

# TWENTY TWEETABLE TRUTHS ABOUT DIGITAL NEWSPAPERS

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**20 facts that showcase digital newspaper (website, pdf, apps) vitality in 140 characters or less**

-  Newspaper readers are spending 30-40 minutes per day with digital versions.<sup>1</sup>
-  In Canada there are 112 dailies & over 1,000 community newspapers all with both print and digital offerings.<sup>2</sup>
-  9 in 10 Canadians read newspapers each week in print, on websites, tablets and phones.<sup>2</sup>
-  Over the past 3 years, readership of newspapers (print+digital) is stable, as is print, while digital readership grew as more use both.<sup>2</sup>
-  Key times for reading the newspaper: print in the morning, phone & website in early AM, mid-AM & evening (web!) and tablet in the evening.<sup>2</sup>
-  Two-thirds read a newspaper website (up 14% from 3 years ago) and many also read using the paper or mobile as well.<sup>2</sup>
-  Half of Canadians use their phone to read a newspaper (up from 32% 3 years ago) and many may use the paper and other devices too.<sup>2</sup>
-  Half use a tablet to access the newspaper (and some use print, web and phone too); tablet access has grown from a third 3 years ago.<sup>2</sup>
-  9 out 10 newspaper tablet readers state they enjoy the tablet edition.<sup>3</sup>
-  Tablet newspaper readers: two-thirds read almost every page.<sup>3</sup>



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-  **Research finds tablet ad impact is just as powerful as print.<sup>3</sup>**
-  **Video ad recall on a tablet is 27% higher on tablets vs. TV.<sup>3</sup>**
-  **Top device for accessing news: 18-34s=phone, Moms=newspaper, Boomers=newspaper, Business Decision Makers=online(& highest use of tablet).<sup>2</sup>**
-  **More than any other media, newspapers (print or digital), are used to help make purchase decisions.<sup>2</sup>**
-  **Media engagement (i.e. how captivating the content & ads are) for newspaper websites is 34% higher than average.<sup>2</sup>**
-  **On ad engagement, newspaper website ads ranked second (to print newspapers) scoring 39% higher than average.<sup>2</sup>**
-  **Likely to purchase (after seeing an online ad): Newspaper websites scored twice as high as the web in general.<sup>2</sup>**
-  **Usually notice the advertising: Newspaper websites outscored the web in general by five times.<sup>2</sup>**
-  **9 in 10 Canadians read flyers: 76% use print flyers and 58% indicate they use digital flyers with many using both.<sup>4</sup>**
-  **Top ideas sources for household shopping: newspapers and flyers (in print and digital formats).<sup>4</sup>**

Sources:

1. NADbank 2015
2. Newspapers Canada 2015
3. INMA, "Digital newspaper: same advertising impact and so much more", March 26, 2013; gigaom, "Viewers recall ads best when they watch them on tablets: Study", Aug. 23, 2013
4. BrandSpark 2014

For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)



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