

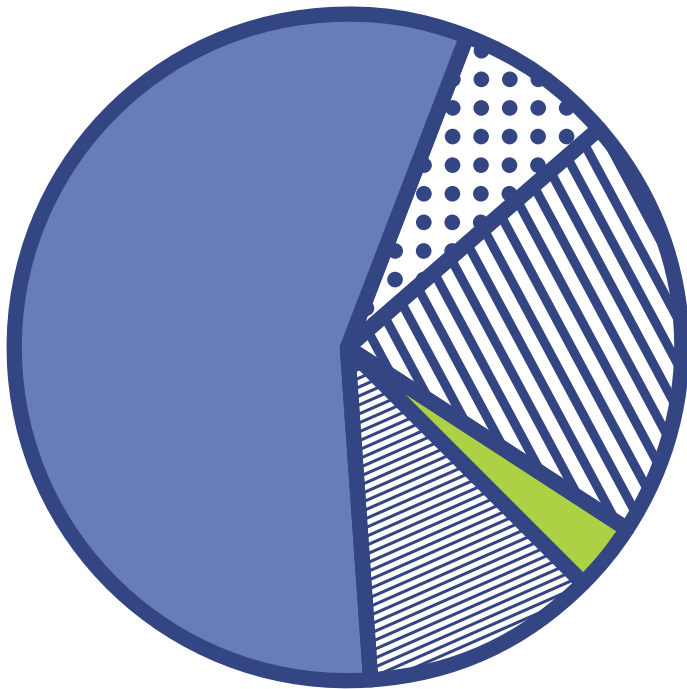


COMMUNITY NEWSPAPERS ARE A **BILLION DOLLAR** INDUSTRY

Total 2014 advertising revenue for community newspapers in Canada is **\$968 million**. Community newspapers also reported an **additional \$90 million** in other related revenue.



REVENUE SURVEY HIGHLIGHTS



Print Advertising

\$ 934,961,000

97% of total advertising revenue

Print advertising revenue represents the majority (97%) of revenue at \$935 million. The majority (71%) of community newspaper revenue comes from Local/Retail.

Online advertising (including Mobile) in 2014 totals \$32,773,000 and represents 3% of all revenues. Mobile advertising is still in the early stages with community newspapers, accounting for \$228,000 in 2014.

 Local/Retail Advertising
\$551,784,000

 National Advertising
\$110,082,000

 Inserts/Flyers
\$198,955,000

 Classified Advertising
\$74,140,000

 Online Advertising
\$32,773,000

IN JUNE 2014 THERE WERE **1,040 COMMUNITY NEWSPAPER TITLES** AND 1,145 TOTAL EDITIONS PUBLISHED.

Ownership of Community Newspapers

 Corporate Ownership
61% (631 titles)

 Independent
39% (409 titles)

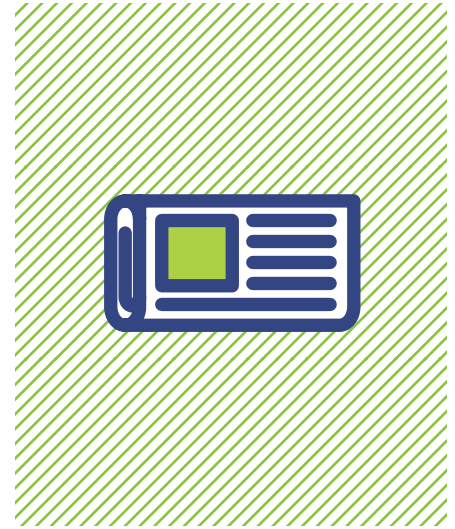
Independently owned community newspapers represent 39% of all titles while 61% of newspapers are owned by corporate chains/groups.



20.6 MILLION NEWSPAPERS DISTRIBUTED EVERY WEEK

COMMUNITY NEWSPAPER INDUSTRY SNAPSHOT

Circulation of community newspapers remained stable from 2012 to 2014 with more than **20.6 million copies distributed every week**. Controlled circulation (free distribution) newspapers account for **96% of community newspaper distribution across the country**.



NET ADVERTISING VOLUME IN CANADA TOP 5 MEDIA (\$ CAD MILLIONS)



Internet
\$3,793
(31%)



Television
\$3,503
(29%)



Daily Newspapers
\$1,630
(14%)



Radio
\$1,589
(13%)



Community Newspapers
\$968
(8%)

Community newspapers accounted for almost a billion dollars in revenue in 2014 and rank 5th behind Internet, Television, Daily Newspapers and Radio. **Community newspaper revenue accounts for more than 8% of all 2014 advertising revenues in Canada which has a total reported media revenue figure of \$12.1 billion dollars.**

REVENUE SURVEY METHODOLOGY AND TECHNICAL NOTES

Data collection via online questionnaire took place between May and September 2015. Almost 97% of chain revenue was reported, which accounts for 80+% of total weekly newspaper advertising revenue across Canada. Independent participation was 32% with 131 independent newspaper responses.

Additional details can be found in the full annual revenue report online. For more information please contact:

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