

SNAPSHOT 2016

DAILY NEWSPAPERS



Every week in Canada there are more than 31.5 million newspapers distributed, in both print and digital formats.¹



As a medium for advertising, daily newspapers are trusted more than any other medium (traditional or digital)²



Almost eight in ten (77%) Canadians in major markets read a daily newspaper each week, either in print or online.³



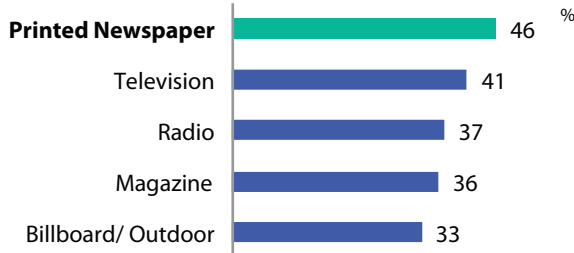
More than half (56%) of newspaper readers access newspaper content via digital devices (primarily mobile devices).³

NEWSPAPER ADVERTISING IS MOST TRUSTED²

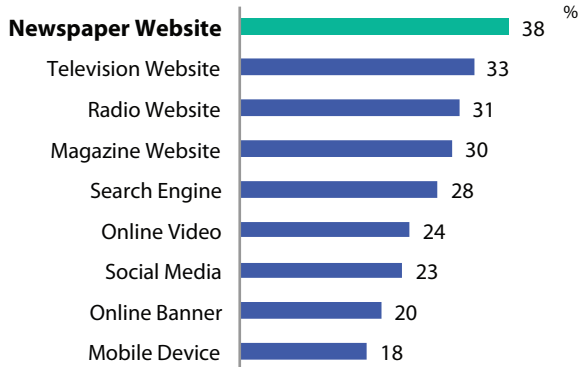
Trust in Advertising Content



IN TRADITIONAL MEDIA



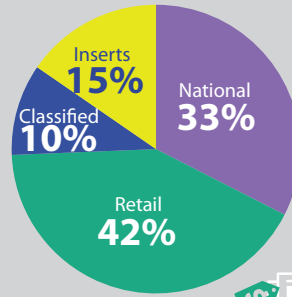
IN DIGITAL MEDIA



2016 ADVERTISING REVENUE³

Print Advertising Revenue

\$1,022,000,000



Online Advertising Revenue

\$236,000,000

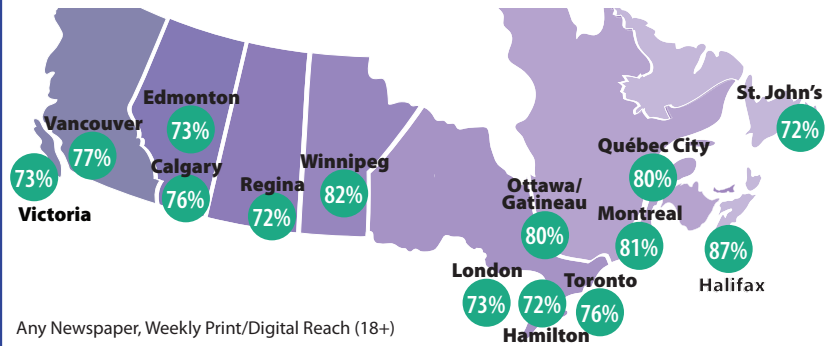


Total Advertising Revenue
\$1,258,000,000



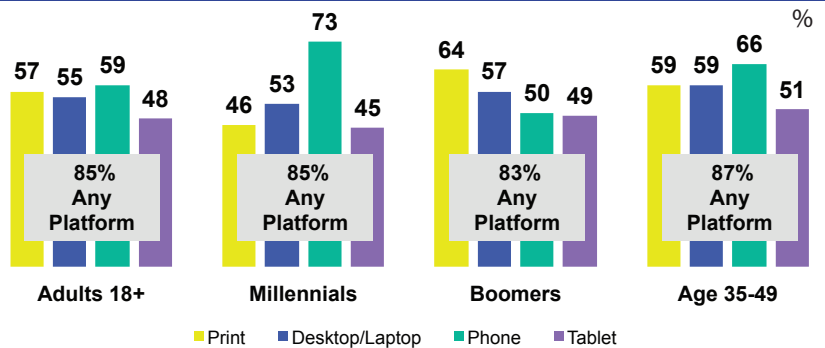
DAILY NEWSPAPER READERS⁴

Daily Newspapers Consistently Reach Three Quarters of Canadians



NEWSPAPER MEDIA REACH ALL TARGET GROUPS²

More than eight out of ten adults (85%) read newspapers across all platforms and three out of ten read on ALL FOUR platforms. Millennials prefer to read on their phones, Boomers prefer print and adults aged 35-49 choose phone and then print/computer equally.



For more information, go to www.newsmediacanada.ca

Source:

1 - Annual Circulation Report, 2016; News Media Canada

2 - Newspapers 24/7: 2017, Totum Research; December 2016

3 - Daily Newspaper Revenue Survey 2016; News Media Canada/Totum Research

4 - Vividata 2017 Q2 Readership and Product Database; Respondents aged 18+, Average Weekly Print/Digital

