



A profile of community newspapers

Snapshot 2009

Who we are

The community newspaper industry is vibrant—and large. Across Canada, every week, over 1,100 titles circulate over 15 million copies in communities large and small—in key metropolitan areas, rural and remote regions, and all areas in between. Community newspapers offer the ability to reach Canadians in a way that other national media cannot. The role they play is vital, often being the only choice for local news and information relevant to readers in the community.



Canadian Community Newspapers Association (CCNA)

The Canadian Community Newspapers Association is the national voice of the industry in business and public affairs. Representing the community press in Canada for 90 years, the Canadian Community Newspapers Association is a federation of seven regional newspaper associations. Currently CCNA and its regional

affiliates represent more than 770 community newspapers across Canada to advertisers, agencies, government, and the general public.

Circulation

More than 650 community newspaper titles are measured by Canadian Media Circulation Audit (CMCA), a unit of CCNA. Circulation data are reported twice a year and verified annually by CMCA. An audit is conducted annually by an independent certified auditor or a public chartered accountant. CMCA data can be accessed online at www.circulationaudit.ca.



Canadian Media Circulation Audit

An additional 180 community newspapers are currently measured by Audit Bureau of Circulations (ABC) or Canadian Circulation Audit Board (CCAB). Circulation data are reported in a publisher's statement and then audited either annually or bi-annually. ABC data is available to members and can be accessed online at www.accessabc.com, while CCAB data is available at www.bpaww.com.

In Quebec, more than 140 community newspapers are measured by the Office de la distribution certifiée (ODC). Distribution data are available at www.odcinc.ca.

Quick Facts

The majority of community newspapers serve English- or French-speaking readers in geographic markets that are represented by the Canadian Community Newspapers Association (CCNA) and its French-language counterparts, Hebdom Québec and the Association de la presse francophone.



While column widths and number of columns vary by publication in broadsheet or tabloid format, a growing use of modular advertising is simplifying the buying process.

Run of press (ROP) colour is available in most community newspapers. Cost premiums vary by publication and ROP colour is subject to minimum lineage requirements.

Inserts and advertising supplements can be carried in most newspapers. Costs vary according to both the page count or weight, and size of the insert. Many papers with their own printing facilities can produce these supplements to customer specifications.

Community newspapers and the environment

Community newspapers are committed to the environment, promoting recycling and reusing, and adopting practices to reduce their carbon footprint: using newsprint from certified Canadian suppliers—those that do not participate in illegal logging; using a more energy-efficient production process; and, using vegetable-based inks.



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The community newspaper industry provides several tools designed to inform and assist the ad buying process.



**Community
MEDIA**

CANADA

www.communitymedia.ca

1-866-669-2262

Community Media Canada: Campaign Calculator and online resource

CCNA's Community Media Canada website includes an online campaign calculator that provides campaign estimates for up to 850 titles in both official languages and in a variety of ad sizes; direct contact information for national advertising representation services; Market Analyzer geo-targeting system; and PlanHebdo media planning tool for French-language markets in Quebec.

Market Analyzer: Geo-targeting Tool

Market Analyzer is an on-line geographic information system (GIS) that merges socio-economic and demographic data with the physical coverage area of participating newspapers. The resulting data allows planners to assess newspapers and their markets based on various demographic, household spending or other targeting criteria as it relates specifically to the areas covered by each newspaper.

For more information, visit www.communitymedia.ca.

ComBase: Readership Research

Market-by-market readership research for individual community newspapers is available from ComBase, the Canadian Community Newspaper Database Corporation. ComBase is administered by a tri-partite board of directors representing advertisers, agencies and publishers.

The 2008-2009 ComBase study will be released in fall 2009. The study will include 235 markets across Canada. New questions have been included to capture data for online media behaviour, readership of online newspapers, reasons for using community newspapers, flyer usage and a number of life events. To learn more about ComBase, visit www.combase.ca.

French-language community newspapers

Hebdos Québec

Hebdos Québec encompasses 150 French-language weeklies with a total Quebec readership of more than 3.6 million.

StatHebdo: 2007 Readership and Consumption Patterns Study

Léger Marketing conducted the 2007 StatHebdo survey, a large scale survey (30,200 respondents) of the Quebec population's reading habits. The survey focused on the readership rate of each member publication and identified the profile of the weeklies' readers. StatHebdo also measured consumption patterns of readers for a wide range of products and services.

PlanHebdo: A web-based media planning tool

PlanHebdo brings together several different databases and is divided into three modules: readership data that provides useful information such as demographic profile; product and service usage in 8 distinct economic sectors for 150 weeklies; and a two-step campaign calculator.

For more information on StatHebdo and PlanHebdo, visit www.hebdos.com.

Association de la presse francophone

L'Association de la presse francophone (APF) brings together 24 community newspapers from outside Quebec, and is the only pan-Canadian association of French newspapers. An engaged and unifying force, APF newspapers are, throughout the country, instruments of social cohesion and sources of partnership. The APF website includes information about its member newspapers as well as advertising resources. Ad campaigns can be placed through two advertising representation firms. For more information, visit www.apf.ca.



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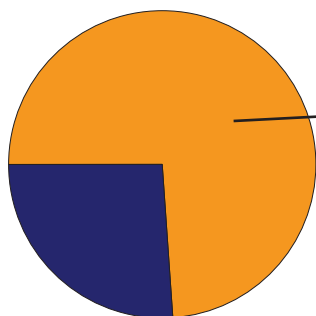


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Community newspaper readership¹

The relationship between community newspapers and their readers is a loyal one. On average, one third do not read anything else, and most readers read every issue, cover to cover. Readership of community newspapers remains solid, with 74% of adults reading a community newspaper every week. They also reach more women—75%—than any other medium, a key demographic difficult to reach in other media.



74%
of adults read
a community
newspaper

Community newspapers reach all upscale demographics—professionals, well-educated, and affluent consumers—as well as families with children and home-owners. Paid versus free circulation is not a factor in readership.

National overview

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

More exclusive readers: 29%

- 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 report not listening to the radio yesterday
- another **7%** of adults report listening to only CBC stations yesterday (no commercial advertising)
- **34%** of adults cannot be reached by radio
- of all CBC-only listeners, **76%** can be reached with community newspapers and **27%** can only be reached with community newspapers
- **40%** of adults watch less than 9 hours of TV per week, and **71%** of these adults can be reached with their community newspaper

1: ComBase 2005/2006

CCNA Membership at a glance

Membership

778 CCNA members

914 total editions per week

Circulation

1,437,647 total weekly paid circulation

12,760,669 total weekly controlled circulation

14,198,316 total weekly circulation (all editions)

Publishing frequency

678 publish weekly

74 publish twice weekly

26 publish three editions or more weekly

Tabloid vs. Broadsheet, all editions

757 tabloid

157 broadsheet

Paid vs. Controlled Circulation editions

401 paid (at least 70% paid circulation)

513 controlled (less than 70% paid circulation)

Low, Middle, High

181,689 largest circulation edition

168 smallest circulation edition

6,234 median circulation of all editions

Source: CCNA database, October 2009





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Who Owns What? Ownership of CCNA-member community newspapers

Owner	# Titles	# Titles in 2007	+/- since 2007	Number of Editions	Paid Circulation	Controlled Circulation	Total Circulation	Average Circulation Per Edition
Independent (single title)/ Unknown	203	196	7	211	603,793	1,250,550	1,854,343	8,788
Independent groups (44 groups w/ 2-9 titles)	121	123	(2)	122	163,566	903,520	1,067,086	8,747
Sun Media/Bowes/Osprey	104	109	(5)	113	141,665	961,301	1,102,966	9,761
Metroland Media Group Ltd.	99	97	2	140	123,881	4,388,908	4,512,789	32,234
Black Press Group Ltd.	68	68	-	102	61,204	2,068,370	2,129,574	20,878
Glacier Media Group	51	37	14	73	162,632	261,269	423,901	5,807
Transcontinental Media	38	36	2	39	78,923	285,277	364,200	9,338
CanWest Global Communications Corp.	23	18	5	41	18,790	1,468,622	1,487,412	36,278
Great West Newspapers, LP. *	19	17	2	20	31,818	177,843	209,661	10,483
Brunswick News Inc.	19	13	6	20	45,201	107,945	153,146	7,657
Performance Printing Ltd.	14	10	4	14	14	403,748	403,762	28,840
Multimedia Nova Corporation	13	12	1	13	3,106	457,379	460,485	35,422
Department of National Defence	6	6	-	6	3,054	25,937	28,991	4,832
Total	778	742	36	914	1,437,647	12,760,669	14,198,316	15,534

Source: CCNA database, October 2009

*Glacier Ventures International Corp. is a 50% shareholder of Great West Newspapers, LP.

Circulation Data - CCNA-member community newspapers

PROV	Total # of Titles	Total # of Editions	Total Paid Circulation	Total Controlled Circulation	Total Circ of Smallest Edition	Total Circ of Largest Edition	Total Circ All Editions	Percent of total circ, all editions	Average Circ Per Edition	Median Circulation
BC	115	185	184,863	3,656,529	628	118,224	3,841,392	27.1%	20,764	15,233
AB	115	120	183,761	654,880	443	34,000	838,641	5.9%	6,989	4,044
SK	85	86	118,826	252,130	168	29,977	370,956	2.6%	4,313	1,729
MB	46	47	59,084	323,028	787	54,056	382,112	2.7%	8,130	3,000
ON	316	366	640,255	7,249,505	284	181,689	7,889,760	55.6%	21,557	11,698
QC	21	25	51,267	308,017	1,498	64,000	359,284	2.5%	14,371	7,617
NB	23	24	54,871	123,310	2,759	19,048	178,181	1.3%	7,424	5,220
PE	3	3	5,218	8,022	2,318	5,992	13,240	0.1%	4,413	4,930
NS	30	30	64,586	156,518	1,125	34,480	221,104	1.6%	7,370	4,107
NL	14	15	42,112	0	911	5,085	42,112	0.3%	2,807	2,898
YT	1	3	8,593	9,555	5,159	7,424	18,148	0.1%	6,049	5,565
NT	6	7	20,883	7,515	1,464	9,341	28,398	0.2%	4,057	2,322
NU	3	3	3,328	11,660	2,032	6,728	14,988	0.1%	4,996	6,228
Total	778	914	1,437,647	12,760,669	168	181,689	14,198,316	100.0%	15,534	6,234

Source: CCNA database, October 2009