

ALL CANADIANS MATTER

COMMUNITY NEWSPAPERS WORK

According to the latest Annual Report on Government of Canada Advertising, Canadians who rely on community newspapers are not worth spending on. For each Canadian, the government invested **only two cents*** advertising in community newspapers.

In the last fiscal year, the federal government spent **\$75 million** on advertising. More than **\$26 million** of that went to TV ads, while another **\$15.5 million** went to Internet advertising – an industry dominated by American-based companies like Google and Facebook. Creating ads and paying ad agencies ate away another **\$10 million**. Advertising in Radio cost just under **\$7 million**. By comparison, community newspapers saw a paltry **\$867,153** in total advertising from Ottawa.

\$75,213,380

Total Government Spending 2013-2014

\$867,153

Community Newspaper** Spending 2013-2014

35,540,400

Population of Canada

Community newspapers and their websites are hyper-local. They effectively represent the towns, cities and regions they serve. They provide government with the opportunity to directly target these communities like no other medium.

Each week English and French community newspapers go about the business of telling stories that matter to the communities they serve. Each week more than **20 million** copies of community newspapers are distributed across the country. Independent research shows that more than **70%** of Canadians read their community paper.

The way in which government communicates with Canadians is very telling. TV and Internet ads work to build brand, not to inform. The local community newspaper generates debate and serves as a forum for discussion.

Community newspapers are under-utilised by the federal government. If the federal government continues to ignore community newspapers, some communities may lose them. When that happens a vital voice is silenced.

If there is a genuine will to reach ALL Canadians then there must be an investment in meaningful communication with citizens through community newspapers.

More information on federal government advertising can be found online at <http://www.tpsgc-pwgsc.gc.ca/pub-adv/index-eng.html>.

Source Notes:

Population of Canada 2014 estimate = 35.5 million Statistics Canada <http://www.statcan.gc.ca/daily-quotidien/140926/dq140926b-eng.htm>

*\$867,153 community newspaper spending divided by population of Canada 35,540,400 = \$0.02

**Advertising in community newspapers (excluding official language, aboriginal, and ethnic papers) = \$867,153.

For further industry information, go to www.newspaperscanada.ca



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