

SNAPSHOT 2017

CANADA'S COMMUNITY NEWSPAPERS



Every week in Canada, over 1,000 community newspapers circulate almost 19 million copies in key metropolitan areas, rural and remote regions, and all areas in between.²



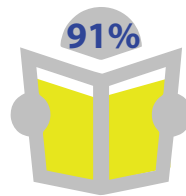
Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve. And they are able to target these communities like no other medium.

COMMUNITY NEWSPAPER READERS RESPOND TO ADVERTISING¹

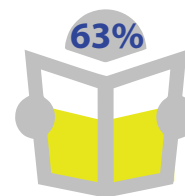
Action Taken as a Result of Advertising Exposure

PRINT	DIGITAL	
68%	54%	Became aware of product, service, sale
51%	58%	Gone online to find more info on product/service
44%	45%	Looked for more offline info on product/service
60%	53%	Visited a store in person or online
57%	53%	Bought a product or service
45%	53%	Referred an ad to someone else

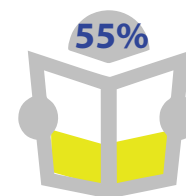
REASONS FOR READING PRINTED COMMUNITY NEWSPAPER¹



Local Information*



Advertising*



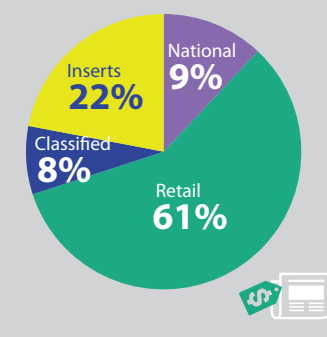
Classified/Employment/Real Estate

Printed community newspaper readers are reading for local information as well as advertising. Two thirds of readers (63%) want to see advertising in their printed community newspaper.

COMMUNITY NEWSPAPER ADVERTISING REVENUE 2016³

Print Advertising Revenue
\$834,386,000

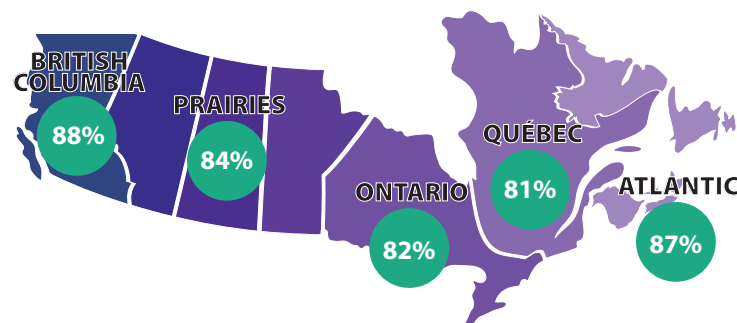
Online Advertising Revenue
\$39,843,000



Total Advertising Revenue
\$873,576,000

COMMUNITY NEWSPAPER READERS⁴

83% of Canadians are local Community Newspaper Readers



Adults 18+, Read a local community newspaper in past month or longer ago

MULTI-PLATFORM READERS¹

44% of printed community newspaper readers are multi-platform readers. They access content across ALL platforms.



82%
Newspaper



73%
Desktop/
Laptop



71%
Smartphone



60%
Tablet

For more information, go to www.newsmediacanada.ca

Source:

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

2 - News Media Canada database, July 2017

3 - News Media Canada Revenue Survey 2016

4 - Vividata 2016 Q2 Readership and Product Database (July 2015 - June 2016 Fieldwork)

* Local Information=Local News, Editorial, Sports, Entertainment, Events; Advertising=Advertising in the paper, Flyers/Inserts

SNAPSHOT 2017

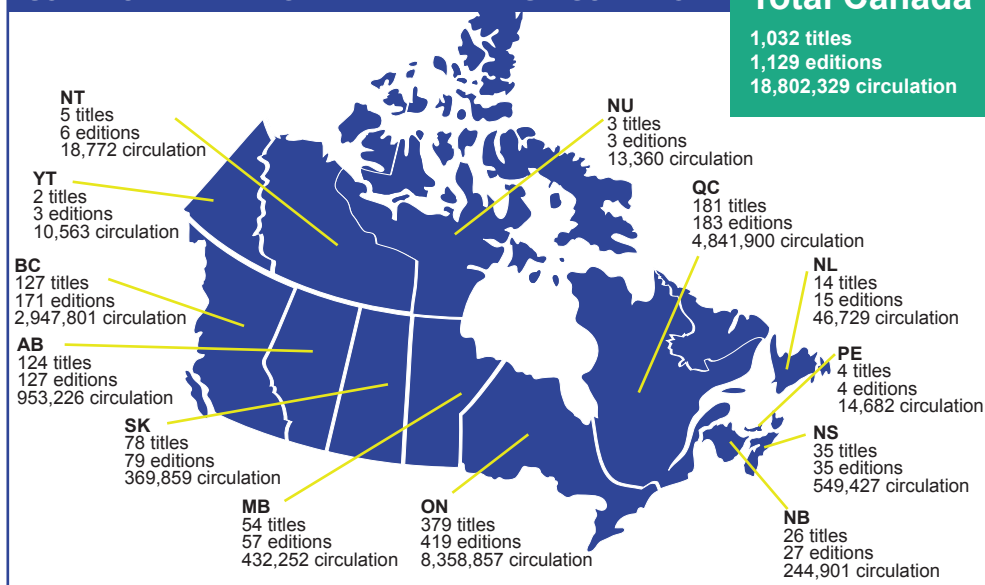
CANADA'S COMMUNITY NEWSPAPERS



COMMUNITY NEWSPAPER WEEKLY CIRCULATION

Total Canada

1,032 titles
1,129 editions
18,802,329 circulation



QUICK FACTS

CIRCULATION

18,802,329 total number of copies circulated every week.



PUBLICATION & EDITIONS

1,032 total number of community newspaper titles.



1,129 total number of community newspaper editions published.

PAID VS. CONTROLLED CIRCULATION



Most community newspaper circulation is free (controlled).

- **716,677** paid weekly circulation of community newspapers (4%)

- **18,085,652** free (controlled) weekly circulation of community newspapers (96%)

COMMUNITY NEWSPAPER OWNERS

Owner	# Titles	# Editions	Paid	Controlled	Total Circulation
Aberdeen Publishing L.P.	7	7	2,833	44,043	46,876
Advocate Printing & Publishing Co.	10	10	14,616	57,199	71,815
Black Press Ltd.	91	124	52,883	1,902,889	1,955,772
Brunswick News Inc.	20	21	23,304	179,421	202,725
Compagnie d'Édition André Paquette	8	8	13,418	127,482	140,900
Continental Newspapers Canada Ltd.	1	2	-	24,496	24,496
Department of National Defence	16	16	-	89,244	89,244
FP Newspapers Inc.	8	8	5,411	200,423	205,834
Glacier Media Inc.	60	70	44,362	974,205	1,018,567
Great West Newspapers, LP.	17	18	16,261	151,222	167,483
Groupe Capitales Médias	1	1	26,591	2,726	29,317
London Publishing Corporation	11	11	7,126	100,871	107,997
Metroland Media Group Ltd.	106	140	15,294	5,259,632	5,274,926
Northern News Services Ltd.	6	7	17,494	8,469	25,963
Postmedia Network Inc.	102	108	52,801	1,287,705	1,340,506
SaltWire Network Inc.	29	30	40,719	380,997	421,716
Snap Newspaper Group Inc.	72	72	-	733,000	733,000
Star News Inc.	10	10	2,342	74,683	77,025
TC.Transcontinental	110	112	16,506	3,832,133	3,848,639
Independent Groups (2+ titles)	119	124	127,505	1,172,067	1,299,572
Independent Single Titles	228	230	237,211	1,482,745	1,719,956
Total	1,032	1,129	716,677	18,085,652	18,802,329

OWNERSHIP

66% corporate ownership (685 titles)



34% independent ownership (group/single) (347 titles)

PUBLISHING FREQUENCY



954 titles publish once per week (92%)

59 titles publish twice per week (6%)

19 titles publish three times per week (2%)

FORMAT



12% of editions are broadsheet format (136)

88% of editions are tabloid format (993)

LANGUAGE (1,032 TITLES)



830 titles are English = **80.4%**

20 titles are English/French = **1.9%**

2 titles are English/Other = **0.2%**

180 titles are French = **17.4%**

For more information, go to www.newsmediacanada.ca