

TWENTY TWEETABLE TRUTHS ABOUT NEWSPAPERS

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20 facts that showcase newspaper vitality in 140 characters or less

-  Newspapers, TV and the internet each earned a quarter of all ad dollars in Canada.¹
-  In Canada there are 112 dailies & over 1,000 community newspapers representing a combined circulation of 54 million weekly.¹
-  Top three reasons for reading a newspaper: news(local), events and the ads.¹
-  9 in 10 Canadians read newspapers each week in print, on websites, tablets and phones.¹
-  Over the past 3 years, readership of newspapers (print+digital) is stable, as is print, while digital readership grew as more use both.¹
-  Key times for reading the newspaper: print in the morning, phone & website in early AM, mid-AM & evening (web!) and tablet in the evening.²
-  7 in 10 continue to read a print newspaper each week as readership matches three years ago - some also use digital access as well.¹
-  Two-thirds read a newspaper website (up 14% from 3 years ago) and many also read using the paper or mobile as well.¹
-  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.¹
-  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. ¹



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-  **More than any other media, newspapers (print or digital), are used to help make purchase decisions.¹**
-  **Media engagement (i.e. how captivating the content & ads are) is highest for print newspapers.¹**
-  **Media engagement (i.e. how captivating the content & ads are) for newspaper websites is 34% higher than average.¹**
-  **On ad engagement, print newspaper ads beat out all other media scoring almost 5 times higher than average.¹**
-  **On ad engagement, newspaper website ads ranked second (to print newspapers) scoring 39% higher than average.¹**
-  **Ads in newspapers continue to be among the most trusted forms of advertising.²**
-  **90% of Canadians read flyers and out of them, 7 in 10 preferred print flyers.³**
-  **Top ideas sources for household shopping: newspapers and flyers.³**
-  **Newspapers are better for the environment; biodegrading in 6 weeks vs. styrofoam cups (5,000 years) vs. glass bottles (1 million years).⁴**
-  **Newspapers are one of the greenest products; more than 80% of newsprint is recycled & the forest industry plants more trees than it takes.^{1,5}**

Sources:

1. Newspapers Canada 2015
2. Nielsen 2014
3. BrandSpark 2014
4. National Parks Service 2015
5. Forest Industry Association 2015

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



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