



NEWSPAPERS CANADA

Circulation Report: **Daily Newspapers** **2014**



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Daily Newspaper Circulation Report 2014

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Report produced by Newspapers Canada

www.newspaperscanada.ca

Companion Excel spreadsheet available online at

<http://www.newspaperscanada.ca/daily-newspaper-circulation-data>

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Circulation Highlights

In 2014 there were **91** paid dailies in Canada and **13** free dailies for a grand total of **104** daily newspapers, compared to **112** in 2013. There were eight less newspapers publishing in 2014:

- One paid daily newspaper closed (Kamloops Daily News).
- Two paid daily newspapers merged (Dawson Creek News and Alaska Highway News).
- Six free distribution daily newspapers ceased publishing (Nanaimo News Bulletin Daily, Peace Arch News Daily, Morning Star Daily, Metro Regina, Metro Saskatoon, Metro London).

In 2014, Canada's paid and free daily newspaper circulation (printed and digital) stood at **5,312,018** copies on an average publishing day and **31,765,434** copies over the course of a week. This is a **7%** drop over the previous year, representing approximately **400,000** fewer copies (printed and digital) circulated on an average day.

Since 2013 digital circulation has been broken out separately in the annual circulation report for those papers that provide digital circulation in their audits or publisher statements. In 2014 the weekly digital circulation grew by almost **8%** over the previous year. This represents approximately **450,000** additional digital copies each week.

Two thirds of weekly circulation is concentrated in Ontario and Quebec with the balance spread throughout the other provinces.

Province	Circulation - Weekly Total (Print/Digital)	Circulation - Daily Avg. (Print/Digital)	Newspaper Titles	Circulation - Total Weekly Digital ONLY
AB	2,791,025	469,656	11	629,777
BC	3,495,412	620,371	15	649,079
MB	1,295,274	211,553	4	373,602
NB	540,294	90,049	4	1,734
NL	231,678	38,613	2	89,210
NS	939,697	163,937	5	105,278
ON	13,640,603	2,272,915	43	2,373,423
PE	126,127	21,021	2	1,017
QC	8,094,237	1,321,755	13	1,945,709
SK	602,097	100,349	4	145,247
YK	8,993	1,799	1	-
Grand Total	31,765,434	5,312,018	104	6,314,075

2014 Daily Newspaper Circulation Report

AAM Snapshot Average March-September 2014/CMCA/CCAB 12 months ending December 2014

Newspaper	Prov	Market	Paid/Free	Freq.	Audit Basis			Paid Circulation			Non Paid Circulation (Unqualified/Spponsored/Free/Controlled)			Total Circulation (Print/Digital)			Digital Circulation* (Already included in Total Circ)			Weekly Total (Print/Digital)	Daily Avg. (Print/Digital)	Total Weekly Digital Only*
					M-Sa	M-Sa	M-Sa	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun			
Calgary Herald	AB	Calgary	Paid	M-Sa	CCAB	62,974	67,515	50,876	43,246	16,080	113,850	110,761	54,366	46,705	680,009	118,335	318,535					
The Calgary Sun ~	AB	Calgary	Paid	M-Sa	CCAB	25,403	28,708	18,331	16,776	16,080	43,734	45,484	6,505	6,281	319,838	45,691	45,110					
Metro Calgary	AB	Calgary	Free	M-F	CCAB			63,057			63,057				315,284	63,057						
The Edmonton Journal	AB	Edmonton	Paid	M-Sa	CCAB	63,714	68,928	36,330	33,643	7,601	99,044	102,571	37,504	35,522	517,789	99,631	223,042					
The Edmonton Sun ~	AB	Edmonton	Paid	M-Sa	CCAB	30,305	30,920	9,613	6,828	7,601	39,918	37,748	5,649	5,529	286,693	40,956	39,252					
Fort McMurray Today ~	AB	Fort McMurray	Free	M-F	CCAB			61,434			61,434				307,172	61,434						
Daily Herald-Tribune ~	AB	Grande Prairie	Paid	M-F	AAM	1,888		14			1,902				9,508	1,902						
Medicine Hat News	AB	Medicine Hat	Paid	M-F	AAM	3,697		31			3,728				18,640	3,728						
Red Deer Advocate	AB	Red Deer	Paid	M-Sa	AAM	9,250	12,273	5,403	2,067	877	17,927	14,340	326	325	115,942	16,563	2,882					
Cranbrook Daily Townsman**	BC	Cranbrook	Paid	M-F	CMCA	10,076	10,347	976	610		11,052	10,956	70	69	66,214	11,036	417					
Alaska Highway News	BC	Fort St. John	Paid	M-F	CMCA	2,143				9,204					23,834	4,767						
The Courier (Kelowna)	BC	Kelowna	Paid	M-Su	AAM	8,820	9,035	1,701	1,512	1,509	10,521	10,547	106	106	73,399	10,486	737					
The Daily Bulletin (Kimberley)	BC	Kimberley	Paid	M-F	CMCA	1,183		1,860			3,043		12		52,215	3,043	60					
Nanaimo Daily News **	BC	Nanaimo	Paid	M-Sa	AAM	3,918	3,945	1,810	610	30,230	4,527	4,554	4,527	4,554	38,884	5,555	649					
Penticton Herald	BC	Penticton	Paid	M-Su	AAM	5,400	5,254	235	238	217	5,635	5,492	93	92	23,965	4,793	-					
Albert Valley Times	BC	Port Alberni	Paid	M-F	AAM	3,088		1,705			4,793				8,988	4,793						
Prince George Citizen**	BC	Prince George	Paid	M-Sa	AAM	8,914	9,219	74	74	14,272	8,993	9,293	157	158	68,502	11,417	941					
The Trail Times	BC	Trail	Paid	T-F	CMCA	2,722		9			2,731		40		10,924	2,731	160					
The Province	BC	Vancouver	Paid	Su-F	AAM	68,541	86,931	55,836		52,061	124,377	138,992	46,913		760,874	126,812	279,586					
The Vancouver Sun	BC	Vancouver	Paid	M-Sa	AAM	86,132	110,745	55,114	52,599		141,246	163,344	55,704	53,007	869,571	144,929	331,527					
EPOCH Times (Vancouver)**	BC	Vancouver	Free	M-Su	PS			10,100	7,000	7,000	10,100	7,000			57,500	8,214	-					
Metro Vancouver	BC	Vancouver	Free	M-F	CCAB			115,684			115,684				578,419	115,684	-					
24 Hours Vancouver ~	BC	Vancouver	Free	M-F	CCAB			115,178			115,178				575,889	115,178	-					
Times Colonist	BC	Victoria	Paid	T-Su	AAM	48,738	49,162	6,415	5,628	5,672	55,152	54,789	5,899	5,908	330,301	55,050	35,420					
Brandon Sun	MB	Brandon	Paid	M-Su	AAM	8,770	10,743	2,479	1,427		11,248	12,170	313	314	68,431	9,773	1,879					
Winnipeg Free Press	MB	Winnipeg	Paid	M-Sa	AAM	71,677	101,382	33,252	37,507		104,909	138,888	27,901	33,066	663,431	110,572	172,569					
Winnipeg Sun ~	MB	Winnipeg	Paid	M-Su	CCAB	15,290	16,537	40,921	30,593	29,963	56,211	47,130	28,610	28,122	375,876	53,697	199,155					
Metro Winnipeg	MB	Winnipeg	Free	M-F	CCAB			37,512			37,512				187,558	37,512	-					
L'Acadie Nouvelle	NB	Carriquet	Paid	M-Sa	PS	18,102	18,102				18,102	18,102			108,612	18,102	-					
The Daily Gleaner	NB	Fredricton	Paid	M-Sa	CMCA	16,050	16,050	52	52		16,102	16,102	110	110	96,612	16,102	660					
Times-Transcript	NB	Moncton	Paid	M-Sa	CMCA	28,812	28,812	76	76		28,888	28,888	164	164	173,328	28,888	984					
NB Telegraph Journal	NB	Saint John	Paid	M-Sa	CMCA	26,863	26,863	94	94		26,957	26,957	15	15	161,742	26,957	90					
The Western Star	NL	Coroner Brook	Paid	M-Sa	CCAB	5,015	5,765	384	103		5,399	5,868	72	74	32,863	5,477	434					
The Telegram	NL	St. John's	Paid	M-Sa	CCAB	15,290	25,596	16,533	14,104		31,823	39,700	14,825	14,651	198,815	33,136	88,776					
The Chronicle-Herald	NS	Halifax	Paid	M-Sa	AAM	71,304	74,724	19,848	18,454		91,152	93,178	17,136	16,995	548,938	91,490	102,675					
Metro Halifax	NS	Halifax	Free	M-F	CCAB			43,928			43,928				219,638	43,928	-					
The News (New Glasgow)	NS	New Glasgow	Paid	M-Sa	CMCA	4,493	4,493	827	827		5,320	5,320	434	433	109,927	18,321	2,603					
Cape Breton Post	NS	Sydney	Paid	M-Sa	CCAB	16,414	17,072	2,123	170		18,537	17,242			109,927	18,321	2,603					
The Daily News (Truro)	NS	Truro	Paid	M-Sa	CMCA	4,378	4,378	501	501		4,879	4,879			29,274	4,879	-					
The Barrie Examiner**	ON	Barrie	Paid	M-Sa	CCAB	6,553	5,974	382	378	44,729	6,553	5,974	546	541	83,466	13,911	-					
The Intelligence ~	ON	Belleville	Paid	M-Sa	CCAB	6,840	6,911				7,222	7,289			43,399	7,233	3,271					
The Expositor ~	ON	Brantford	Paid	M-Sa	CCAB	12,382	12,773	6,676	613		19,058	13,386	619	601	108,676	18,113	3,696					
Brookville Recorder and Times**	ON	Brookville	Paid	T-Sa	PS	5,889	5,889				5,889	5,889	175	175	53,979	10,796	875					
The Chatham Daily News ~	ON	Chatham	Paid	M-Sa	CCAB	5,249	5,329	136	118		5,385	5,447	260	259	32,372	5,395	1,559					
Northumberland Today**	ON	Cobourg/Port Hope	Paid	M-F	CMCA	3,168					3,168		44		34,290	6,858	220					
Standard-Freeholder ~	ON	Corwall	Paid	M-Sa	CCAB	7,329	7,525	150	147		7,479	7,672	501	496	45,067	7,511	3,001					
Fort Frances Daily Bulletin	ON	Fort Frances	Paid	M-F	PS	2,499					2,499				12,496	2,499	-					
Guelph Mercury	ON	Guelph	Paid	M-Sa	CCAB	9,371	9,948	1,972	1,351		11,343	11,299	1,197	895	68,014	11,336	6,880					
The Spectator	ON	Hamilton	Paid	M-Sa	CCAB	74,950	80,431	39,013	36,204		113,963	116,635	34,527	34,258	686,450	114,408	206,893					
Daily Miner and News ~	ON	Kenora	Paid	M-W,F	PS	2,077					2,077				8,308	1,187	-					
The Kingston White-Standard ~	ON	Kingston	Paid	M-Sa	CCAB	15,341	17,006	1,736	1,662		17,077	18,668	2,152	2,081	104,053	17,342	1,841					
The London Free Press ~	ON	London	Paid	M-Sa	CCAB	50,034	54,573	18,988	18,218		69,022	72,791	18,701	18,431	417,901	69,650	111,936					
The Globe and Mail	ON	National	Paid	M-Sa	AAM	244,021	312,865	102,522	103,544		346,543	416,409	47,610	39,076	2,149,124	358,187	836,746					
National Post	ON	National	Paid	M-Sa	AAM	83,671	92,951	99,440	88,574		183,111	181,525	47,610	36,649	1,097,080	182,847	274,699					
Niagara Falls Review ~	ON	Niagara Falls	Paid	M-Sa	CCAB	8,034	8,057	6,025	538		14,059	8,595	587	585	78,890	13,148	3,520					
The North Bay Nugget ~	ON	North Bay	Paid	M-Sa	CCAB	8,208	8,623	231	237		8,459	8,860	477	468	51,055	8,509	2,853					

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						Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun			Weekly Total (Print/Digital)
						9,157	6,139	8,654	29,528	11,304	6,139	9,157	6,139	8,654	28,833	11,787	51,924			51,924
The Packet & Times ~	ON	Orillia	Paid	M-Sa	PS	9,157	6,139	8,654	29,528	11,304	6,139	9,157	6,139	8,654	28,833	11,787	51,924	51,924	8,654	-
Ottawa Citizen	ON	Ottawa/Gatineau	Paid	M-Sa	AAM	76,086	86,901	104,379	29,528	11,304	98,204	105,614	98,204	104,379	155,950	28,833	11,787	626,272	104,379	155,950
Le Droit	ON	Ottawa/Gatineau	Paid	M-Sa	AAM	27,150	29,532	34,189	7,605	1,832	31,364	34,755	31,364	34,189	21,751	4,648	4,511	205,136	34,189	21,751
The Ottawa Sun ~	ON	Ottawa/Gatineau	Paid	M-Su	CCAB	29,069	25,449	35,956	10,201	9,022	34,471	39,270	34,471	46,359	6,693	6,413	266,777	35,956	46,359	
Metro Ottawa	ON	Ottawa/Gatineau	Free	M-F	CCAB	47,730	47,730	47,730	47,730	47,730	47,730	47,730	47,730	47,730	47,730	47,730	47,730	47,730	47,730	47,730
The Sun Times** ~	ON	Owen Sound	Paid	M-Sa	PS	8,983	8,973	30,275	37	109	30,275	9,020	9,082	14,076	-	-	84,457	14,076	-	
The Daily Observer (Pembroke) ~	ON	Pembroke	Paid	T-Sa	CCAB	3,331	3,331	3,331	3,331	3,331	3,331	3,331	3,331	3,331	3,331	3,331	16,655	3,331	-	
The Peterborough Examiner ~	ON	Peterborough	Paid	M-Sa	CCAB	9,653	9,941	760	6,667	760	10,701	16,320	10,701	15,384	4,217	703	92,301	15,384	4,217	
The Sault Star ~	ON	Sarnia	Paid	M-Sa	CCAB	9,067	9,067	107	111	107	10,014	9,178	10,014	9,317	2,331	391	55,904	9,317	2,331	
The Simcoe Reformer** ~	ON	Sault Ste. Marie	Paid	M-Sa	CCAB	9,550	9,629	696	321	696	10,325	9,871	10,325	9,947	1,833	307	59,680	9,947	1,833	
The Standard ~	ON	Simcoe	Paid	T-Sa	PS	4,400	4,400	25,341	4,400	4,400	4,400	4,400	4,400	4,400	580	116	47,341	4,400	580	
The Times Herald	ON	St. Catharines	Paid	M-Sa	CCAB	13,344	14,485	816	11,388	816	15,301	24,732	15,301	23,160	6,117	1,021	138,916	23,160	6,117	
The Beacon Herald ~	ON	St. Thomas	Paid	T-Sa	CMCA	3,293	3,293	-	3,293	-	3,293	3,293	3,293	3,293	3,293	149	16,465	3,293	3,293	
The Sudbury Star ~	ON	Stratford	Paid	M-Sa	CCAB	6,444	6,444	236	236	236	6,680	6,680	6,680	6,680	1,416	236	40,080	6,680	1,416	
The Chronicle-Journal	ON	Sudbury	Paid	M-Sa	CCAB	9,113	9,852	328	338	328	10,180	9,451	10,180	9,573	2,915	489	57,435	9,573	2,915	
The Daily Press (Timmins) ~	ON	Thunder Bay	Paid	M-Su	AAM	17,218	18,901	1,193	3,847	1,349	20,250	21,065	20,250	20,526	1,416	202	143,679	20,526	1,416	
The Toronto Sun ~	ON	Timmins	Paid	M-Sa	PS	7,118	7,136	58,648	7,118	7,136	7,136	7,118	7,136	7,121	-	7,118	42,726	7,121	-	
Epoch Times (Toronto)	ON	Toronto	Paid	M-Su	CCAB	101,620	94,098	112,991	32,646	30,507	124,605	134,266	124,605	154,032	15,032	21,747	967,574	134,266	15,032	
Metro Toronto	ON	Toronto	Paid	M-Su	CCAB	237,141	339,851	247,435	95,659	100,591	440,442	332,800	440,442	367,480	67,555	53,971	2,397,691	342,527	67,555	
24 Hours Toronto ~	ON	Toronto	Free	M-F	CCAB	13,511	13,511	-	13,511	-	13,511	13,511	13,511	-	-	67,555	13,511	-		
The Tribune (Welland) ~	ON	Toronto	Free	M-F	CCAB	220,777	220,777	-	220,777	-	220,777	220,777	220,777	-	-	1,103,886	220,777	-		
The Windsor Star	ON	Toronto	Free	M-F	CCAB	219,199	219,199	-	219,199	-	219,199	219,199	219,199	-	-	1,095,994	219,199	-		
The Sentinel-Review ~	ON	Waterloo	Paid	M-Sa	CCAB	46,171	48,107	7,359	10,424	7,359	55,466	56,595	55,466	47,541	3,996	8,234	338,441	56,407	3,996	
The Journal-Pioneer	ON	Welland	Paid	M-Sa	CCAB	7,495	7,589	373	3,465	373	7,962	10,960	7,962	10,460	3,996	566	62,762	10,460	3,996	
Le Quotidien	QC	Woodstock	Paid	M-Sa	PS	3,713	3,713	3,713	3,713	3,713	3,713	3,713	3,713	90	15	13,990	325,360	54,227	80,415	
La Voix de l'Est	QC	Woodstock	Paid	M-Sa	PS	886	447	447	886	447	14,918	14,918	15,368	819	198	137	89,958	14,993	819	
The Gazette	QC	Chicoutimi	Paid	M-Sa	AAM	12,231	13,781	3,271	3,867	497	26,268	26,311	27,075	27,587	7,858	3,933	189,527	27,075	7,858	
Le Journal de Montréal	QC	Granby	Paid	M-Sa	AAM	24,440	23,688	28,605	1,829	2,624	14,277	16,098	14,277	15,794	55,137	1,276	94,765	15,794	55,137	
Journal Metro	QC	Montreal	Free	M-F	CCAB	68,881	81,452	73,502	6,493	14,922	80,068	80,068	80,068	172,002	-	9,159	563,309	79,044	172,002	
Le Soleil	QC	Montreal	Paid	M-Su	AAM	82,048	89,989	82,537	67,587	67,673	157,662	149,635	157,662	149,635	431,115	61,683	1,055,490	150,784	431,115	
The Record (Sherbrooke)	QC	Quebec City	Paid	M-Su	CCAB	4,149	4,149	4,149	4,149	4,149	4,149	4,149	4,149	1,305	261	21,715	4,343	1,305		
La Tribune	QC	Quebec City	Paid	M-F	PS	26,192	32,180	1,131	3,504	1,131	33,310	29,695	33,310	30,298	11,600	1,688	181,785	30,298	11,600	
Le Nouvelliste	QC	Sherbrooke	Paid	M-Sa	AAM	36,428	38,311	6,024	6,019	6,024	44,335	42,446	44,335	41,622	4,147	6,467	256,565	42,761	4,147	
The Times-Herald	SK	Trois-Rivieres	Paid	M-Sa	AAM	4,042	4,042	10,783	10,783	10,783	14,825	14,825	14,825	14,825	14,825	6,937	88,950	14,825	14,825	
Prince Albert Daily Herald	SK	Prince Albert	Paid	M-Sa	CCAB	5,197	5,440	5,440	5,197	5,440	5,440	5,197	5,440	5,238	-	31,425	31,425	5,238		
The Leader-Post	SK	Regina	Paid	M-Sa	AAM	29,700	31,896	5,431	6,841	5,431	36,541	36,541	36,541	45,804	7,899	220,031	36,541	7,899		
The StarPhoenix	SK	Saskatoon	Paid	M-Sa	AAM	34,494	37,580	6,148	9,099	6,148	43,593	43,593	43,593	57,821	10,120	261,619	43,615	57,821		
The Whitehorse Star	YK	Whitehorse	Paid	M-F	AAM	1,372	1,372	427	427	427	1,799	1,799	1,799	1,799	8,993	8,993	1,799	8,993		
TOTAL DAILY NEWSPAPERS 2014	104					2,739,364	3,070,971	1,032,024	2,487,092	1,058,332	4,129,303	5,226,455	4,129,303	1,383,693	1,020,268	935,964	31,765,434	31,765,434	8,993	1,799
TOTAL DAILY NEWSPAPERS 2013	112																34,101,802	34,101,802	5,716,636	5,862,720

2014 Daily Newspaper Circulation Report

AAM Snapshot Average March-September 2014/CMCA/CCAB 12 months ending December 2014

Newspaper	Prov	Market	Paid/Freq	Audit Basis	Paid Circulation			Non Paid Circulation (Qualified/Sponsored/Free/Controlled)			Total Circulation (Print/Digital)			Digital Circulation* (already included in Total Circ)			Weekly Total (Print/Digital)	Daily Avg. (Print/Digital)	Total Weekly Digital ONLY*
					Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Print/Digital	Digital ONLY*				
Difference																			
% Change	-8																		
	-0.1																		

Report Notes:
 *Digital circulation is combined Paid and Non-Paid - **already included** in Total Circulation column.
 Daily newspapers defined as publications with minimum four days per week publishing schedule
 All AAM data calculated as an average from March 30, 2014 and September 30, 2014 Snapshot report.
 AAM Qualified Circulation = change to reporting effective Sept 30, 2013 Snapshot report
 CCAB data is based on December 31, 2014 unless otherwise stated.
 CMCA data based on audits/verification reports throughout the 2014 year, unless otherwise stated
 PS denotes Publisher's Statement - no audit available.
 Sing Tao (50% owned by Torstar) excluded from circulation analysis - no data available

2014 Changes:
 Kamloops Daily News ceased publishing (1/2014), Dawson Creek Daily News merged with Alaska Highway News (2/2014)
 Nanaimo News Bulletin Daily, the Vernon Morningstar Daily and the Peace Arch News Daily ceased publishing (March 28, 2014)
 Metro London, Regina, Saskatoon ceased publishing (July 11, 2014)
 ~ 35 Sun Media titles sold to Postmedia October 2014 but under review by Competition Bureau - not finalized until April 201

Colour denotes that data requires explanation - see below:
2013 AAM Snapshot Reports: Alberni Valley Times
2013 CCAB Report: Journal Metro, Western Star (Corner Brook, NL)
2013 CMCA Report: Alaska Highway News (Fort St. John), Cranbrook Daily Townsman, Daily Bulletin (Kimberley), Trail Times, The News (New Glasgow), The Daily News (Truro), Northumberland Today, St. Thomas Times Journal, Pembroke Daily Observer
2011 CCAB Audit Report: Prince Albert Daily Herald
2010 CCAB Audit Reports: Barrie Examiner, Orillia Packet & Times
Publisher's Statement only (PS): Kenora Daily Miner & News (distribution statement), L'Acadie Nouvelle, Woodstock Sentinel Review, The Record, Sherbrooke (October 15, 2014), Fort Frances Daily Bulletin (March 28, 2014), Moose Jaw Times Herald, Owen Sound Sun Times, Timmins
Epoch Times Vancouver: average 5,500 copies Mon-Thurs + 16,000 Friday, 7,000 Sat/Sun (Chinese language) + 12,500 English copies on Thur

Non paid weekday distribution shown in Sunday column:
 Northumberland Today - Thursday controlled circulator
 Cranbrook Daily Townsman - Thursday controlled circulator
 Barrie Examiner - Thursday controlled circulator
 Brockville Recorder and Times - Thursday controlled circulator
 Owen Sound Sun Times - Thursday controlled circulator
 Simcoe Reformer - Wednesday controlled circulator
 Prince George Citizen - Thursday controlled circulator
 Nanaimo Daily News - Thursday controlled circulator
Note: Sunday Totals exclude non paid weekday distribution above.

Newspaper Ownership (104 newspapers)

ALTA Newspaper Group/Glacier (3)

Lethbridge Herald #
Medicine Hat News #
The Record, Sherbrooke

Black Press (4)

Red Deer Advocate #
The Trail Times #
Cranbrook Daily Townsman #
The Daily Bulletin, Kimberley #

Brunswick News Inc. (3)

Times & Transcript, Moncton #
The Daily Gleaner, Fredericton #
The Telegraph-Journal, Saint John #

Continental Newspapers Canada Ltd. (3)

Penticton Herald
The Daily Courier, Kelowna
The Chronicle Journal, Thunder Bay

F.P. Canadian Newspapers LP (2)

Winnipeg Free Press
Brandon Sun

Glacier Media (5)

Alaska Highway News, Fort St. John
The Citizen, Prince George
Nanaimo Daily News
Times Colonist, Victoria #
Alberni Valley Times, Port Alberni

Globe and Mail Inc. (1)

The Globe and Mail #

Halifax Herald Ltd. (1)

The Chronicle-Herald, Halifax #

Independent (6)

*L'Acadie Nouvelle, Caraquet
*Le Devoir, Montreal
The Whitehorse Star
Fort Frances Daily Bulletin
*Epoch Times, Vancouver
*Epoch Times, Toronto

Postmedia Network Inc. (10) ^^

The Gazette, Montreal #
Ottawa Citizen #
National Post #
The Windsor Star #
The Leader-Post, Regina #
The StarPhoenix, Saskatoon #
Calgary Herald #
Edmonton Journal #
The Vancouver Sun #
The Province, Vancouver #

Le Journal de Montréal #
Le Journal de Québec #
The Brockville Recorder & Times
The London Free Press
Beacon-Herald, Stratford
The Simcoe Reformer
The Sentinel Review, Woodstock
Winnipeg Sun #
The Toronto Sun #
The Edmonton Sun #
The Calgary Sun #
The Ottawa Sun #
St. Thomas Times-Journal
Daily Herald-Tribune, Grande Prairie
Fort McMurray Today
Daily Miner & News, Kenora
The Barrie Examiner
The Chatham Daily News
Northumberland Today

TC Media (11)

Cape Breton Post #
The Evening News, New Glasgow
Truro Daily News #
The Telegram, St. John's #
The Guardian, Charlottetown #
The Journal Pioneer, PEI #
The Western Star, Corner Brook #
The Times-Herald, Moose Jaw
Prince Albert Daily Herald #
*Metro Halifax (with Metro Intl SA)
*Journal Metro, Montreal

Power Corp. of Canada (7)

La Presse, Montreal
Le Nouvelliste, Trois-Rivieres
La Tribune, Sherbrooke
La Voix de l'Est, Granby
Le Soleil, Quebec
Le Quotidien, Chicoutimi
Le Droit, Ottawa/Gatineau

Quebecor/Sun Media (38)

*Montreal 24 heures
*24 Hours Vancouver
*24 Hours Toronto
Cornwall Standard-Freeholder
The Kingston Whig-Standard
St. Catharines Standard
The Expositor, Brantford
Niagara Falls Review
The Tribune, Welland
The North Bay Nugget
The Intelligencer, Belleville
The Observer, Sarnia
The Sault Star, Sault Ste Marie
The Sudbury Star
The Daily Press, Timmins
The Sun Times, Owen Sound
The Packet & Times, Orillia
The Daily Observer, Pembroke
The Peterborough Examiner

Torstar Corp. (10)

Toronto Star #
The Hamilton Spectator
Guelph Mercury
The Record, Grand River Valley
*Metro Calgary (with Metro Intl SA)
*Metro Edmonton (with Metro Intl SA)
*Metro Vancouver (with Metro Intl SA)
*Metro Winnipeg (with Metro Intl SA)
*Metro Ottawa (with Metro Intl SA)
*Metro Toronto (with Metro Intl SA)

Notes:

The Gazette (London) - re-classified as campus publication

Dawson Creek News - merged with Alaska Hwy News (2/2014)

CLOSED: Kamloops Daily News (1/2014); Nanaimo News Bulletin Daily/Peace Arch News Daily (White Rock)/The Morning Star Daily (Vernon) (3/2014); Metro Regina/Saskatoon/London (7/2014);

^^ +35 Quebecor/Sun Media English dailies in red (sale announced Sept 2014, finalized April 2015)

Industry Highlights – Year in Review

2014 was a busy year for newspapers with digital initiatives, purchases and ownership changes. The Year in Review fact sheet can be found online at <http://www.newspaperscanada.ca/about-newspapers/industry-reports>.

Digital Initiatives

- The Globe and Mail launched daily video series: Globe Now
- Ottawa Citizen (ON) launched redesign and new multi-platform content strategy
- Three Metro newspapers moved to digital-only format
- Winnipeg Free Press (MB) revamped editorial pages
- Montreal Gazette (QC) launched new four-platform strategy
- Toronto Star (ON) Classroom Connection used augmented reality to engage students
- Postmedia launched reimaged Calgary Herald (AB)
- Torstar (ON) partnering with La Presse on new tablet edition
- Metro adjusted its digital strategy to focus on larger markets

Digital Access and Paywall/Metered Access

- TC Media launched digital subscription plans at three Atlantic newspapers between January and April 2014: The Western Star (NL), the Cape Breton Post (NS) and The Telegram (NL)
- Prince Albert Daily Herald (SK) launched new digital subscription plan
- Black Press implemented a paywall for the Trail Times (BC) in March 2014

Purchases / Ownership Changes

- Transcontinental Printing announced sale of assets of subsidiary Rastar
- TC Media completed acquisition of 74 Quebecor community newspapers
- TC Media sold its weekly papers on the Côte-Nord
- Postmedia to purchase 175 Sun Media publications
- Black Press purchased daily and community newspapers from Glacier Media

New Publications/Editions/Publishing Schedules

- Victoria Times Colonist (BC) brings back community-focused Islander section on Sundays
- Chronicle Herald (NS) expanded into Cape Breton

Newspapers Closures

- Kamloops Daily News (BC) closed

General Industry

- Government's recycling policy biggest threat to B.C. newspapers
 - Transcontinental Inc. entered flexible packaging market
 - Torstar (ON) sold Harlequin to News Corp.
 - Glacier Media launched new crowdfunding initiative
 - Quebecor created new Media Group division
 - Sun Media partnered with Meltwater
 - Postmedia launched new advertising website
 - Media outlets partnered to expand Northern news network
 - Postmedia's Infomart expanded coverage in Western Canada
-

Research

- Newspaper ads remain most trustworthy form of paid media advertising
- Pew study shows direct visitors are more engaged with news sites
- Pew released 2014 State of the News Media report
- Newspaper readership remains strong according to latest NADbank study

Paywalls/Metered Access

In 2014 there were a total of 38 daily newspapers with paywalls or metered access in place. One newspaper (La Presse) offers a free tablet edition (La Presse+).

Newspaper	Province	Market	Owner	Date Implemented
The Whitehorse Star	YT	Whitehorse	Independent	2004
Times Colonist	BC	Victoria	Glacier	May 2011
Montreal Gazette	QC	Montreal	Postmedia	May 2011
Red Deer Advocate	AB	Red Deer	Black Press	June 2011
The Daily Gleaner	NB	Fredericton	Brunswick News	November 2011
Times and Transcript	NB	Moncton	Brunswick News	November 2011
Telegraph Journal	NB	Saint John	Brunswick News	November 2011
The Daily Townsman	BC	Cranbrook	Black Press	February 2012
The Daily Bulletin	BC	Kimberley	Black Press	February 2012
The Province	BC	Vancouver	Postmedia	August 2012
Vancouver Sun	BC	Vancouver	Postmedia	August 2012
Ottawa Citizen	ON	Ottawa	Postmedia	August 2012
Le Journal de Montréal	QC	Montreal	Quebecor/Sun Media	September 2012
Le Journal de Québec	QC	Quebec City	Quebecor/Sun Media	September 2012
The Globe and Mail	ON	National	Globemedia	October 2012
Calgary Sun	AB	Calgary	Quebecor/Sun Media	December 2012
Edmonton Sun	AB	Edmonton	Quebecor/Sun Media	December 2012
Winnipeg Sun	MB	Winnipeg	Quebecor/Sun Media	December 2012
Ottawa Sun	ON	Ottawa	Quebecor/Sun Media	December 2012
Toronto Sun	ON	Toronto	Quebecor/Sun Media	December 2012
Medicine Hat News	AB	Medicine Hat	AB Newspaper Group	April 2013
Calgary Herald	AB	Calgary	Postmedia	May 2013
Edmonton Journal	AB	Edmonton	Postmedia	May 2013
National Post	ON	National	Postmedia	May 2013
Windsor Star	ON	Windsor	Postmedia	May 2013
The Guardian	PE	Charlottetown	TC Media	May 2013
The Leader Post	SK	Regina	Postmedia	May 2013
The StarPhoenix	SK	Saskatoon	Postmedia	May 2013
Lethbridge Herald	AB	Lethbridge	AB Newspaper Group	June 2013
The Daily News	NS	Truro	TC Media	July 2013
The Chronicle Herald	NS	Halifax	Halifax Herald Ltd.	August 2013
Toronto Star	ON	Toronto	Torstar Corporation	August 2013
Journal Pioneer	PE	Summerside	TC Media	November 2013
The Western Star	NL	Corner Brook	TC Media	January 2014
Cape Breton Post	NS	Sydney	TC Media	February 2014
Trail Times	BC	Trail	Black Press	March 2014
The Telegram	NL	St. John's	TC Media	April 2014
The Daily Herald	SK	Prince Albert	TC Media	June 2014
TOTAL Newspapers with Metered Access/Paywalls				38

Circulation Terminology

Audit Services

Alliance for Audited Media (AAM)

<http://www.auditedmedia.ca/>

The Alliance for Audited Media was formerly the Audit Bureau of Circulations. AAM is a tripartite membership organization of North America's leading advertisers, advertising agencies and content providers committed to providing independently verified data and information critical to evaluating and purchasing media.

Canadian Circulation Audit Board (CCAB)

<http://www.bpaww.com/>

The Canadian Circulation Audit Board (CCAB) is a tripartite membership organization founded in the fall of 1936 to offer choice to business publications in pursuit of a more efficient circulation audit. CCAB is part of BPA Worldwide, a global industry resource for verified audience data and media knowledge.

Canadian Media Circulation Audit (CMCA)

<http://www.circulationaudit.ca/>

Canadian Media Circulation Audit (CMCA) is the only circulation audit provider in Canada that is 100-percent Canadian-owned and operated. CMCA reports provide advertisers, agencies and media buyers with credible, relevant data to make informed buying decisions.

Paid Circulation

AAM - Paid circulation includes print and digital individual subscriptions, single copy, group and hotel copies of newspapers which have been individually paid for by the purchasers, not for resale, at not less than one cent per copy or per subscription.

<http://www.auditedmedia.ca/news/blog/2013/november/faqs-about-the-new-canadian-newspaper-report.aspx>

CCAB – Paid circulation includes copies paid for by individual recipient including home delivery, single copy, hotel and e-edition copies.

CMCA – Paid circulation is defined as any copies that have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration. Paid circulation includes carrier deliveries, dealer sales, bulk sales and counter sales. Bulk sales include copies bought by a third party, such as an advertiser, sponsor/donor, or municipality as well as educational copies for delivery to students or schools and for the purposes of teaching students.

Non-Paid Circulation

Qualified Circulation - AAM – Qualified circulation is a category introduced in 2013 that includes all non-paid print and digital circulation and those copies purchased by sponsors or other third parties. Qualified circulation can include education copies (used in the classroom), copies available for use or pick-up by consumers in public locations and copies served to employees, retired employees, independent agents and correspondents.

<http://www.auditedmedia.ca/news/blog/2013/september/a-look-at-the-new-qualified-circulation-category-for-canadian-newspapers.aspx>

Sponsored by Third Party or Free - CCAB – This category of non-paid circulation was introduced in 2009 and includes home delivery, single copy, e-editions and educational copies in either print or digital formats.

Controlled Circulation – CMCA – This includes all copies distributed free to designated areas and/or by an address list as well as newspapers picked up by individual readers at the newspaper office.

Digital Circulation

AAM - Digital editions are categorized as Paid if they are accessed by subscribers (individual subscriptions, single copy, group or hotel). Digital editions sold in a bundle are counted as paid when the editions are priced separately or accessed by consumers. Digital editions categorized as Qualified include non-paid access by individuals, for education or by employees.

<http://www.auditedmedia.ca/news/blog/2013/november/faqs-about-the-new-canadian-newspaper-report.aspx>

CCAB – E-editions include any newspaper delivered periodically in a digital format with metered navigation, that is edited, designed, and contains date-stamped content that includes advertising. Digital E-editions may be reported as paid for by individual recipients or sponsored by third parties or free. Educational E-editions are included in the sponsored by third party or free category.

CMCA - An electronic edition may be included in a publisher's circulation statement provided it is an exact digital replica of the print edition. Electronic editions may be included in both Paid and Controlled Circulation categories. A subscription to both the print and electronic editions shall be counted as one subscription.

Replica Digital Edition

Replica digital editions maintain the same identity as the print edition. Replicas have the same name/logotype and consistent editorial and advertising content as print.

Non-replica Digital Edition

Non-replica digital editions are editorially homogeneous with the print edition, but advertising content may differ. Non-replica editions include platforms such as tablet apps, mobile apps and restricted-access websites.

Report Notes

This report is prepared annually by Newspapers Canada.

Newspapers Canada does not endorse the listed circulation sources. This report simply lists all data available from the noted sources. Every attempt is made to obtain audited circulation, however where that is not available, publisher claims/statements are reported.

A daily newspaper for the purposes of this report is a paid or free publication containing general news, published four or more times per week.

The 2014 report provides paid, qualified/verified and total circulation for the listed publications. Reports prior to 2012 were based on paid circulation only. The 2014 report includes digital circulation (in both paid and non-paid circulation) as well as listings for all free distribution daily newspapers.

Circulation data is sourced from the following sources:

1. [Alliance for Audited Media \(AAM\)](#)

For those dailies measured by AAM, the total circulation averages of two six-month Snapshot reports were utilized for the periods ending March 31st and September 30th to reflect a comparable 12-month period.

2. [Canadian Circulation Audit Board \(CCAB\)](#)

CCAB currently provides total circulation averages based on a 12-month period ending December 31st.

3. [Canadian Media Circulation Audit \(CMCA\)](#)

Data from CMCA is based on audit reports throughout 2014.

4. Publisher claims/statements

Note, there are significant differences between AAM and CCAB in terms of **unpaid circulation which may be an issue in competitive markets**. There are also differences in the reporting periods for each audit firm. Please consult the audit firms' individual websites for further information. **Audit reports should be referenced for fair circulation comparisons in competitive markets.**

For more information please contact:

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