI
The Ontario government is planning to create a new brain institute. This institute will focus on research and development in the field of brain health. The government is committed to supporting innovative research and development in this area.



Protein Doctor, Michael, with Minister of Research and Innovation, David Lam, at a press conference.

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Then use them for weekend getaways, car rentals or flights.

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americexpress.ca/potential

Realize the potential

NO STRANGER TO FICTION

DOUGLAS COUPLAND
Gearing up for his Massey Lectures

BY NADIA GIBSON
Writing and publishing are two of the most important parts of a writer's life. Douglas Coupland is a well-known author who has written several best-selling books. He is currently preparing for his Massey Lectures, a series of public lectures on a topic of his choice.

Orchestral manoeuvres

PAT MERTHY
The Toronto Symphony Orchestra is preparing for its upcoming season. The orchestra is one of the most talented in the world and is committed to providing the highest quality of music to its audience.



Upcoming Years in mind

BY MIKE
KONIKOFF
The year ahead is full of opportunities and challenges. It's important to have a plan for the coming year. This plan should include your financial goals and how you will achieve them.

BY MIKE
KONIKOFF
The year ahead is full of opportunities and challenges. It's important to have a plan for the coming year. This plan should include your financial goals and how you will achieve them.

Always know what your money's doing.

Interactive goal tracker - automatically sets your spending, create a budget, save for your future goals and more - FREE with RBC Online Banking.

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Publicités non traditionnelles



LE DES SOEURS HYUNDAI is now Open! | CREDIT FINANCE | 514 769-3555 | 1001 HUBBARD RD. | 418 889-4114 | 1001 HUBBARD RD. | 418 889-4114

BABI BARUCH AARON POUPPE: A GIANT PASSE, PAGE 17 | APRIL 21, 2010

The Suburban

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BABI BARUCH AARON POUPPE: A GIANT PASSE, PAGE 17 | APRIL 21, 2010

The Suburban

QUEBEC'S LARGEST ENGLISH WEEKLY NEWSPAPER

ACCIDENTS HAPPEN.

Fortunately, there's **The Crash-Proof Policy.**

Protection of your good driving record and \$0 increase

With The Crash-Proof Policy, your car insurance premium won't increase as a result of an at-fault accident. In addition, your good driving record will be protected from rising rates.

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As a member of CAA-Quebec, you'll enjoy the benefits of The Crash-Proof Policy, plus more. Membership is automatic. For only \$6 per year, you'll get the full range of services that CAA-Quebec has to offer.

Also, you can get a total of \$10 back in CAA-Quebec Dollars for every \$100 you pay in premiums at CAA-Quebec. For more information, visit www.caa-quebec.com.

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NEWS & ANALYSIS

Restaurant opens one hour early despite protest

A baby bump is big cause for concern

SPORTS

Quebec drops ball

Fines to jump for bad landlords

Perfect day for a rally!

Taxi driver fights for rights in court

Harassed by Taxi Bureau for pictures of daughter and babies

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Publicités non traditionnelles

CANADA'S MVP: QUEEN UNVEILS TRIBUTE TO HOCKEY HEROES, A3

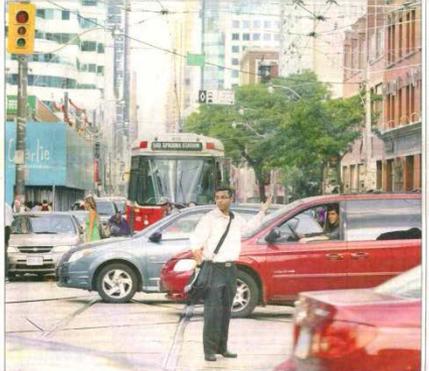
EX-NHL ENFORCER BOB PROBERT DEAD AT 45
FULL STORY ON PAGE 54

FRIDAY'S JACKPOT
Lotto **MAX**
\$43 MILLION

TORONTO STAR
PARTLY SUNNY, HUMID, HIGH 20°C (WEATHER MAP ON S2) • Thursday, Tuesday, July 6, 2009

Toronto's baby blackout
Outage hits hundreds of thousands but lacks punch of 2003 blackout that plunged entire city into chaos

Top spy is sorry, just not that sorry
Richard Fadden refuses to quit over comments on 'foreign interference'



Power failure made a city with dark memories shine
Mohamed Mian directs traffic at the corner of King St. and Spadina Ave. Monday afternoon after the power outage shut down the city lights.

45°C That's what downtown Toronto felt Monday. So how did GTA residents cope with the wet, sticky heat? **Stories on G73**

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What would you do with \$250?

FP ENTREPRENEUR: COMPANIES TO WATCH, FP4

POST-BEATLE PAUL
We talk to the author of a massive new tome on everyone's favourite member of **Wings**. Page B9

AMERICA: POSITION OF IRONY & DESPERATION

KHADR GIVEN SYMBOLIC 40 YEARS
Plea bargain means he will only serve eight

WINTER TIRES
Winter tires stick to the road with up to 25% better traction than all-season tires.

WINTER TIRES
Winter tires stick to the road with up to 25% better traction than all-season tires.

CASTING CALL FOR COUGARS
High-powered couples like Madonna and Demi Moore have made dating older women an exotic theme in reality TV shows. Who are you on the set? Meet the ladies at the first Cougar Convention in Toronto this Friday. Full story on Page B1

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NEWSPAPERS CANADA
JOURNAUX CANADIENS

Publicités non traditionnelles

Living

SCARY CALORIES
The 100 most scary 100 Halloween candy treats, 14

LEFT BEHIND
After 2014, the road is still a long one ahead.

SHARED WEDDINGS
'I do, I do, I do'
Double weddings — never mind a recent triple ceremony — are all set to take center stage.

Just Add Water...

THE MIDDLE AGES AN OCCASIONAL SERIES
Boomer men wake up to value of social networks — online and off
They're going to need friends, and they're going to need us.

Halloween suffers when safety comes first

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Hitting the road again

Blazing his own trail

OR

THE ECONOMY DIPPIN'
More saving. More doing.

it
Does soap and water do the trick?
A word from the pumpkin patch
Frustrating balloon brightens our night

you need to make your bathroom reno a success.

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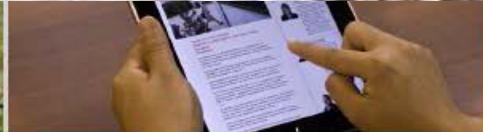
Open a **FREE** student banking account* or credit card before September 30, and you're automatically entered to **WIN** a daily prize of \$1000.

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Publicités parfumées





Publicités parlantes

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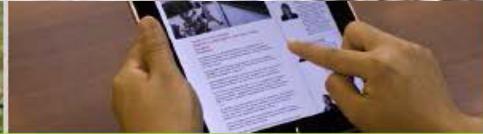
The Volkswagen Vento is a car that's designed specially for India with great care and precision. Take for example the 1.6L powerful yet fuel-efficient engine that keeps the fuel meters miles away. Or the 6-speed automatic gearbox with Tiptronic shifts. Or the innovative Front seat slider that offers extra legroom for passengers in the rear. Then there's the Climatronic auto-AC, along with a Rear AC vent, which ensures a pleasant drive for every passenger, while the Interior surveillance adds up to the passive safety. Even the rear axle is designed to take on difficult road conditions and make every ride, smooth. After all, the Vento is a car that's crafted out of pure passion. Perhaps, that's why our engineers find it so hard to let it go.

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Publicités en 3D



The Sun Herald
SPECIAL STATE of ORIGIN
3D
LIFTOUT

PUT ON YOUR HULA HOE GLASSES AND ENJOY A 3D EXPERIENCE!
 Celebrate the 100th Anniversary!

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星期五 2010年4月16日 第16期

中国移动生活

移动改变生活

Publicités interactives

Looking for ways to save money? Start with your bank account.

These simple saving tips can help you get the most out of your bank account.

Principles to Remember:

- Remember to look for ways to save money. If you have more than one bank account, you may be able to consolidate your accounts to save money on fees and charges.
- Look for ways to save money on your credit cards. If you have more than one credit card, you may be able to consolidate your accounts to save money on fees and charges.
- Look for ways to save money on your investments. If you have more than one investment account, you may be able to consolidate your accounts to save money on fees and charges.

Bank account consolidation:

The right to move money to the bank of your choice is a right that is protected by the Bank Act. This means that you can move your money from one bank to another without any restrictions. This can help you save money on fees and charges.

Banking tips for a better banking experience:

- Use online banking to manage your accounts.
- Use mobile banking to manage your accounts.
- Use direct deposit to receive your pay.
- Use automatic payments to pay your bills.

Banking for life:

Banking is an important part of your life. It can help you save money and manage your money. It can also help you grow your money and reach your financial goals.

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It can, but it depends on how you use it. If you use it responsibly, it can help you save money on purchases. If you use it irresponsibly, it can cost you a lot of money.

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The 2011 IKEA Catalogue is here. Take a picture of this page and send it to MyPage@capturethepage.ca for a chance to win \$10,000 in IKEA gift cards, and lots of other great prizes.

CaptureThePage.ca

Any space can be beautiful.

Capture the page and win.

The 2011 IKEA Catalogue is here. Take a picture of this page and send it to MyPage@capturethepage.ca for a chance to win \$10,000 in IKEA gift cards, and lots of other great prizes.

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Scan with your phone for your chance to win. And Like us on facebook for a free wine tasting.

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NOVA SCOTIA SEAFOOD IS AMONG
THE BEST IN THE WORLD

You'll fall for it hook, line and sinker

Food Chef Chuck Hughes has joined the CATCH 2010 lineup to share his seafood expertise.



Celebrate Nova Scotian culture at its best. CATCH, the Nova Scotia Seafood Festival has something for everyone, from oyster shucking lessons and wine pairing tips, to cooking demonstrations and music from the region's top talent. And of course, it's all in honour of our province's world-famous seafood.

Tickets are \$10 at the door (includes 2 tasting tokens).
Visit NovaScotiaSeafoodFestival.ca to find out more.

*More tasting tokens can be purchased at the festival.

CATCH
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Original Festival

FESTIVAL DATES: JUNE 19-20, 2010 • CUNARD CENTRE, HALIFAX

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EXPERIENCE SEAFOOD
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CONTEST!



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To enter, visit facebook.com/CATCHFestival and hold the Fish Icon above in front of your webcam.

Don't have a Facebook account or a webcam? Visit NovaScotiaSeafoodFestival.ca/contest

DAILY PRIZE (Value \$85)

- Taste of Nova Scotia gift pack
- Tall Ship Silver Harbour Tall pass for two
- 2 tickets to CATCH, the Nova Scotia Seafood Festival.

GRAND PRIZE (Value \$1,500)

The Ultimate Kitchen Party for you and 7 of your friends -- in your home with seafood prepared by a chef, and live music!

PRIZE SETBACKS: A substitute of the prize that Network S.E. can only provide. Contest ends Tuesday, 22 June 2010. For full contest rules and regulations, visit facebook.com/CATCHFestival. This contest ends by sending your webcam to facebook.com/CATCHFestival. Good Luck! CATCH Festival, 100 Water Street, Suite 200, Halifax, NS B3C 2R1. Contact: www.catchfestival.ca or June 22, 2010 at 12:00 PM (EST) for more details. Network S.E.

Visit vodka.ca/WhatsHappened and hold this up to your webcam to experience what you'd be missing.

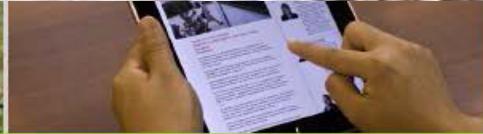
MIX LESS. MISS LESS.

Never miss a moment with VEXIN, the new ready-to-pour vodka martinis.

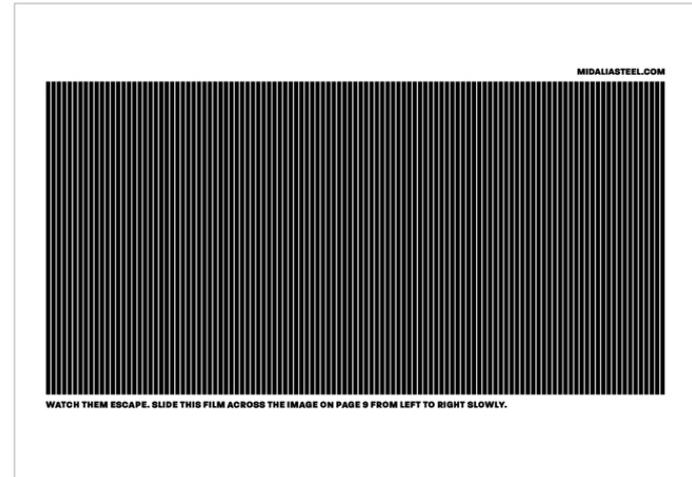
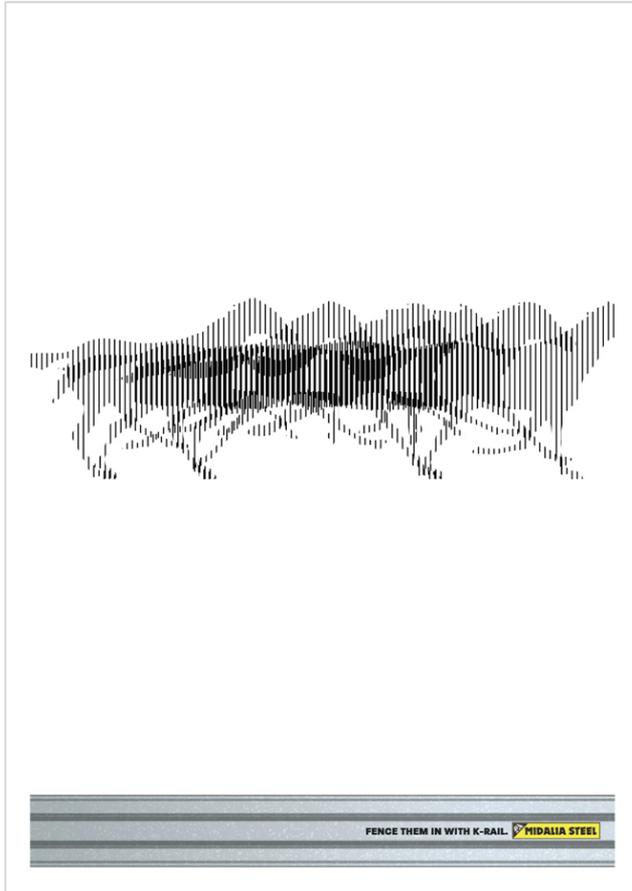
Please enjoy responsibly.

THE 'EXPERIENCE SEAFOOD LIKE NEVER BEFORE' CONTEST!

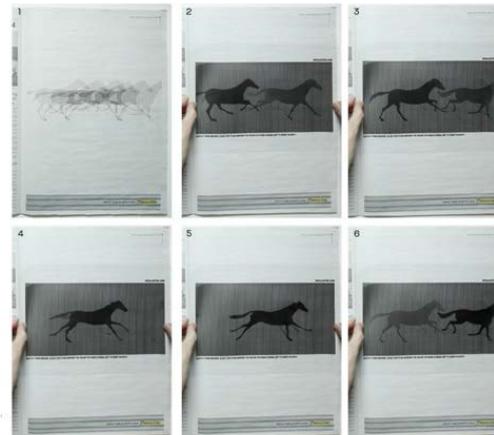
CATCH
NOVA SCOTIA
Original Festival
JUNE 19-20, 2010



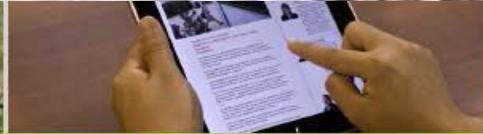
Mouvement



Animation Sequence



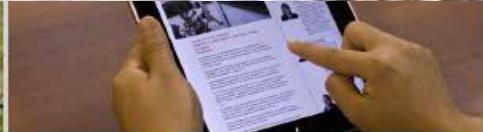
Annonceur : Midalia Steel
Texte : Clôturez-les avec k-rail



Les journaux : l'option irrésistible

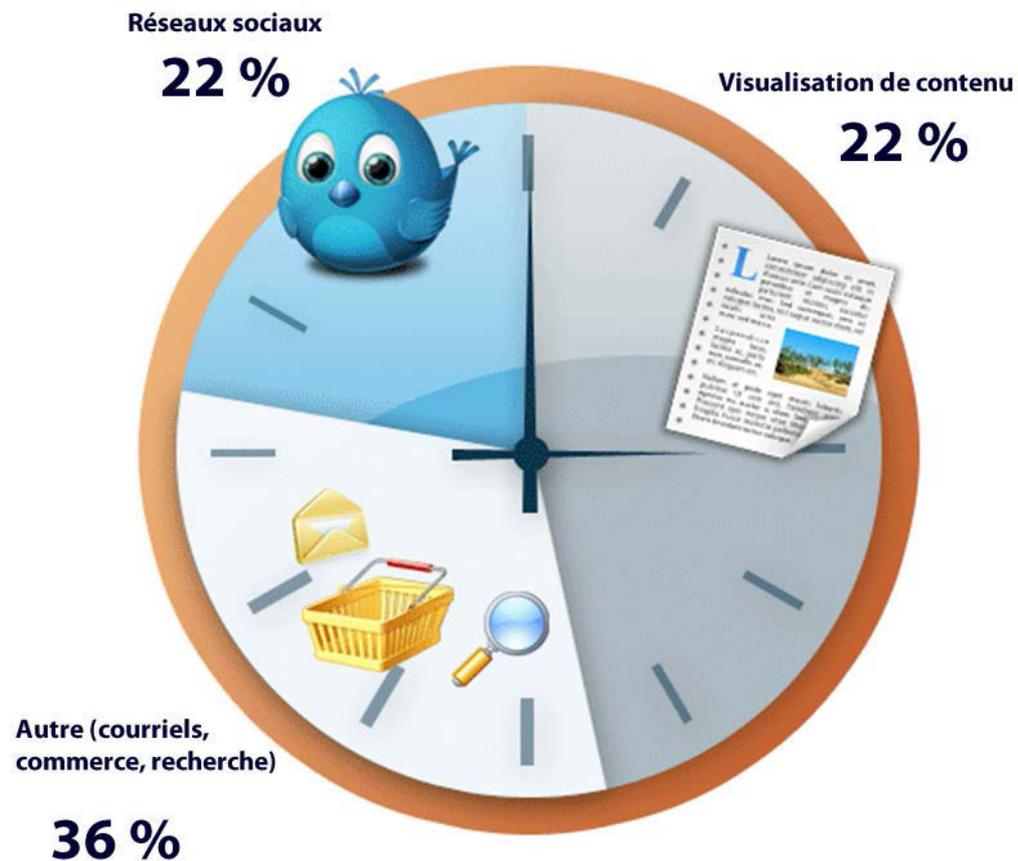
**# 2 : Nous aimons le cyber...
(le Web)**





Total du temps que l'on y passe à travers le monde

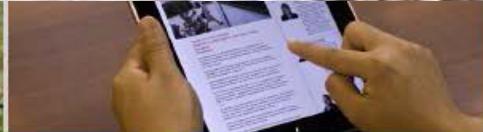
En pourcentage du nombre d'heures passées sur Internet par tous les utilisateurs



Source: Pew Research Center, Nielsen

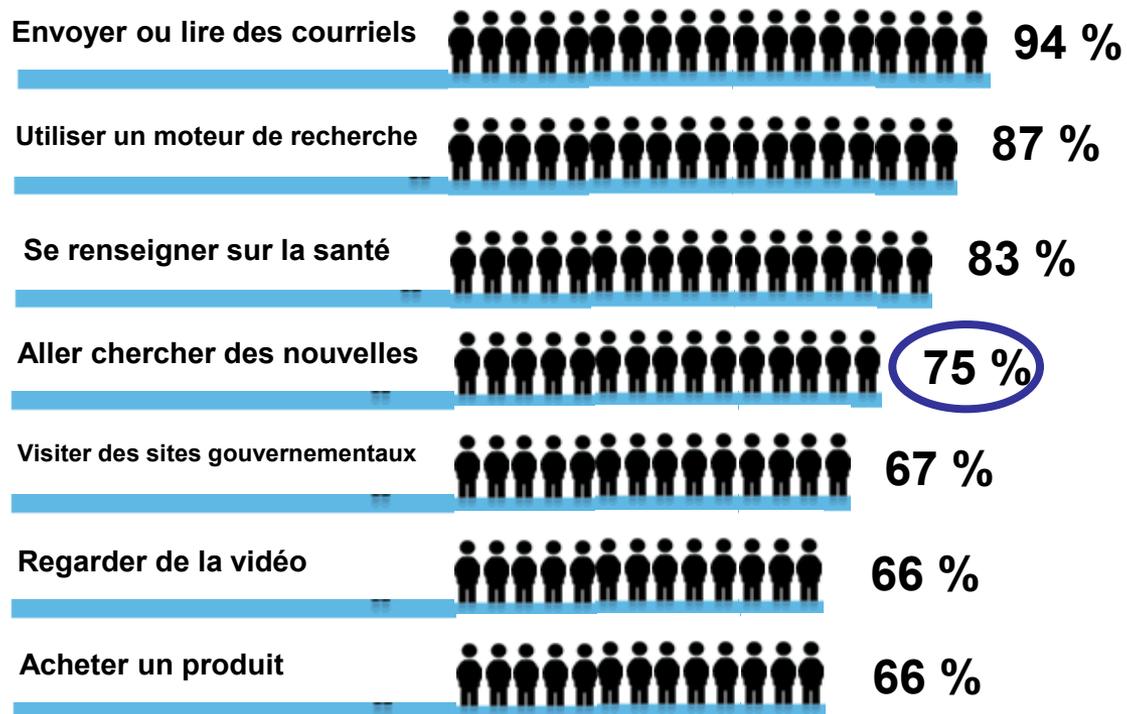


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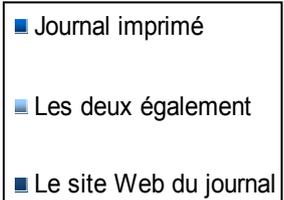
Total des activités sur Internet = 5%

Pourcentage des adultes (y compris ceux qui n'utilisent pas Internet), qui s'adonnent aux activités qui suivent chaque jour

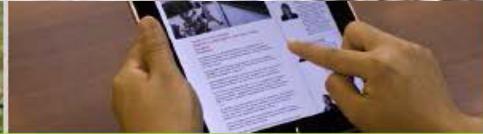




Raisons de consulter des sites Web de journaux



Basé sur les utilisateurs des deux médias dans une semaine typique
 Totum Research pour Journaux canadiens, novembre 2010

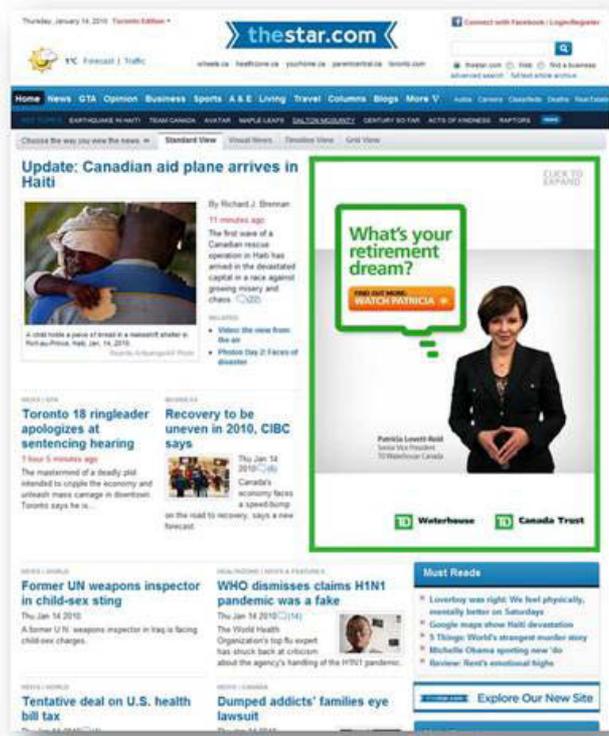


On fait confiance aux publicités en ligne

Les consommateurs considèrent que les sites Web de journaux locaux sont la source la plus fiable de publicité en ligne car les annonces y sont perçues comme étant plus courantes, crédibles et pertinentes pour eux.



Extensibles



6.99 m

0.74 m

SMART SOLUTIONS FOR ANY SPACE.
Click and drag to resize this banner.

6.99 m

1.99 m

EKTORP two-seat sofa
KD 185

LACK coffee table
KD 15

JOKKMOKK table and 4 chairs
KD 47

Waterhouse Canada Trust

IKEA ikea.com.kw

BESTA ADAL TV bench
KD 55

EKTORP corner sofa 2+2
KD 410

TORSEY table
KD 109

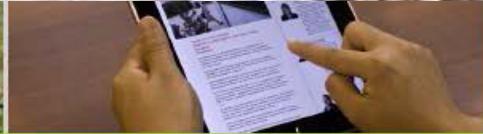
IKEA ikea.com.kw





Mouvement

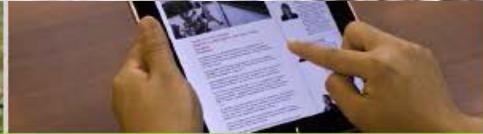




Les journaux : l'option irrésistible

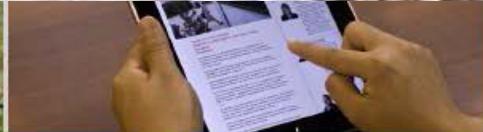
1 : Nous demeurons branchés sur ce que pourrait nous réserver l'avenir





« Dans un univers où les gens sont ensevelis sous l'information lorsqu'ils tentent de prendre leurs décisions, où le local, le communautaire et le mobile sont en pleine croissance et où les marques fiables et les racines sont importantes, **les marques de journaux ont un avenir prometteur.** »

- *Rishad Tobaccowala,*
Chef de la stratégie et de l'innovation, VivaKi



Les jeunes adultes canadiens croient dans l'avenir des imprimés



65 % des jeunes adultes croient que les journaux imprimés existeront toujours en 2020

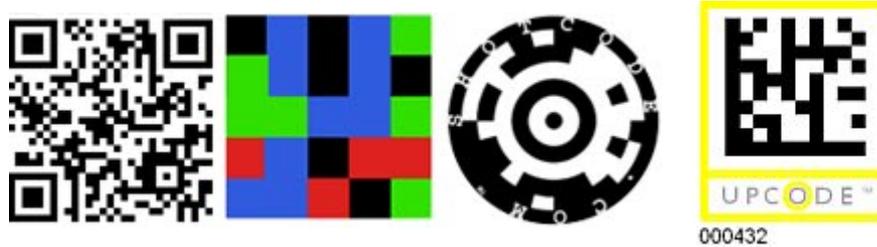
61 % croient que la lecture des journaux augmentera en 10 ans



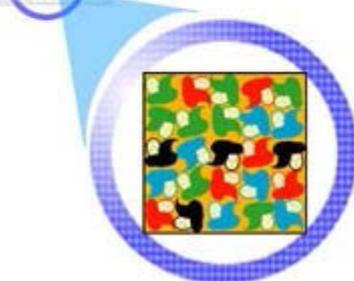


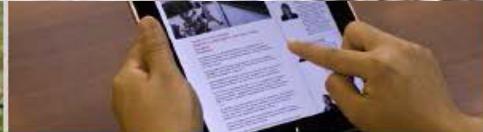
Des codes rendent les publicités interactives

L'usage de divers types de codes (QR, codes couleur, codes photo, UPCODE, Digimarc et autres) croîtra au fur et à mesure que plus de téléphones arriveront sur le marché avec ces logiciels de lecture



000432



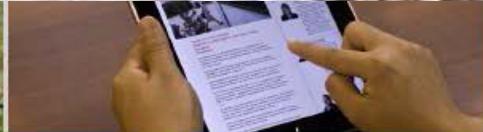


Technologies mobiles



Principales activités mobiles

Accès aux cartes et directions	81 %
Réseaux sociaux	76 %
Accès à l'info locale	73 %
Lecture des nouvelles	68 %



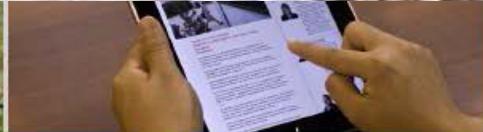
Applications



Types d'applications les plus populaires (% des personnes qui ont téléchargé ces catégories d'applications dans le dernier mois)

<u>Application</u>	<u>%</u>
Jeux	60 %
Nouvelles/Météo	52 %
Cartes/Navigation	51
Réseaux sociaux	47
Musique	43
Divertissements/Nourriture	34
Banques/Finance	28
Sports	27
Productivité	26
Achats/Détail	24
Vidéos/Films	22
Communications	21
Voyages/Style de vie	18
Autres	3





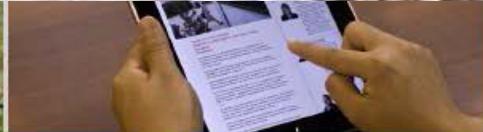
Les tablettes : des alliés de taille pour les journaux



82 % des utilisateurs de tablettes iPad disent s'en servir pour **lire les nouvelles**

Les propriétaires de tablettes électroniques (comme le iPad) passent **75 % plus de temps à lire les journaux imprimés** que ceux qui n'ont pas ces appareils. Ils récupèrent ce temps en regardant moins la télé et en navigant moins sur Internet.

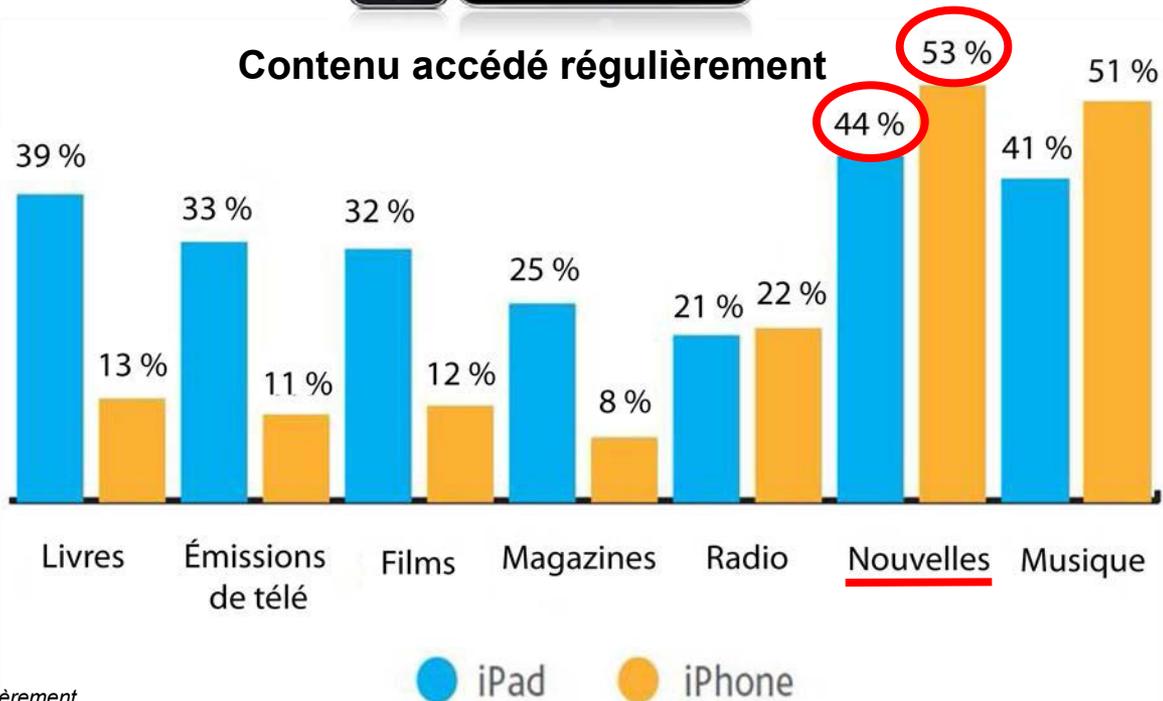
13 % des consommateurs **prévoient acheter** un tel appareil dans la prochaine année



iPhone et iPad

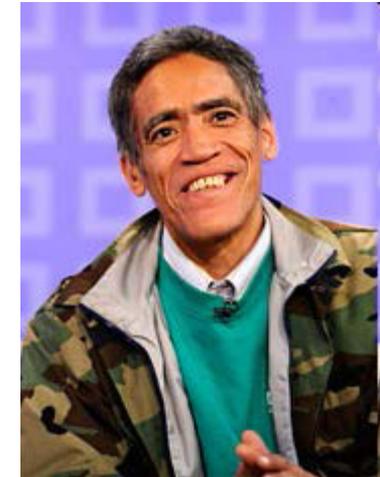
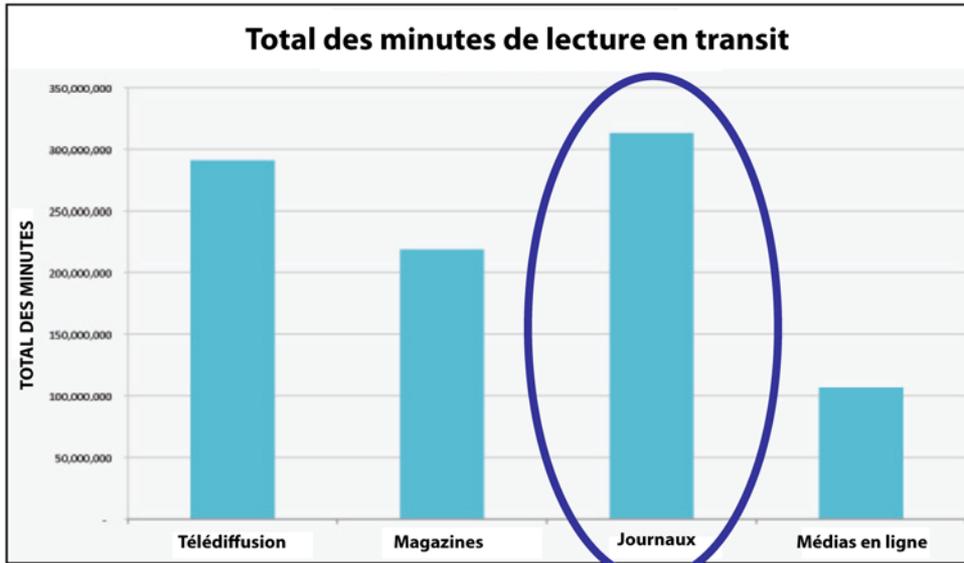


Contenu accédé régulièrement

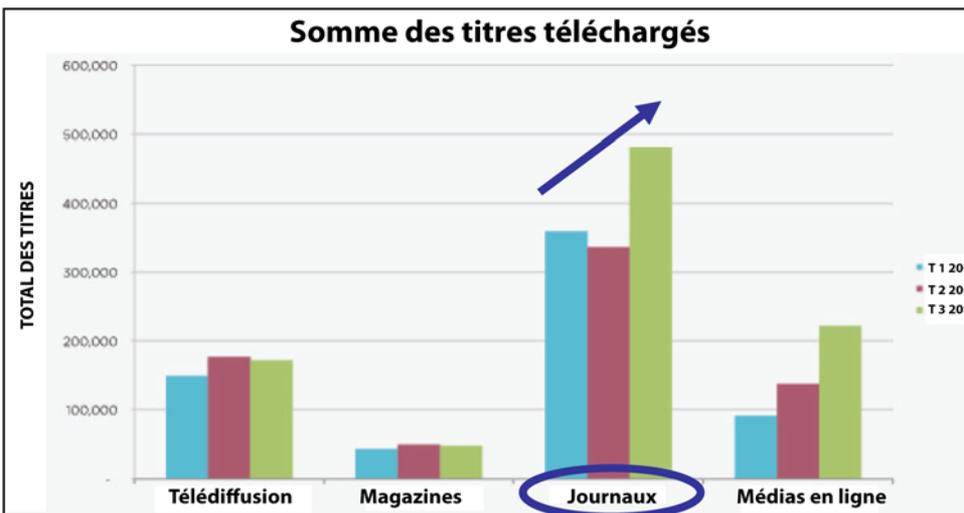


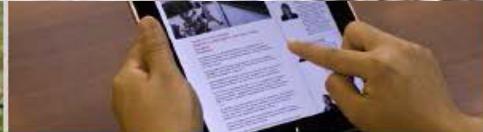


Vidéo en ligne



Ted Williams, le mendiant à la voix d'or, a été présenté par un journal local au moyen d'une vidéo en ligne

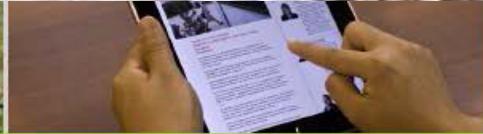




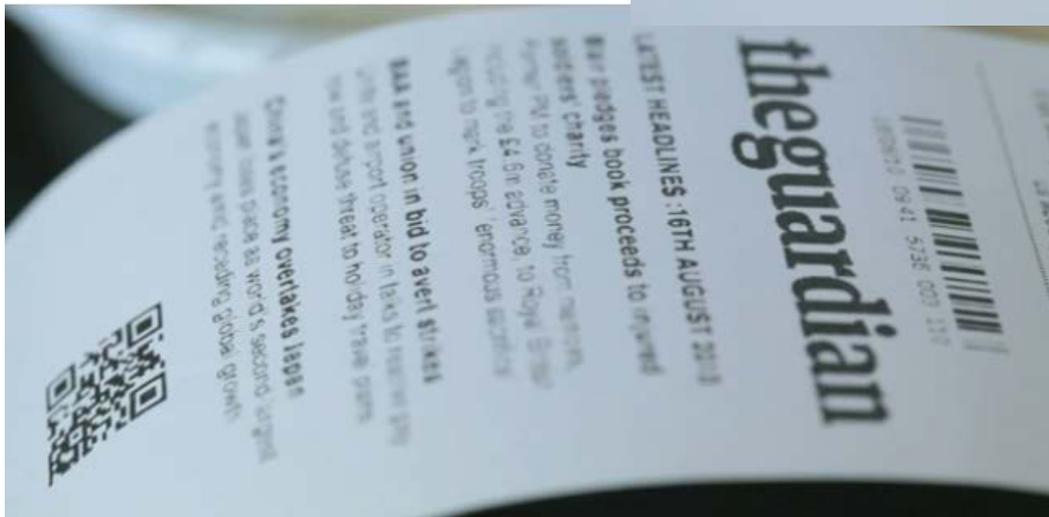
Le « journal » vous est livré dès votre réveil

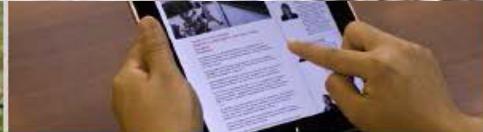


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Le « journal » mis à jour avec votre café





Le « journal » qui vous suit dans vos soirées





Le « journal » vivra de grands changements





10:30 WORLD NEWS
**Israel Stops
Jewish Activists
From Entering Gaza**

End Call



Irish
and Gaza

Irish
and Gaza

100 Jewish Activists Stop From Entering Gaza

Partially by Israeli Ben-Hat in a prayer requesting the group be led that had gathered in being

But an army spokesman's account was countered at least partially by Israeli Ben-Hat in a prayer.

The group's message

Partially by Israeli Ben-Hat in a prayer requesting the group be led that had gathered in being

Partially by Israeli Ben-Hat in a prayer requesting the group be led that had gathered in being



30/30 WORLD MIDDLE EAST CONFLICT

Israel Stops 100 Jewish Activists From Entering Gaza

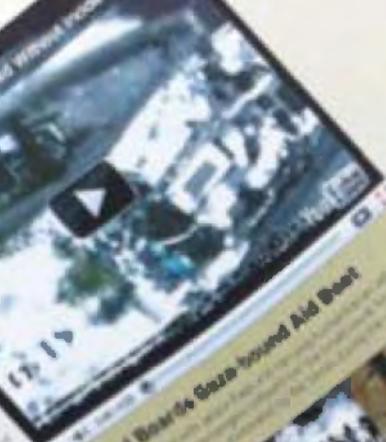
The US army spokesman's account says counter-terrorist forces shot at the protesters. But Israel says the protesters were a danger to the lives of the soldiers.





Message to Muslims: I'm Sorry

By [illegible]
Eighty million Muslims live in the Middle East, North Africa and Central Asia. They are the world's second largest religious group, and their faith is the dominant force in the region's politics, culture and society. For the past several years, the West has been warring with them, and the result has been a bloodbath of violence and destruction. The West has been the aggressor, and the Muslims have been the victims. It is time to stop the war and start a dialogue. It is time to say sorry to the Muslims for the wrongs that have been done to them.



Israel Board: Gaza-bound Aid Boat



Dec. 18, 1992

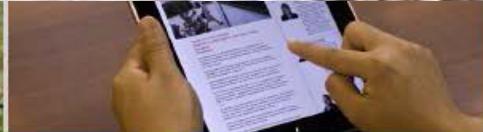
Israel Expels 400 Palestinian Refugees From Gaza, West Bank

Israel's Foreign Ministry today announced that it had expelled 400 Palestinian refugees from Gaza and the West Bank. The refugees were accused of being involved in terrorism. The ministry said that the refugees were expelled because they were a threat to the security of Israel. The refugees were given 48 hours to leave the country. The ministry said that it would not accept any more refugees from Gaza and the West Bank.

Jewish As Salt Towns Gaza

Jewish As Salt Towns Gaza. The article discusses the impact of Jewish settlements on the Gaza region. It mentions that the settlements are a major source of tension and conflict. The article also discusses the impact of the settlements on the Palestinian population. It mentions that the settlements are a major source of economic and social problems for the Palestinians. The article concludes by stating that the settlements are a major obstacle to peace in the region.





IN THIS ISSUE

GRAND SLAM
Canadian tennis star Jimmy Murray takes top spot at tournament. *see page 11*

GUN VIOLENCE
Two dead after shootings continue in the west end. *see page 8*

THE CANADIAN NEWSPAPER

Trusted. Connected. Targeted.

HOT

Fresh off the presses, The Canadian Newspaper is your trusted source for local and national news.

By Suzanne Raitt

The news is impactful. The paper it's print on isn't. The newspaper industry is committed to reducing our impact on the environment. We take our responsibility seriously, and our production practices are now more energy-efficient and environmentally friendly.

We recognize the importance of preserving and protecting Canada's forests, and we only use newsprint from responsible producers that embrace accepted sustainability principles in their forestry operations.

For Canadians, this means that the forest industry plants more trees than it takes and it has successfully reduced gas emissions by 10 times what is required under Kyoto. You've helped make newspapers a recycling success story by recycling over 90% of all newspapers in Canada.

The Canadian newspaper industry's contribution to environmental sustainability is significant, and we're committed to doing more, and meaningful, sustainability objectives in an effort to protect the forest forests of Canada, the Canadian forest industry and the Environmental Canada (ENCO) signed the world's largest conservation agreement.

Reading the newspaper is a greener choice than you might think.

We in the newspaper industry are committed to reducing our impact on the environment. For example, our newsprint suppliers plant more trees. Our newsprint is made from 100% recycled paper. And we're committed to reducing our gas emissions by 10 times what is required under Kyoto. And we're committed to reducing our gas emissions by 10 times what is required under Kyoto. And we're committed to reducing our gas emissions by 10 times what is required under Kyoto.

Because sustainability isn't just another story to us, it's how we're shaping our future.

Pour mieux vous renseigner sur les raisons pour lesquelles les journaux sont l'option irrésistible, communiquez avec:

**Suzanne Raitt
vice-présidente,
Marketing et innovation**

sraitt@journauxcanadiens.ca

416-923-3567



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