



17 Shareable Stats on Newspapers

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

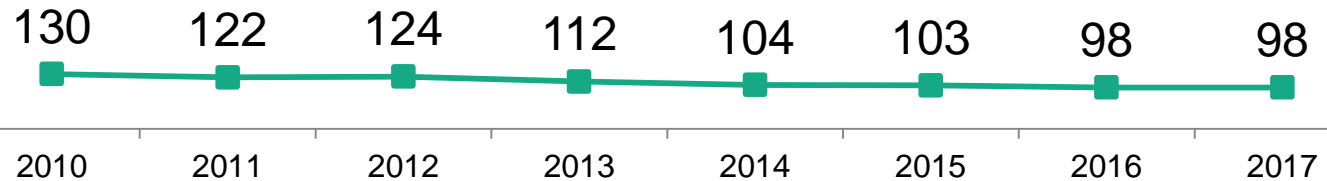


Kenora Daily Miner & News, Sept 2016

Newspapers in Canada



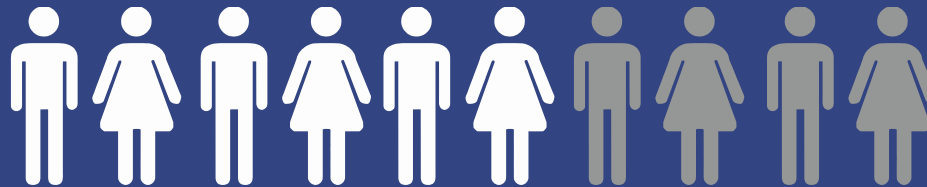
There are 1,130 newspapers publishing in 2017 with a total weekly circulation of more than 50 million copies.



Newspapers Remain A Trusted Advertising Format



60%



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

Trust In The News Media Is Still Very Strong In Canada

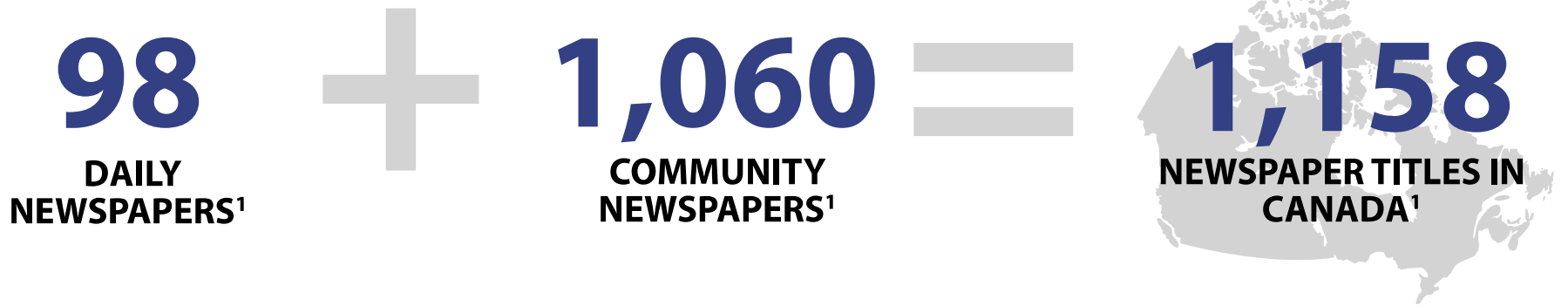


More than half of Canadians (54%) trust news media, second only to not-for-profit organizations (59%).



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 News Media Canada database; 2017 Snapshot

⁴ News Media Canada Annual Revenue Survey, 2016

Newspaper Media Reach Nine of Ten Canadians



57%



55%



59%



48%

Nine of ten (85%) adults read a newspaper each week in print, on their desktop/laptop, on their phone or on their tablet.

Almost a third (**30%**) of adults are reading newspaper content on **ALL** four platforms.

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.”

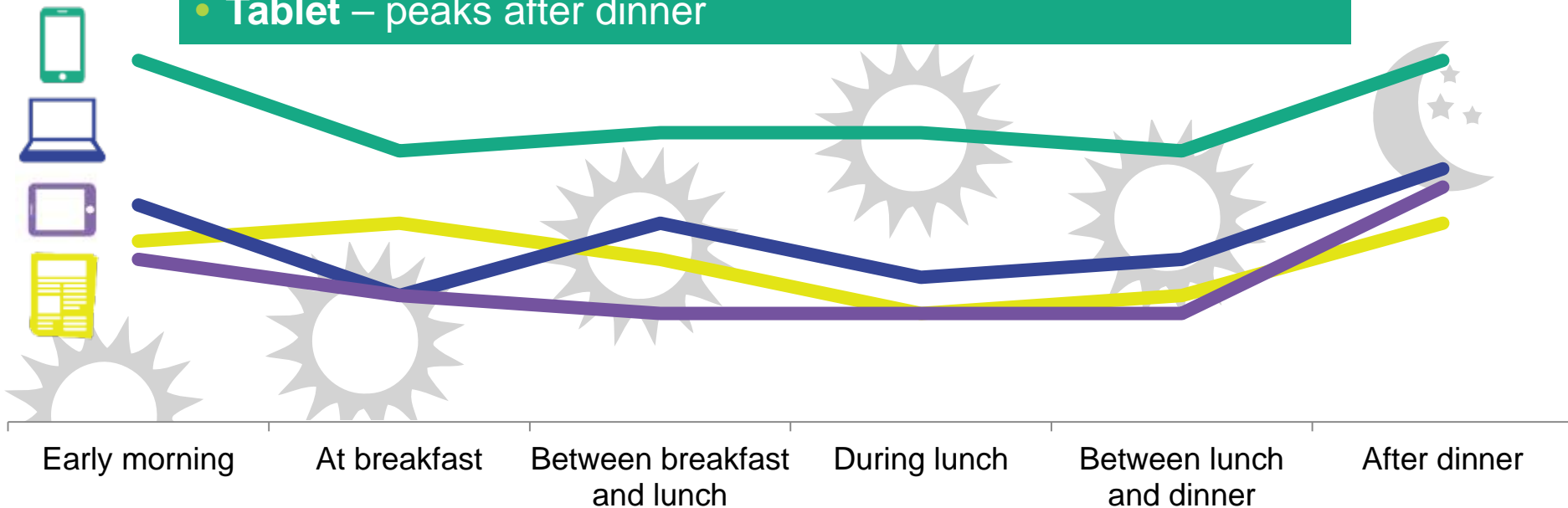
Gayle Fuguitt, President, CEO Advertising Research Foundation

Print Access Peaks at Breakfast

– Phone Access is Strong All Day



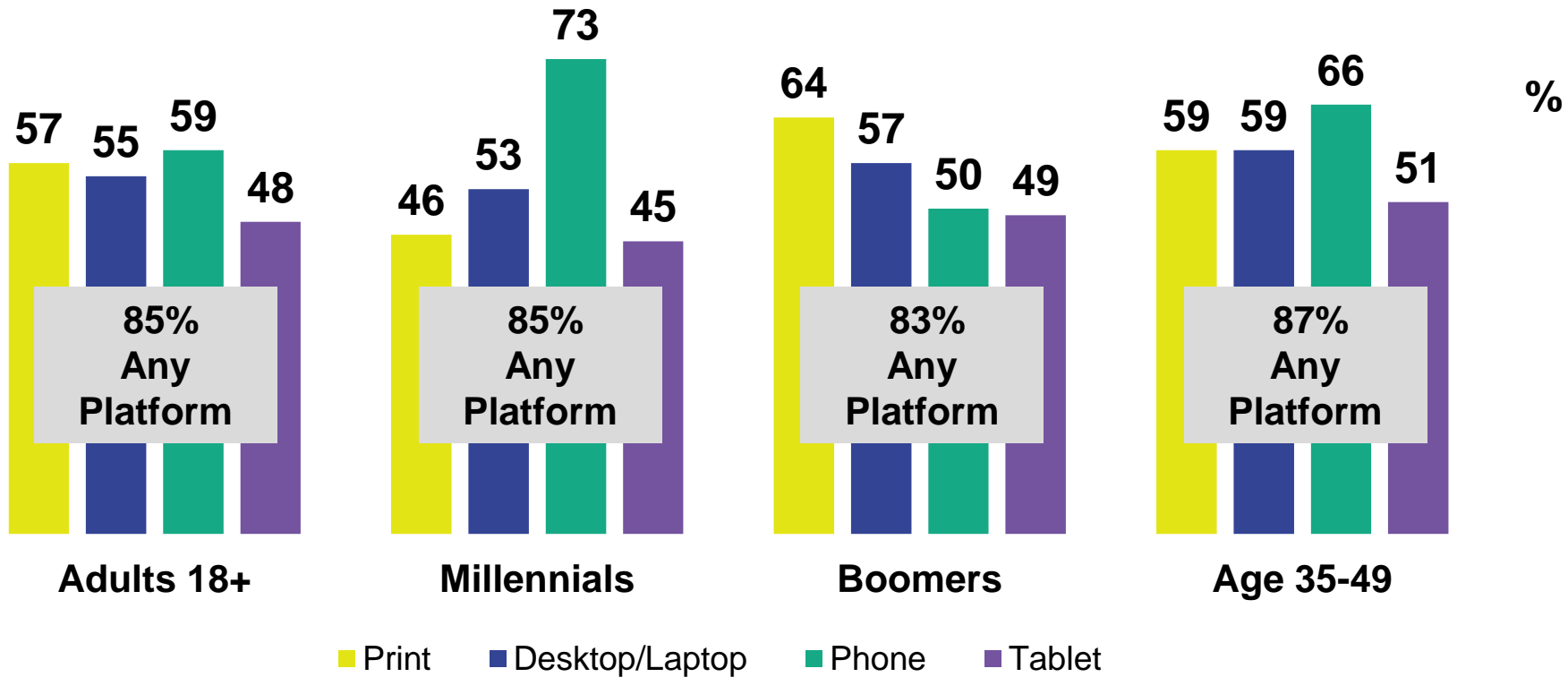
- **Print** – strong at breakfast and in the evening
- **Desktop/Laptop** – strong mid-morning and after dinner
- **Phone** – most popular platform throughout the day
- **Tablet** – peaks after dinner



Newspaper Media Reach all Target Groups



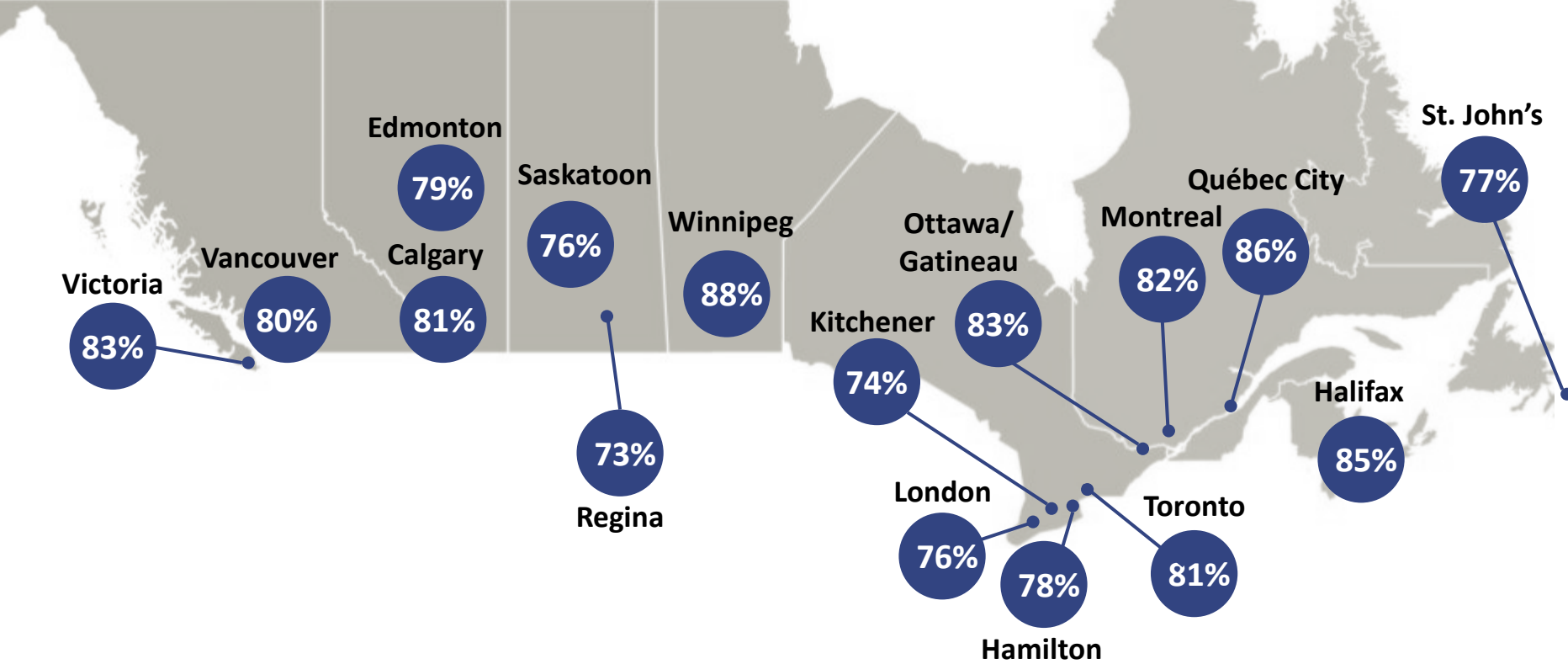
Millennials read most on a phone. **Boomers** prefer to read in print. **Adults 35-49 years old** choose phone and then print and computer equally.



Daily Newspapers Consistently Reach 8 of 10 Adults

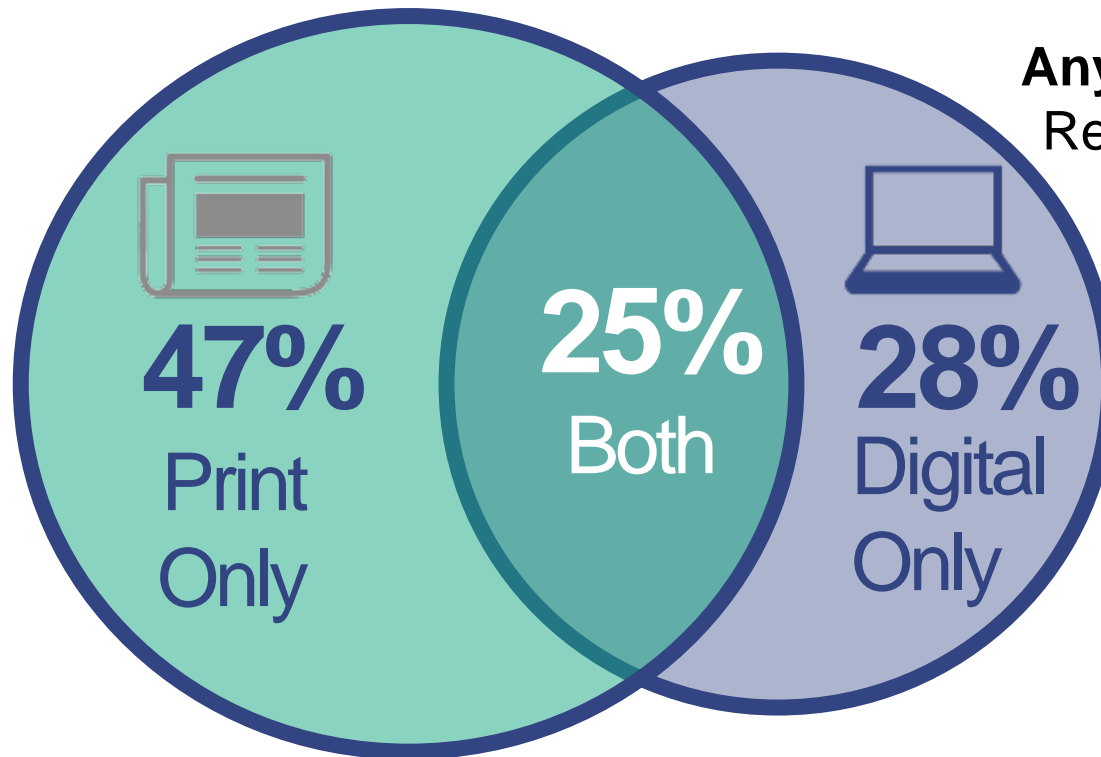


Net Digital/Print Weekly Reach (18+)



Print Remains Dominant and More Than Half of Readers are Digital

72% of weekday newspaper readers still read a printed edition daily



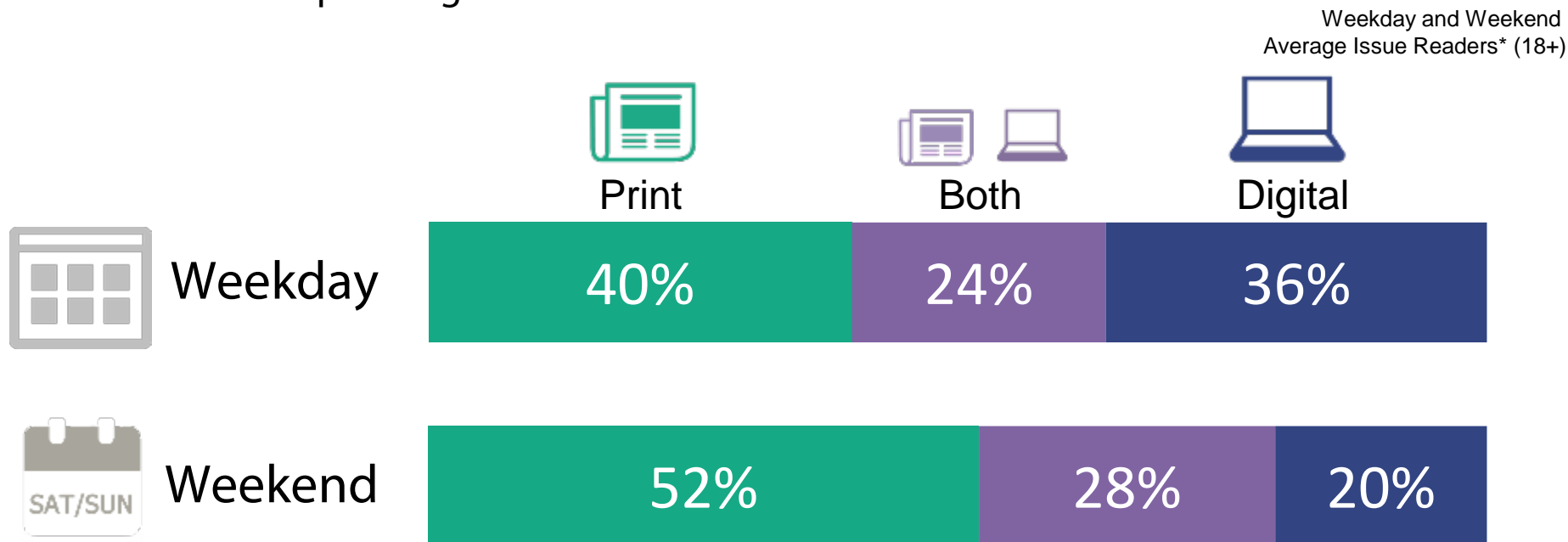
**Any Newspaper M-F
Read Yesterday (18+)**

based on 43 daily newspaper titles in 20 major markets

Newspaper Reading Differs on Weekdays and Weekends



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

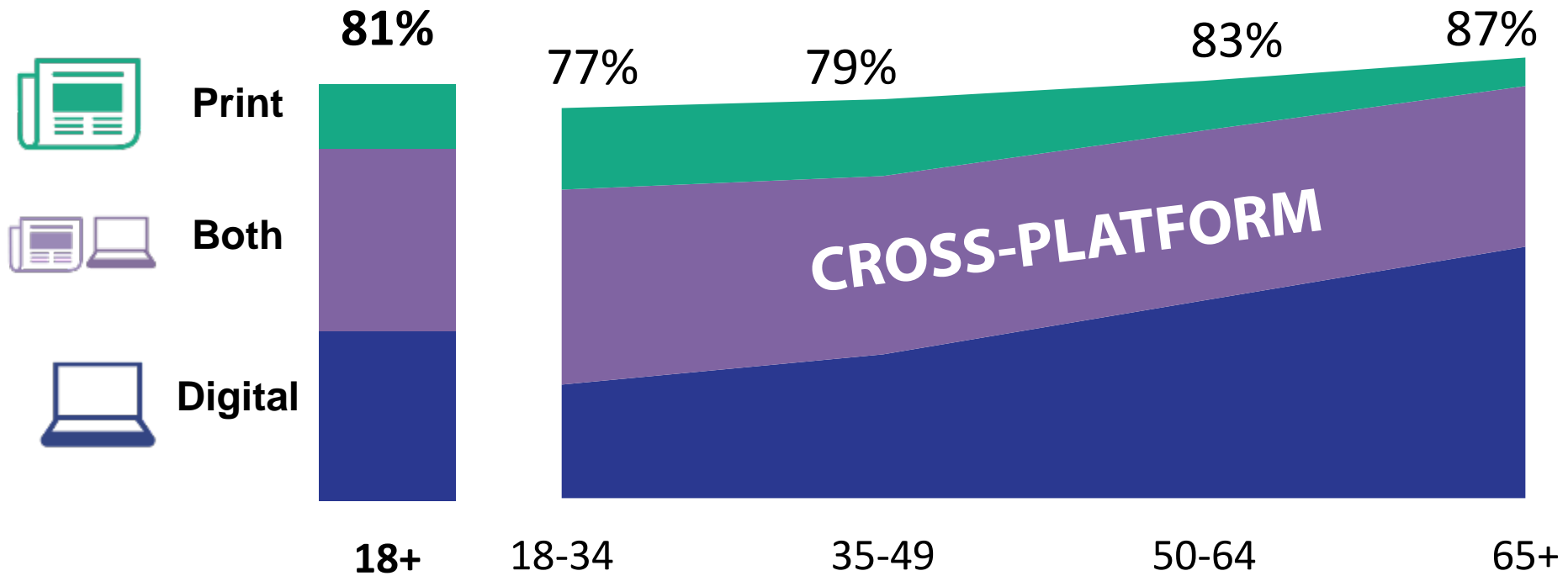


Based on daily newspaper titles published weekdays and weekends

Readers of All Ages Engage with Newspaper Brands on Multiple Platforms



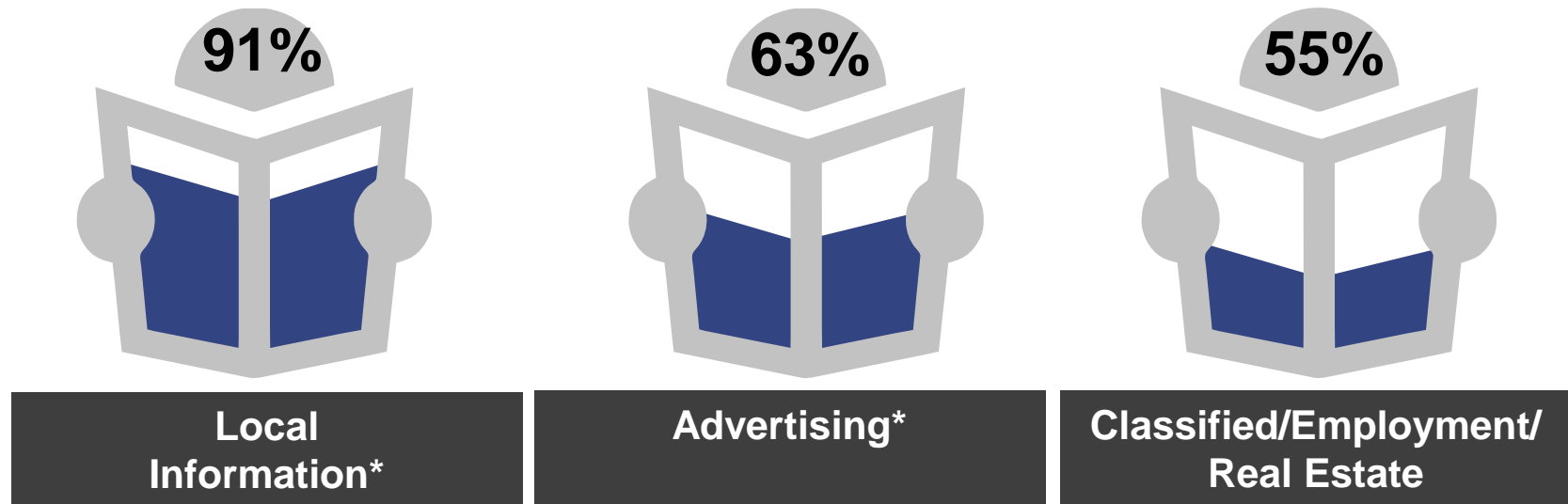
Any Daily Newspaper Weekly Reach (18+)



91% of Readers Want Local Information



Reasons for Reading Printed Community Newspaper



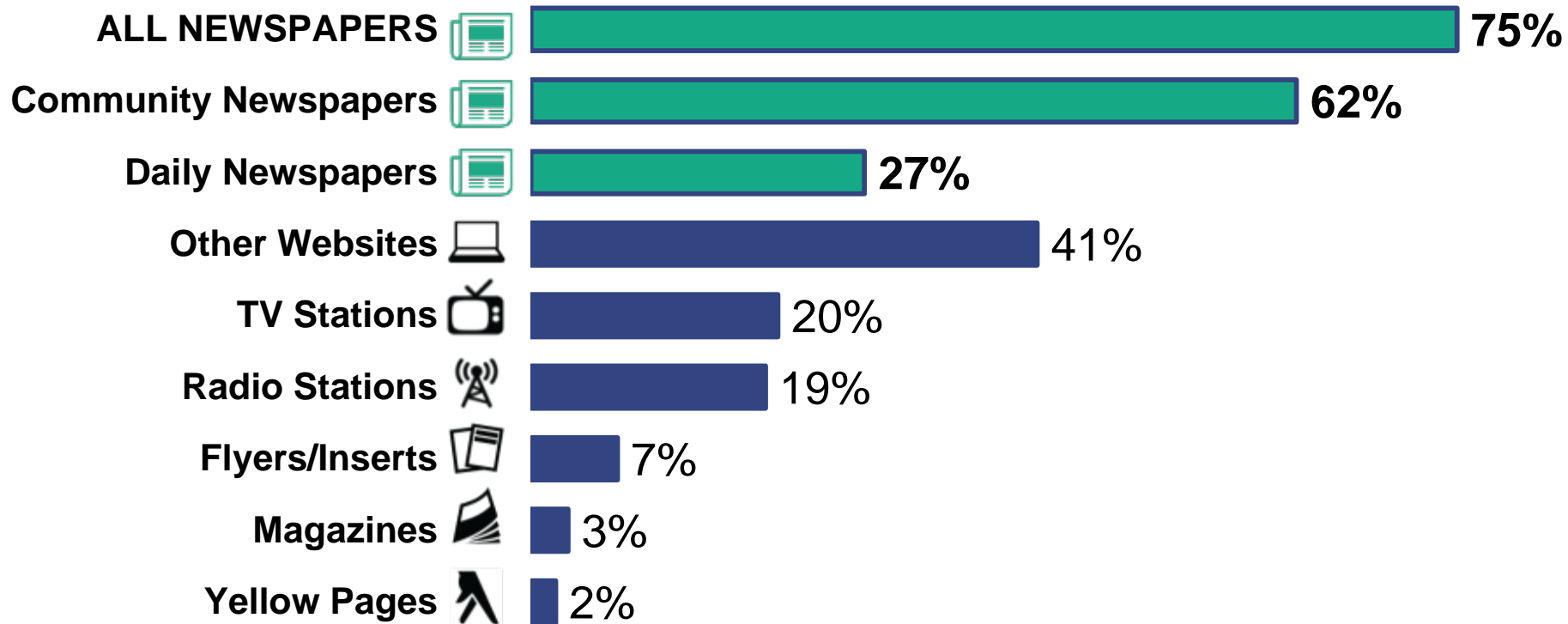
Printed community newspaper readers are reading for local information as well as advertising.

Almost two thirds of readers (63%) want to see advertising in their printed community newspaper.

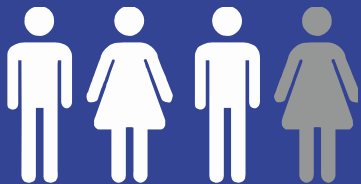
Newspapers Dominate for Local Community Info



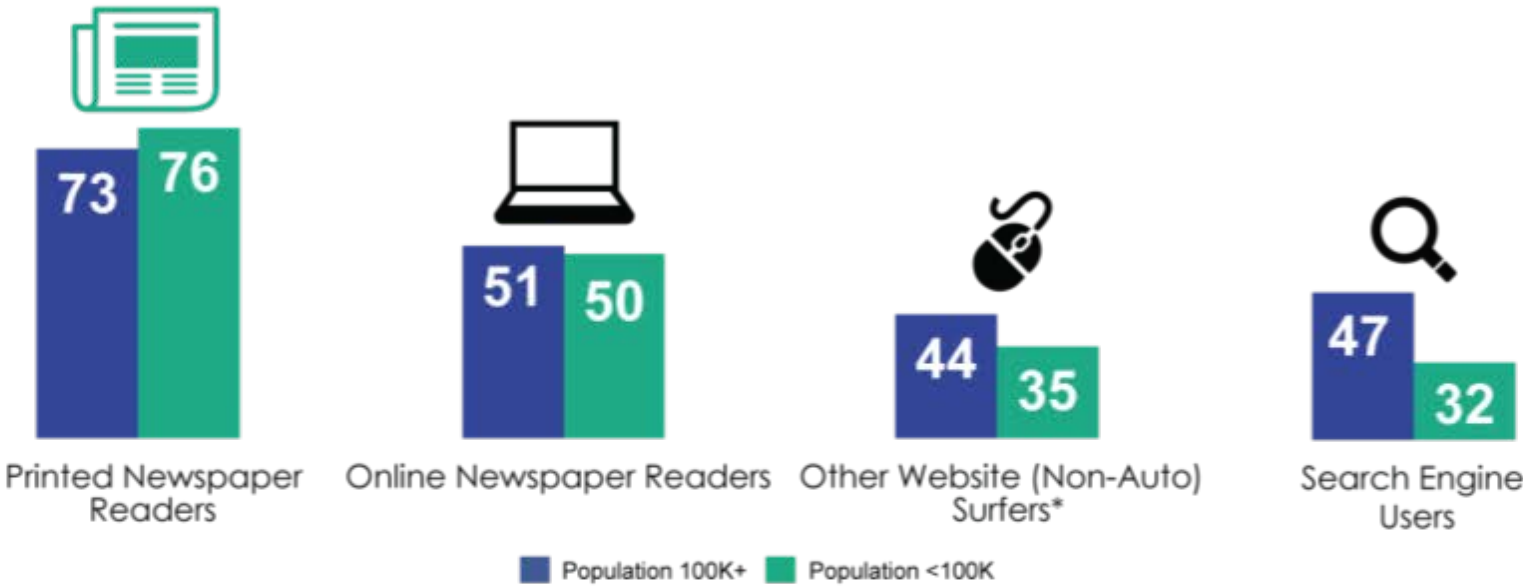
Three quarters of Canadians (75%) rely on newspapers for local community information.



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



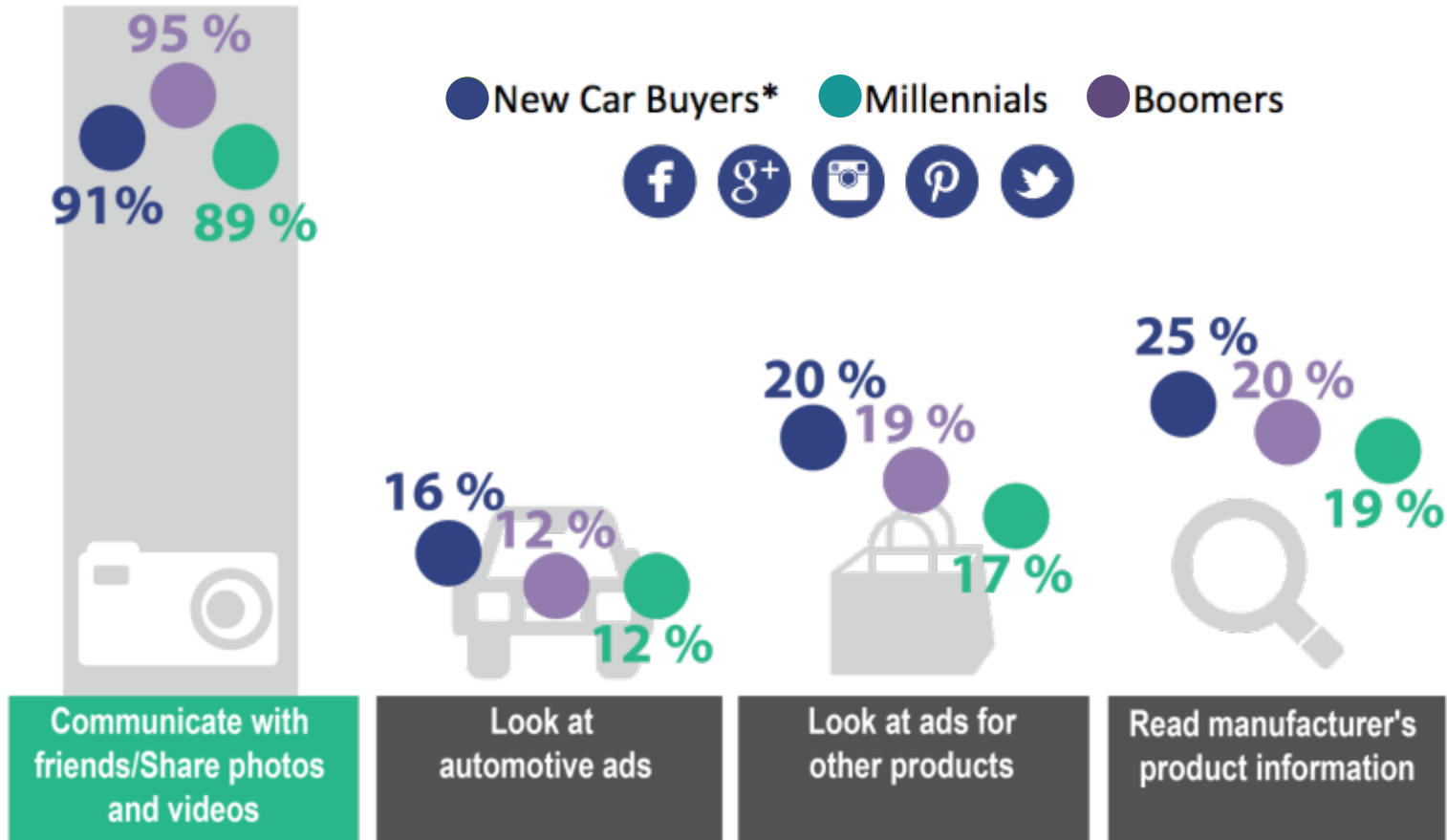
3 OF 4 PRINTED COMMUNITY NEWSPAPER READERS NOTICE THE VEHICLE ADS IN THEIR PAPER



Community Newspapers Drive Results 2017, Totum Research;
Base: Printed and/or digital community newspaper readers

* Websites excluding newspaper, TV, radio, magazine, auto sales media and vehicle manufacturer, model and 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.

Print Newspapers Are Green

In Canada, over 85% of newspapers are recycled.



Biodegradable Time Line





17 Shareable Stats

on Newspapers

www.newsmediacanada.ca