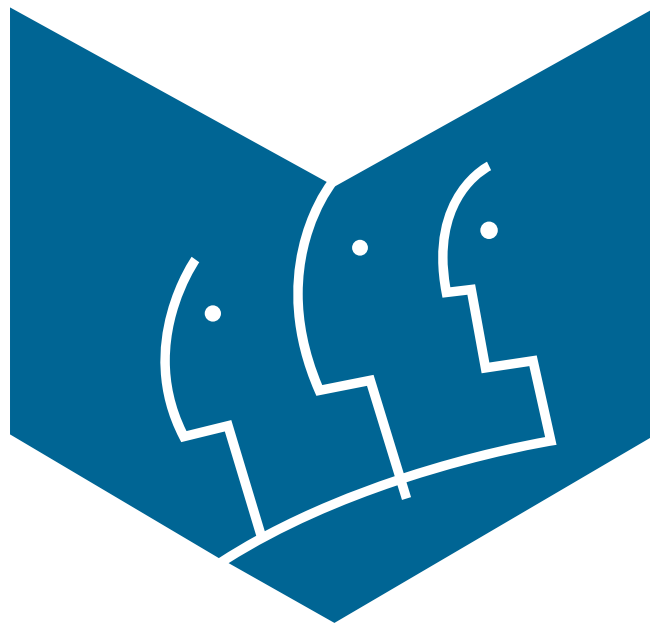




# SNAPSHOT 2006

*ONE* easy way to reach Canadians



*CommunityMedia*

CANADA

**866-669-2262**

[www.communitymediacanada.ca](http://www.communitymediacanada.ca)

---

## Membership

**724** CCNA members  
**848** total editions per week

## Circulation

**1,053,124** total weekly paid circulation  
**12,189,124** total weekly controlled circulation  
**8,274,154** total weekly first-edition circulation  
**13,242,248** total weekly circulation (all editions)

## Number of editions

**600** weekly  
**62** twice weekly  
**31** three editions or more weekly

## Tabloid vs. Broadsheet

**585** tabloid  
**133** broadsheet

## Paid vs. Controlled Circulation

**377** paid (at least 70% paid circulation)  
**343** controlled (less than 70% paid circulation)

## Average Circulation

**2,660** average paid circulation  
**21,199** average controlled circulation  
**11,492** average circulation per edition

## About the CCNA

**The Canadian Community Newspapers Association (CCNA) is the national voice of the community press in Canada.**

CCNA was founded in 1919 as the Canadian Weekly Newspapers Association (CWNA). The creation of the CWNA was an expansion of the role weekly newspapers had in forming the Canadian Press Association, which received its charter in 1859. Membership in CCNA is based on eligibility criteria established by CCNA's federation of affiliated associations. Publications which do not meet the criteria, as well as suppliers of goods and services to the newspaper industry, have the option of becoming sustaining members.

Today, CCNA celebrates 87 years of representing the interests of the community newspaper industry to government, business and other outside stakeholders. CCNA and its affiliated associations strive to build the community newspaper brand in the media marketplace. CCNA also provides services to members to aid them in the operation of their businesses. Programs and member services include government lobbying, industry promotion, annual conventions and competitions, professional development opportunities, and circulation verification.

## Circulation by province

PROV	TITLES	EDITIONS	TOTAL CIRC	AVG CIRC
AB	108	112	712,154	6,359
BC	106	160	4,076,616	25,479
MB	45	46	390,369	8,486
NB	16	16	97,495	6,093
NL	16	17	93,290	5,488
NS	24	25	122,483	4,899
NT	6	7	27,780	3,969
NU	3	3	13,992	4,664
ON	291	347	7,093,225	20,442
PE	2	2	11,564	5,782
QC	21	25	287,051	11,482
SK	85	85	298,399	3,511
YT	1	3	17,830	5,943
NATIONAL	724	848	13,242,248	15,616



# ComBase

## *Readership at a glance*

**ComBase is North America's largest media study**, measuring newspapers of all types in more than 400 Canadian markets. It offers unparalleled opportunities to analyze cities, towns and villages that have been a mystery to media and advertising planners for years.

ComBase is an initiative of the Canadian Community Newspapers Association and its over 700 members Canada-wide. It is the principal readership research conducted on behalf of the community newspaper industry in Canada. The purpose of the research is to provide consistent and accurate, market-by-market information to assist in the buying and selling of community newspaper advertising space.

### National Overview: Weeklies v. Dailies

- 74% of adults read a community newspaper (weekday or weekend)
  - 72% readership among men and 75% readership among women
- 57% of adults read a daily newspaper (weekday or weekend)
  - 59% readership among men and 54% readership among women

### Exclusive Community Newspaper Readers

- these readers tend to be female
- exclusive community newspaper readers also tend to be light TV watchers (3 hours or less per week)
- they are also more likely to not have listened to the radio yesterday (31% of exclusive community newspaper readers did not listen to the radio yesterday)

### Other Media Habits

- 27% of adults nationally report not listening to the radio yesterday
- another 7% of adults nationally report listening to *only* CBC stations yesterday (no commercial advertising)
- 34% of national adults can't be reached by radio
- of all the CBC-only listeners, 76% can be reached with community newspapers and 27% can *only* be reached with community papers (they aren't reading the daily newspaper)
- 40% of adults are only watching TV for less than 9 hours weekly, and 71% of these adults can be reached with their community newspaper

Nationally, 29% of adults report *only* reading their community newspaper—this represents more than 1.2 million adults who can't be reached with daily newspapers (Exclusive Community Newspaper Readers)—27% exclusive readership among men, and 32% exclusive readership among women.

	Any Community Paper	Any Daily Paper	Only Community papers
Atlantic †	59%	46%	29%
Ontario	69%	57%	28%
Quebec	61%	63%	22%
Manitoba ‡	67%	46%	27%
Saskatchewan	83%	39%	49%
Alberta	76%	54%	33%
British Columbia	80%	61%	28%
North	80%	30%	54%

† Includes CSD of St. John's and Mount Pearl only  
‡ Excludes Flin Flon

Source: ComBase 2005 Two-Year Study



## Who owns what?

Corporate Owner	TITLES	EDITIONS	TOTAL CIRC	AVG CIRC
Torstar Corp.†	89	138	4,715,089	34,167
Bowes Publishers Limited	74	80	649,092	8,114
Black Press Group Ltd.	67	104	2,457,755	23,632
G.T.C. Transcontinental Group Ltd.	33	34	347,842	10,231
Osprey Media Group Inc.	33	38	549,368	14,457
Glacier Ventures International Corp.	28	34	191,764	5,640
CanWest Global Communications Corp.	18	34	1,511,247	44,448
Great West Newspaper Group Ltd.	16	17	202,399	11,906
Brunswick News Inc.	12	12	79,960	6,663
UNKNOWN	20	17	198,745	11,691
Publishing Groups (47 Groups with 2-9 titles each)	141	143	1,158,673	8,103
Independent Single (1 title per owner)	193	197	1,180,314	5,991
<b>TOTAL</b>	<b>724</b>	<b>848</b>	<b>13,242,248</b>	<b>15,616</b>

*\*as of January 1, 2006*

### † Breakdown of Torstar ownership

CityMedia Group	10	13	359,968	27,690
Metroland Printing, Publishing & Distributing	79	125	4,355,121	34,841
Torstar Corp.	89	138	4,715,089	34,167