

SNAPSHOT 2015

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 over 20 million copies in key metropolitan areas, rural and remote regions, and all areas in between. Circulation in 2015 increased 2% over the previous year.

Community Newspapers—Local Relevance

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 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

Reasons for Reading Community Newspapers

Community newspapers are relevant to local residents.

Local news and events

95%

Advertising, flyers or inserts

76%

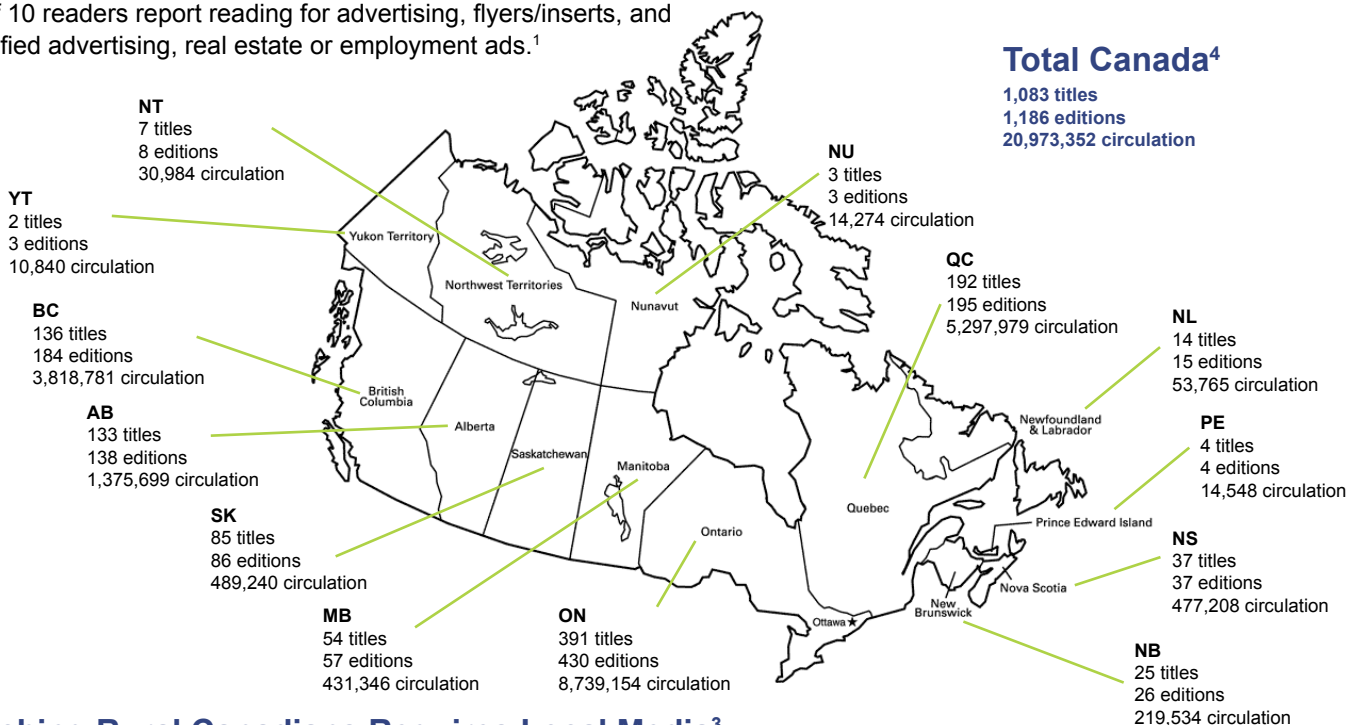
Classified ads, real estate or employment

72%

Editorial

60%

Source: Connecting to Canadians with Community Newspapers, 2013



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**. 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.



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Community Newspaper Research Facts

Readership strength: 73% of adults read a community newspaper.¹

Reach hard-to-access Canadians: More than a third of non-urban Canadians only read a community newspaper and no other newspapers. Community newspapers reach more than three quarters of adults who are difficult to reach with broadcast.¹

Desirable audience: 74% of readers are university educated and 79% earn more than \$75,000 annually in household income.⁵

Spend time with the paper: Community newspaper readers are committed to their papers with two-thirds reading all or most of the publication.⁵

Readers want the flyers: Community newspapers are a popular vehicle for inserts and advertising supplements. More than half of community newspaper readers cite flyers as one of their main reasons for reading their community newspaper.¹

Almost \$1 billion in Ad Revenue²

In 2014 \$960 million was spent on advertising in Canada's community newspapers. Retail/Local advertising accounts for the majority (56%) of spending. Online advertising accounted for \$35 million.

Community Newspaper Ownership⁴

Owner	# Titles	# Editions	Total Circulation
Independent Titles	246	248	2,005,613
Independent Groups**	238	244	2,362,318
Black Press Group Ltd.	89	120	2,213,537
Brunswick News Inc.	18	19	172,935
Dept. of National Defence	16	16	90,426
FP Newspapers Inc.	8	8	206,662
Glacier Media Group	70	86	1,591,487
Great West Newspapers, LP.*	19	20	178,339
Metroland Media Group Ltd.	113	149	5,617,935
Postmedia Network Inc.	9	9	525,974
Sun Media Corporation	96	102	1,266,549
TC.Transcontinental	157	161	4,593,141
The Halifax Herald Ltd.	4	4	148,436
TOTAL	1,083	1,186	20,973,352

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

** with 2-9 titles

Quick Facts⁴

Publications and Editions

1,083 total number of community newspaper titles

1,186 total number of community newspaper editions published

Circulation

20,973,352 total number of copies circulated every week

Paid vs. Controlled Circulation

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

• **816,022** paid weekly circulation of community newspapers (4%)

• **20,157,330** free (controlled) weekly circulation of community newspapers (96%)

Format of Community Newspapers

12% of community newspaper editions are broadsheet format (140)

88% of community newspaper editions are tabloid format (1,046)

Ownership of Community Newspapers

55% Corporate ownership (599 titles)

45% Independent (group/single) / Unknown (484 titles)

Publishing Frequency

996 titles publish once per week (92%)

71 titles publish twice per week (7%)

16 titles publish three times per week (1%)

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
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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 Snapshot 2015

⁵ ComBase 2008/2009



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