

SNAPSHOT 2014

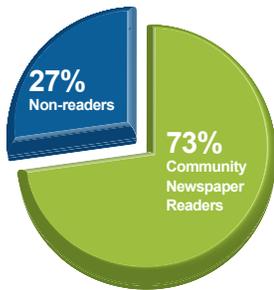
THE STRENGTH OF COMMUNITY NEWSPAPERS

Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve. And they are able to target these communities like no other medium. Every week in Canada, over 1,000 community newspapers circulate more than 20 million copies in key metropolitan areas, rural and remote regions, and all areas in between community newspaper circulation in 2014 increased 5% over the previous year.

Local Relevance

Community newspapers command a special place in Canadian households and readership has remained steady in today's new media landscape. Community newspapers remain relevant to local residents for news, information and advertising.

The role community newspapers play is vital, often being the only choice for local news and information relevant to readers in the community. Research shows that 95% of readers turn to community newspapers for information on local news and events. More than 7 out of 10 readers report reading for advertising, flyers/inserts, and classified advertising, real estate or employment ads.¹



Source: Connecting to Canadians with Community Newspapers, 2013

Strong Readership¹

Readership of community newspapers is solid, with 73% of adults reading a community newspaper every week. They also reach 76% of women—more than any other medium—a key demographic difficult to reach with other media.

Community newspapers reach all upscale demographics—professionals, well-educated, affluent consumers—as well as families with children and homeowners. Paid- and free-circulation community newspapers enjoy equally high readership. On average, one-quarter of Canadians read only their community newspaper, and most readers read every issue, cover to cover.

Community newspaper readership is strong across the country.⁵ The top three provinces/regions with the highest community newspaper readership are:

- 87% in Northern Canada
- 85% in Manitoba
- 83% in Saskatchewan

Advertisers Believe in Community Newspapers²

In 2013, more than **\$1 billion** was spent by advertisers in community newspapers, according to the annual revenue study conducted on behalf of Newspapers Canada and the Canadian Community Newspapers Association (CCNA). Retail/local advertising accounts for 60% of all print advertising and more than \$200 million is spent on flyers/inserts.

Committed to the Environment

Community newspapers are proudly 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.

Reasons for Reading Community Newspapers

Community newspapers are relevant to local residents.

Local news and events

95%

Advertising, flyers or inserts

76%

Classified ads, real estate or employment

72%

Editorial

60%

Source: Connecting to Canadians with Community Newspapers, 2013



NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED

SNAPSHOT 2014

THE STRENGTH OF COMMUNITY NEWSPAPERS

Reaching Rural Canadians Requires Local Media³

In Canada there are distinct differences between communities of varying sizes and once you get outside the city limits things change. Reaching rural Canadians effectively requires local media.

In Rural Canada the pace slows and people are far more likely to settle in to a traditional lifestyle. People are far less likely to be 'connected' and have interests that are tightly woven into the fabric of the community. The information they look for is specific and the sources of that information limited.

- Respondents in small cities are 25% more likely to be receiving a community newspaper than those in large cities.
- People living in rural areas and smaller communities are more likely to be spending at least the same amount of time with the news as they did 2 years ago.
- Over one-third of respondents living in rural areas and small communities have a dial-up internet connection at home. 16% have no internet connection at all.
- The single biggest use of a mobile device outside of making and receiving calls across all community sizes was checking weather forecasts.

Community Newspaper Ownership⁴

Owner	# Titles	# Editions	Total Circulation
Independent Titles	255	159	1,473,606
Independent Groups **	154	257	2,092,575
Black Press Group Ltd.	89	122	2,145,263
Brunswick News Inc.	21	22	289,531
Department of National Defence	16	16	81,023
FP Newspapers Inc.	8	8	207,238
Glacier Media Group	76	93	1,718,100
Great West Newspapers, LP*	19	20	179,139
Metroland Media Group Ltd.	114	148	4,958,993
Postmedia Network Inc.	9	9	534,253
Sun Media Corporation	95	102	1,210,087
TC Media	180	185	5,539,470
The Halifax Herald Ltd.	4	4	148,716
TOTAL	1,040	1,145	20,577,994

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

** with 2-9 titles

Quick Facts⁴

Publications and Editions

1,040 total number of community newspaper titles

1,145 total number of community newspaper editions published

Circulation

20,577,994 total number of copies circulated every week

Paid vs. Controlled Circulation

The majority of community newspaper circulation is free (controlled).

• **885,346** paid weekly circulation (4%)

• **19,692,648** free (controlled) weekly circulation (96%)

Format of Community Newspapers

12% are broadsheet format (146)

88% are tabloid format (984)

Ownership of Community Newspapers

61% Corporate ownership (631 titles)

39% Independent (group/single) / Unknown (409 titles)

Publishing Frequency

950 titles publish once per week (91%)

75 titles publish twice per week (7%)

15 titles publish three times per week (2%)

For more community newspaper circulation information, visit the Newspapers Canada website: www.newspaperscanada.ca/community-newspaper-circulation-data

For more information contact Kelly Levson, Director of Research, Newspapers Canada at klevson@newspaperscanada.ca.

¹ Connecting to Canadians with Community Newspapers 2013

² CCNA Annual Revenue Study

The above studies were conducted with the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage.

³ AdWest, Media Usage Study 2013

⁴ Newspapers Canada database, June 2014

⁵ ComBase 2008/2009

