



17 Shareable Stats on Newspapers

IT SAYS HERE THAT NEWSPAPERS ARE
DEAD... I DID NOT KNOW THEY WERE
EVEN SICK.



Kenora Daily Miner & News, Sept 2016

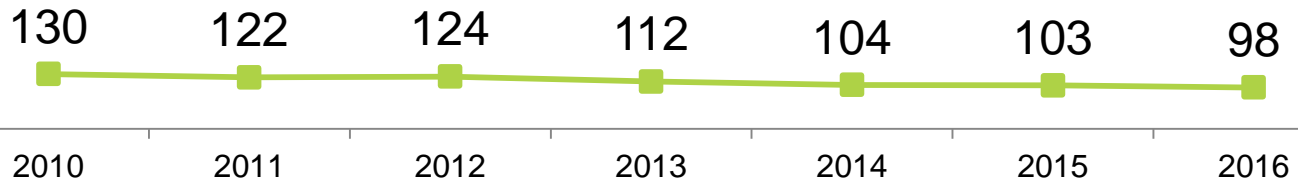
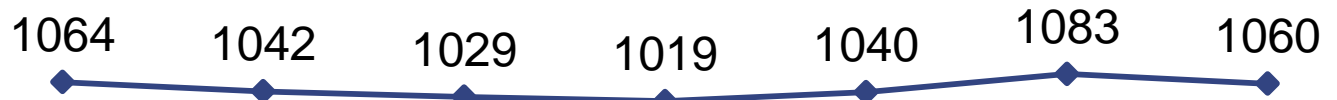


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Newspapers in Canada



There are 1,158 newspapers publishing in 2016 with a total weekly circulation of 49,860,608 copies.





Newspapers Remain A Trusted Advertising Format



60%



Six in 10 global respondents say they completely or somewhat trust ads in newspapers.



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Trust In The News Media Is Still Very Strong In Canada.



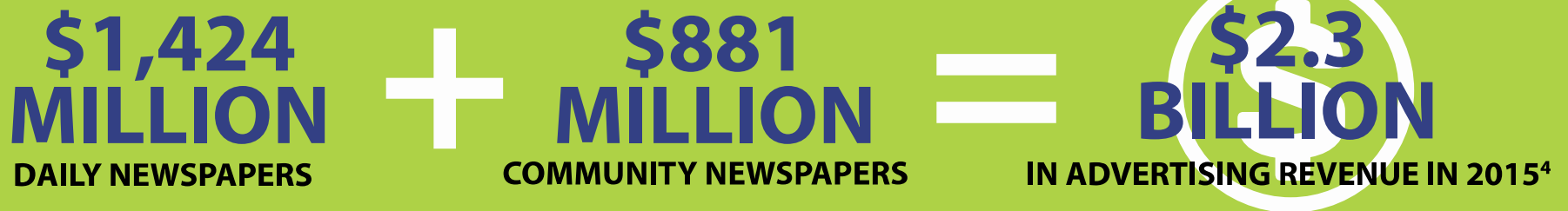
More than half of Canadians (54%) trust news media, second only to not-for-profit organizations (59%).



Seven out of ten Canadians (69%) felt that a strong presence in local communities contributes to increased trust.



More Than \$2 Billion in Newspaper Advertising in Canada



¹ Newspapers Canada database; 216 Snapshot, July 2016

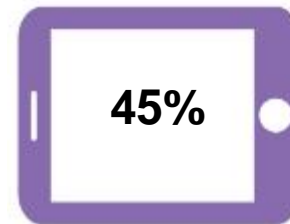
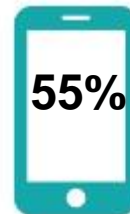
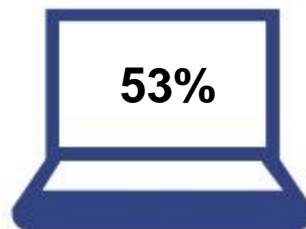
⁴ Newspapers Canada Annual Revenue Survey, 2015



Newspaper Media Reach Nine of Ten Canadians



Nine of ten (87%) adults read a newspaper each week in print, on desktops/laptops, on their phone or on their tablet.



More than a quarter (**27%**) of adults read newspaper content on **ALL** four platforms.



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Optimized Campaign =



78%

TRADITIONAL ADVERTISING



22%

DIGITAL ADVERTISING

While ad dollars are increasingly moving to digital, it's most effective to keep the bulk of the dollars in traditional media.

“More is better: spending across multiple platforms delivers greater ROI than investing in single platforms.”

Gayle Fuguitt, President, CEO Advertising Research Foundation



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Print Access Peaks at Breakfast

– Phone Access is Strong All Day

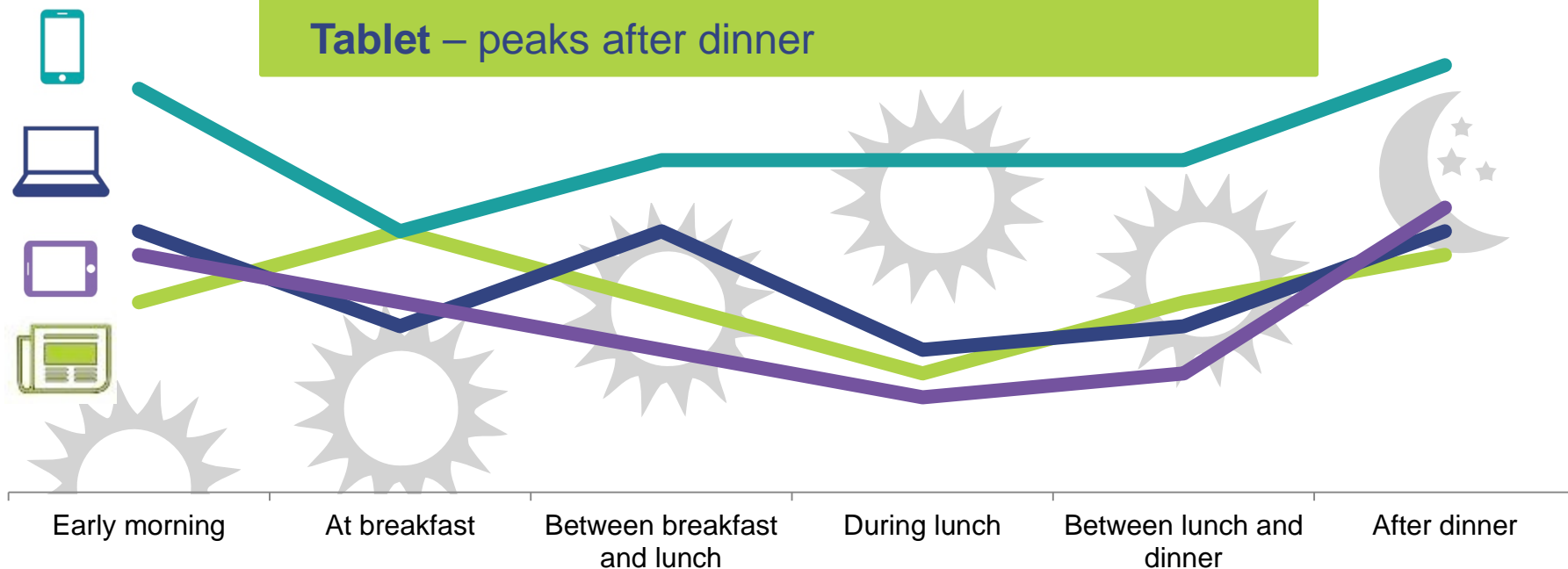


Print – peaks at breakfast and in the evening

Desktop/Laptop – early morning and after breakfast

Phone – most popular platform at all times

Tablet – peaks after dinner

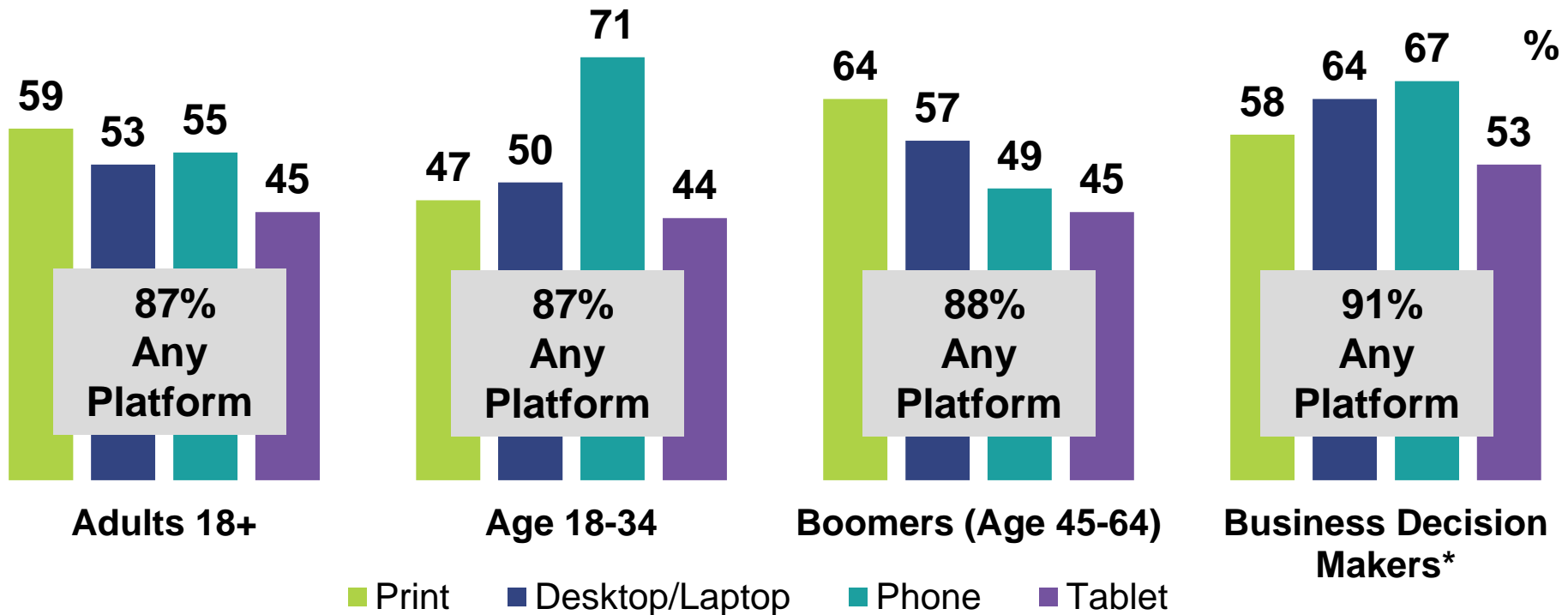


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Newspaper Media Reach all Target Groups



Young Adults read most on a phone. Boomers prefer to read in print. Business Decision Makers* are strong readers of newspaper content on all platforms.

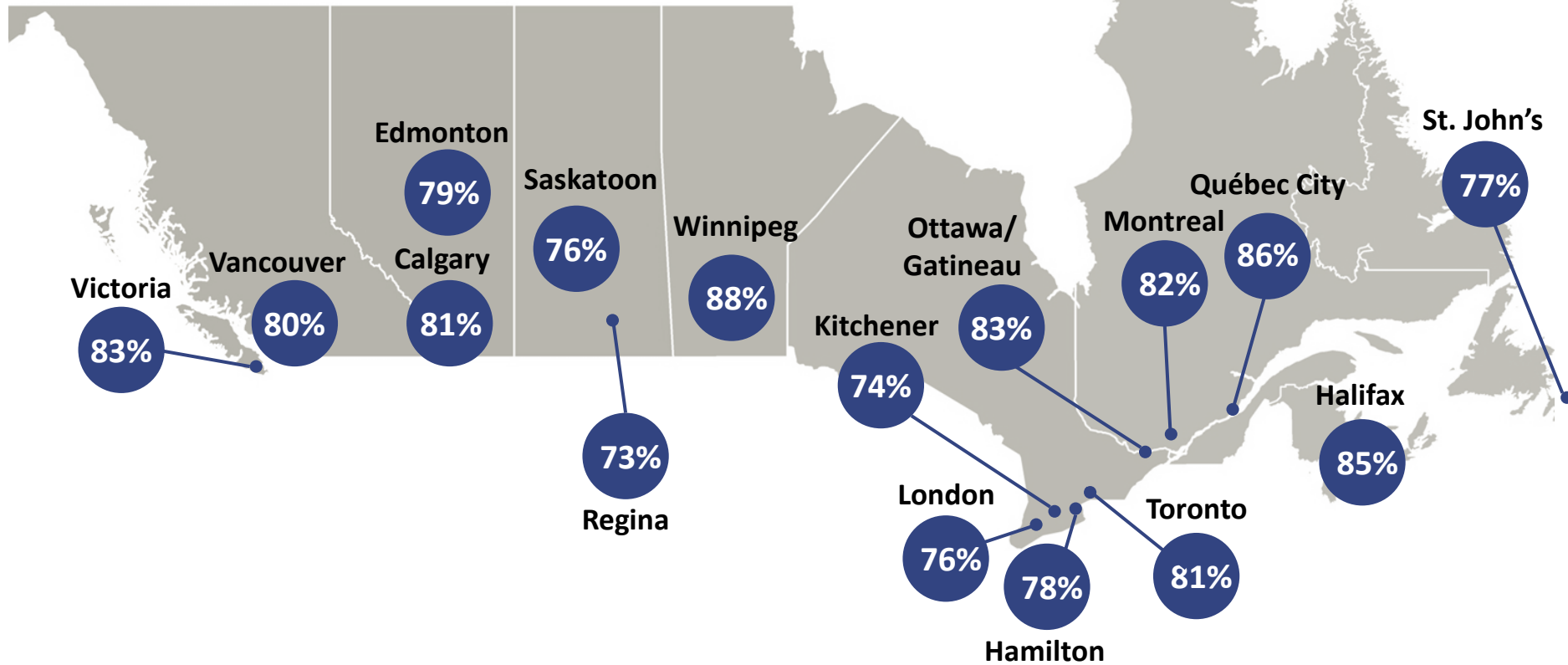


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Daily Newspapers Consistently Reach 8 of 10 Adults



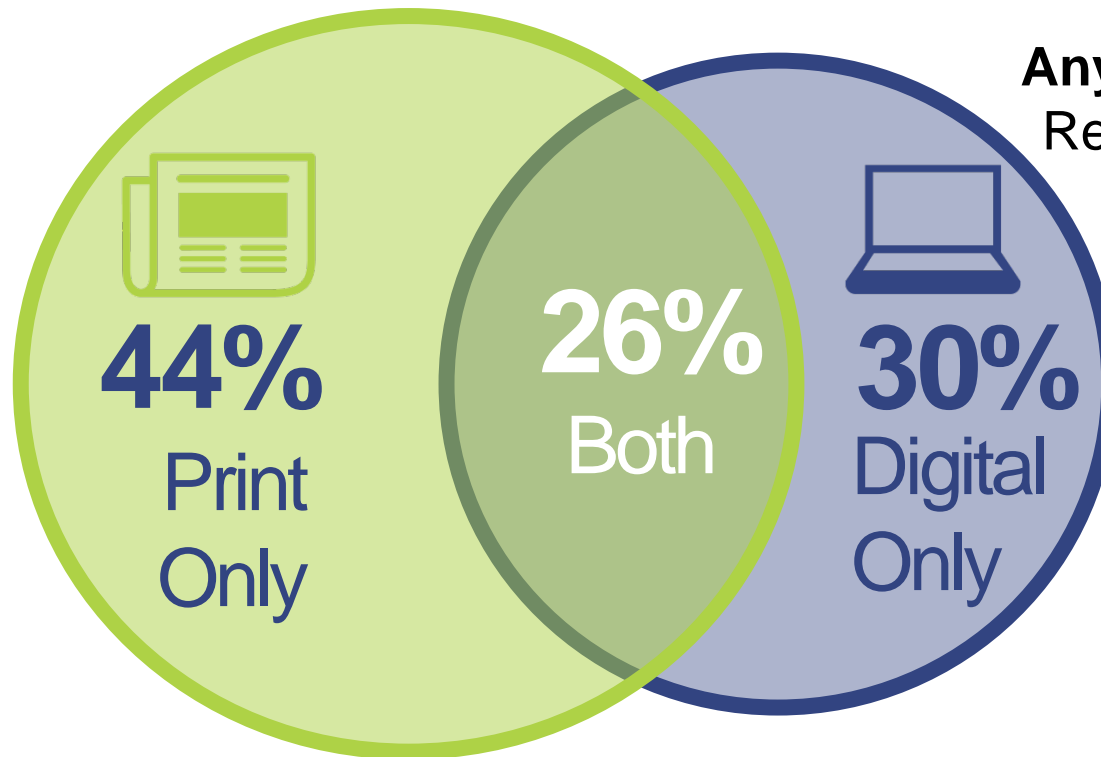
Net Digital/Print Weekly Reach (18+)



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Print Remains Dominant and More Than Half of Readers are Digital

70% of weekday newspaper readers still read a printed edition daily.



**Any Newspaper M-F
Read Yesterday (18+)**

based on 43 daily newspaper titles

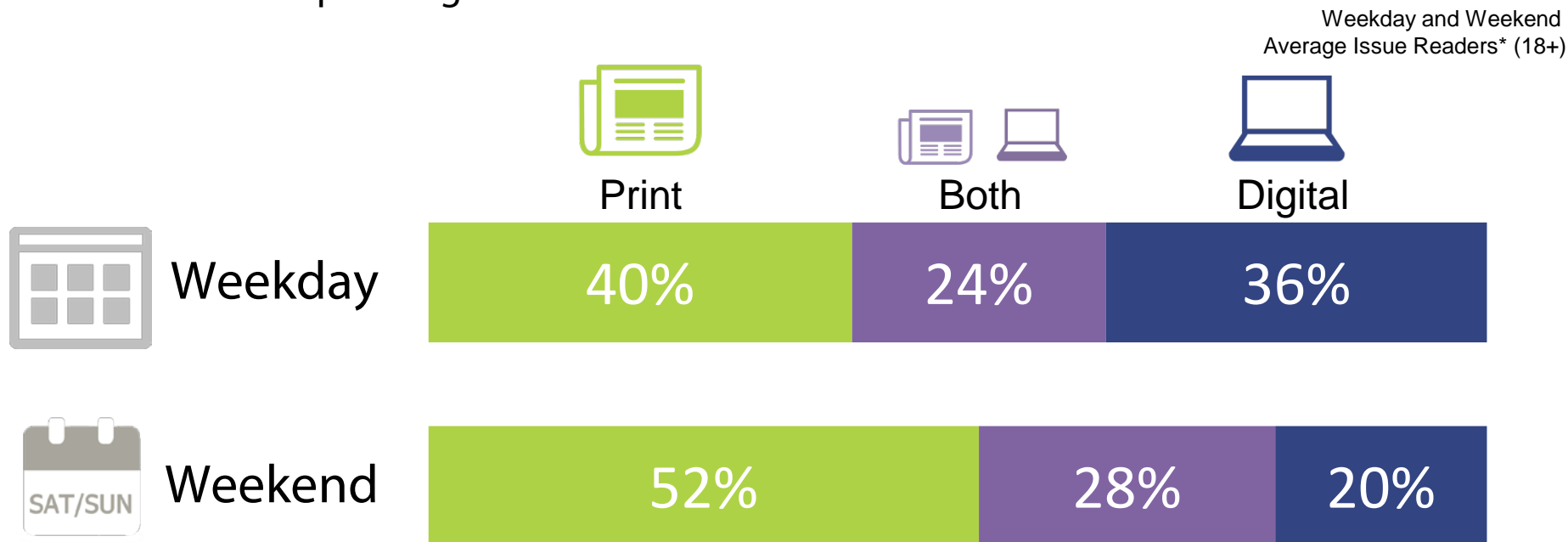


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Newspaper Reading Differs on Weekdays and Weekends



80% of weekend readers are reading daily newspapers in print compared to **64%** readership during the week.

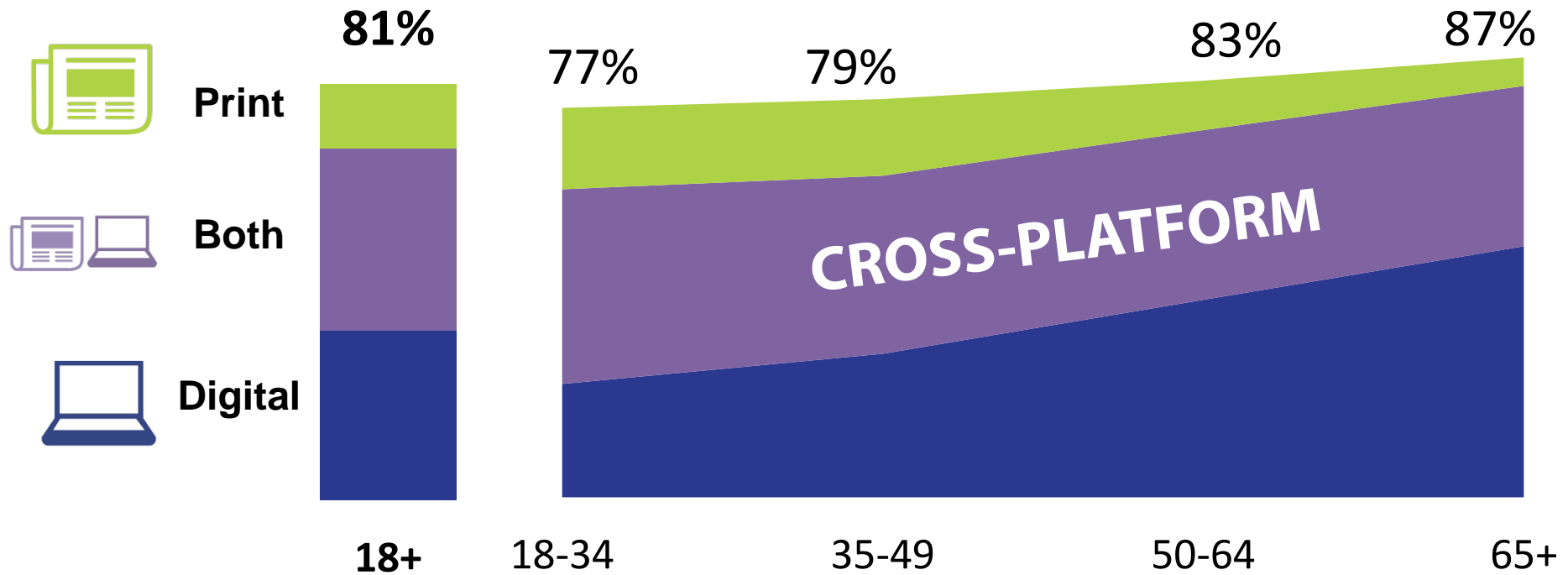


Based on daily newspaper titles published weekdays and weekends

Readers of All Ages Engage with Newspaper Brands on Multiple Platforms



Any Daily Newspaper Weekly Reach (18+)

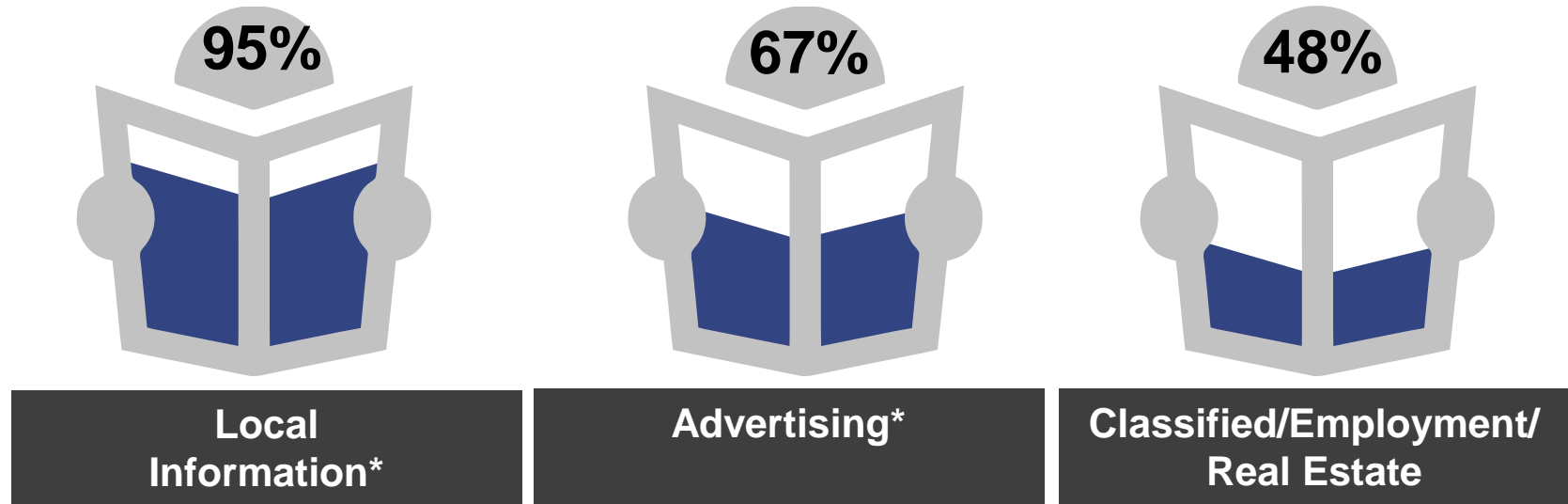


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95% of Readers Want Local Information



Reasons for Reading Printed Community Newspaper



Printed community newspaper readers are reading for local information as well as advertising.
Two thirds of readers (67%) want to see advertising in their printed community newspaper.

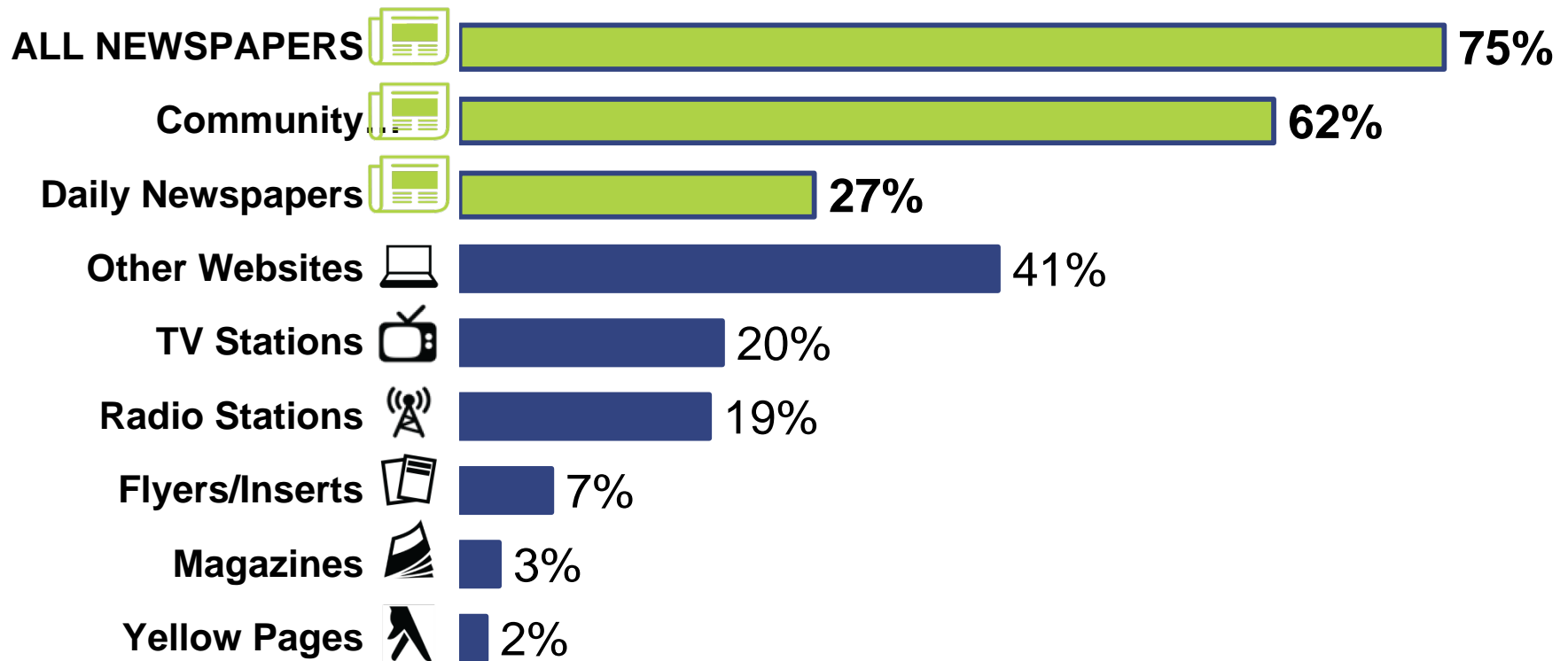


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Newspapers Dominate for Local Community Info



Three quarters of Canadians (**75%**) rely on newspapers for local community information.



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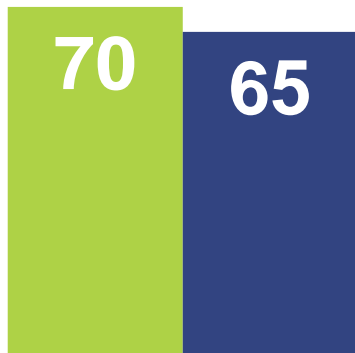


Seven of Ten New Car Buyers Read Auto Ads in Printed Newspapers



% Readership

■ New Car Buyers* ■ Millennials



AUTO ADS IN PRINTED NEWSPAPERS



AUTO ADS ON NEWSPAPER WEBSITES

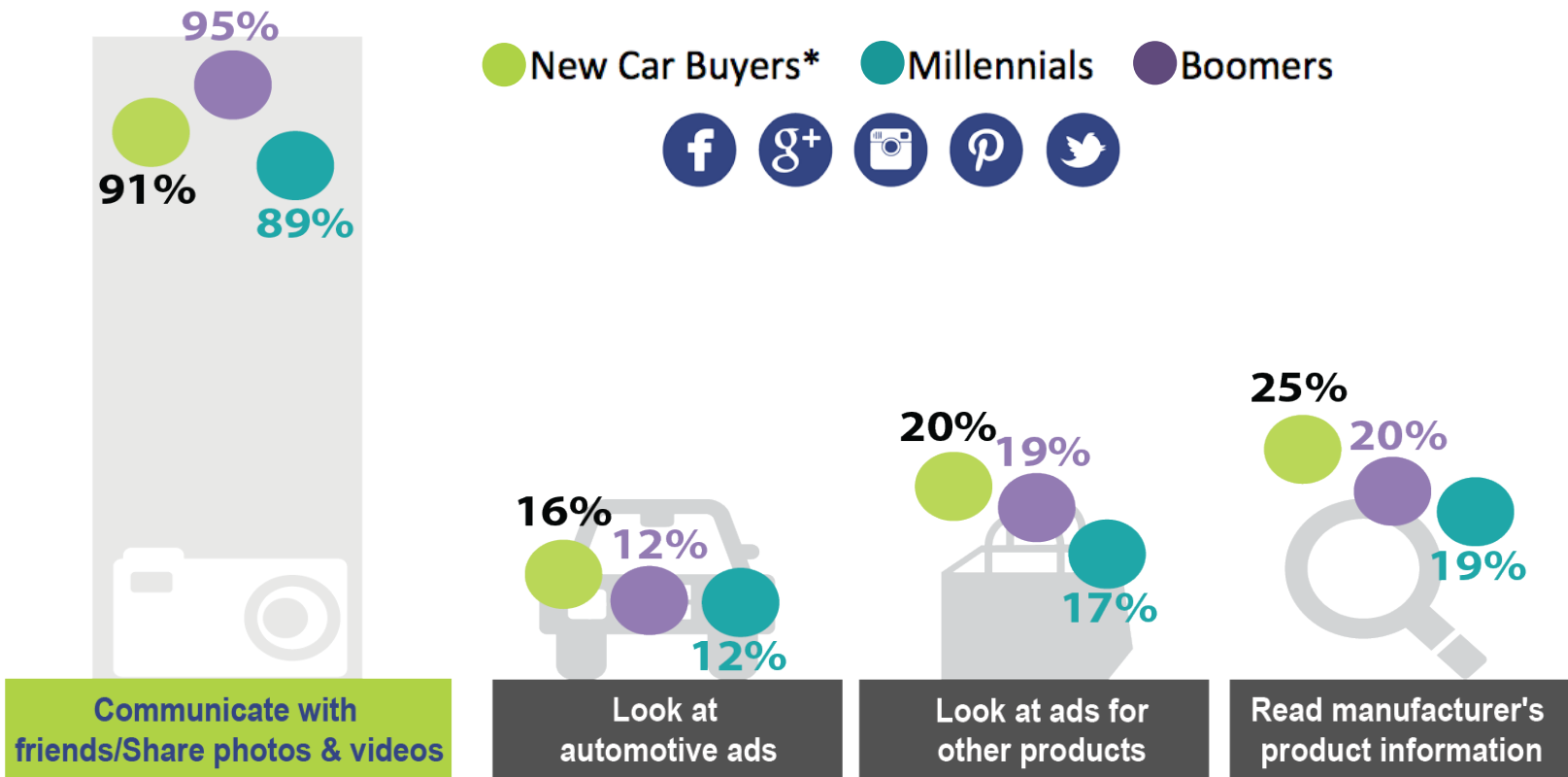


AUTO ADS ON OTHER WEBSITES**

Totum Research, February 2016; *in the past 2 years
** Websites excluding newspaper, TV, radio, magazine, auto sales media, vehicle manufacturer, model & retailer sites



Only 16% of New Car Buyers Look at Auto Ads on Social Media



Social Media is primarily used for communicating with friends, not looking at advertising.



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Print Newspapers Are Green

In Canada, over 85% of newspapers are recycled.



Biodegradable Time Line





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on Newspapers

www.newspaperscanada.ca



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