

Who owns what?

| Corporate Owner | Titles | +/- since 2006 | Editions | Total circulation | Average circulation |
|---|------------|----------------|------------|-------------------|---------------------|
| Independent owners (1 title per owner) | 193 | — | 200 | 1,396,563 | 6,983 |
| Publishing groups (41 groups with 2-9 titles) | 123 | -17 | 125 | 882,623 | 7,061 |
| Metroland Media Group Ltd. | 97 | +8 | 142 | 4,749,957 | 33,450 |
| Bowes Publishers Limited | 80 | +6 | 86 | 832,491 | 9,680 |
| Black Press Group Ltd. | 68 | +1 | 105 | 2,503,569 | 23,844 |
| Glacier Ventures International Corp. | 37 | +9 | 42 | 278,118 | 6,622 |
| G.T.C. Transcontinental Group Ltd. | 36 | +3 | 37 | 377,094 | 10,192 |
| Osprey Media Group Inc. | 29 | -4 | 34 | 413,654 | 12,166 |
| CanWest Global Communications Corp. | 18 | — | 34 | 1,510,259 | 44,419 |
| Great West Newspaper Group Ltd. † | 17 | +1 | 18 | 210,461 | 11,692 |
| Brunswick News Inc. | 13 | +1 | 13 | 95,220 | 7,325 |
| Multimedia Nova Corp. | 12 | +5 | 14 | 414,420 | 29,601 |
| Performance Printing Ltd. | 10 | +4 | 10 | 200,666 | 20,067 |
| Department of National Defence | 6 | — | 6 | 28,959 | 4,827 |
| Unknown | 3 | -17 | 3 | 12,500 | 4,167 |
| Total | 742 | — | 869 | 13,906,554 | 16,003 |

**as of January 1, 2007*

† Glacier Ventures International Corp. is a 50-per-cent shareholder of Great West Newspaper Group Ltd.

State of the industry

Community newspapers are a growing medium across Canada. As circulation at daily newspapers declines, community newspapers are growing, since they maintain their monopoly on truly local content. This fact has not gone unnoticed by major corporate stakeholders.

“Strong growth at Metroland [Community Newspaper Division] led our newspaper results,” noted Torstar Corp. CEO Robert Prichard while announcing its 2006 third quarter results.

Recent data shows that advertising in community newspapers exceeds \$1 billion annually. Revenue from flyer distribution—a closely aligned sector—is also on the rise. In fact, since 2000, industry revenue has increased 26 per cent.*

High-quality local news is the signature of the community press. Most papers are printed on high-quality presses, and there has been significant investment in improved printing facilities over the past year. Even as media consolidate, the specialty market for local news will not disappear. Week after week, more readers will pick up their community newspaper for news that hits home.

**Source: Statistics Canada, 2005 Survey of Newspaper Publishers*

Snapshot 2008

A profile of community newspapers

► **INSIDE**

Quick Facts

Circulation

Year in Review

Why community?

Readership

Ownership

8 Market St., Suite 300
Toronto, ON M5E 1M6



communitynews.ca

Snapshot
2008



communitymedia.ca
866-669-2262

Quick facts

Membership

768 CCNA members

869 total editions per week

Circulation

1,134,645 total weekly paid circulation

12,771,909 total weekly controlled circulation

9,088,638 total weekly first-edition circulation

13,906,554 total weekly circulation (all editions)

Number of editions

646 weekly

67 twice weekly

29 three editions or more weekly

Tabloid vs. Broadsheet, all editions

710 tabloid

159 broadsheet

Paid vs. Controlled Circulation editions

389 paid (at least 70% paid circulation)

480 controlled (less than 70% paid circulation)

Average Circulation

2,699 average total circulation per paid edition

26,785 average total circulation per controlled edition

16,003 average total circulation per edition



Community Media Canada is a gateway to Canadians. From the farthest reaches of the North to urban centres, we have the best media reach and coverage of local events. Together, our papers have Canada covered more comprehensively than any other medium.

Community Media Canada is the trade name of the Canadian Community Newspapers Association, which has represented the interests of local publishers across Canada for close to 90 years.

Circulation by province*

| Prov. | Titles | Editions | Total circ. all editions | Median circulation | Lowest circulation | Highest circulation |
|----------|--------|----------|--------------------------|--------------------|--------------------|---------------------|
| BC | 109 | 162 | 4,127,831 | 18,611 | 776 | 113,584 |
| AB | 110 | 114 | 874,205 | 3,889 | 515 | 136,477 |
| SK | 87 | 89 | 369,329 | 1,700 | 190 | 30,922 |
| MB | 45 | 46 | 395,106 | 3,454 | 875 | 56,666 |
| ON | 325 | 358 | 7,437,634 | 9,781 | 300 | 171,000 |
| QC | 21 | 25 | 301,621 | 5,277 | 619 | 51,979 |
| NB | 17 | 17 | 111,872 | 5,300 | 2,603 | 15,533 |
| PE | 3 | 3 | 13,923 | 5,400 | 2,456 | 6,067 |
| NS | 27 | 26 | 126,674 | 3,215 | 1,504 | 26,612 |
| NL | 14 | 16 | 86,546 | 3,269 | 1,019 | 37,730 |
| YT | 1 | 3 | 18,104 | 5,613 | 5,248 | 7,243 |
| NT | 6 | 7 | 28,799 | 2,333 | 1,346 | 9,952 |
| NU | 3 | 3 | 14,910 | 6,147 | 1,781 | 6,982 |
| National | 768 | 869 | 13,906,554 | 5,890 | 190 | 171,000 |

*as of January 1, 2007

Why community?

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

More exclusive readers – 29 per cent

- ▶ 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)

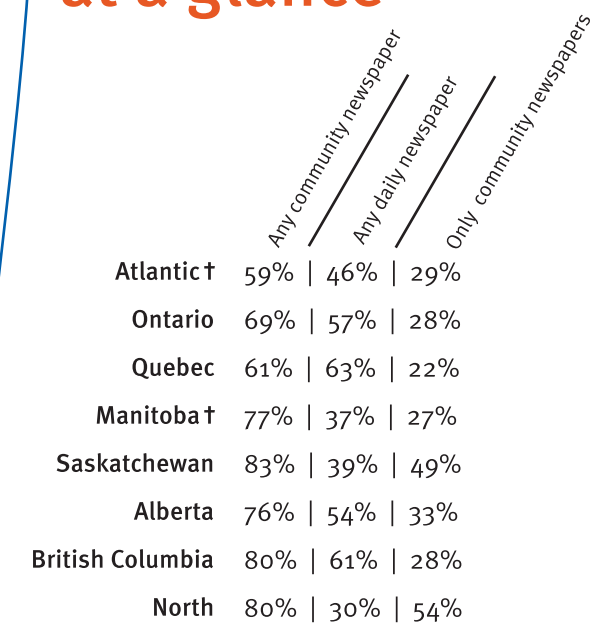
Better shelf life

- ▶ Community newspapers stay around the house longer

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 cannot 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 newspapers (they are not 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

Readership at a glance



Source: ComBase 2005/2006 two-year study
† ComBase 2003 one-year study

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.

Timeline: year in review

