

NEWSPAPERS BY THE NUMBERS 2016

98
DAILY
NEWSPAPERS¹



1,060 =
COMMUNITY
NEWSPAPERS¹



CIRCULATION²

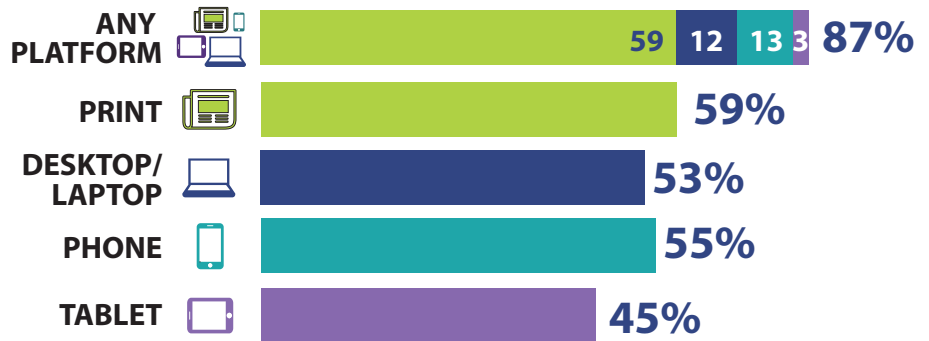


49.9 MILLION
NEWSPAPER COPIES
CIRCULATED EACH WEEK



NEWSPAPERS REACH 9 OUT OF 10 ADULTS³

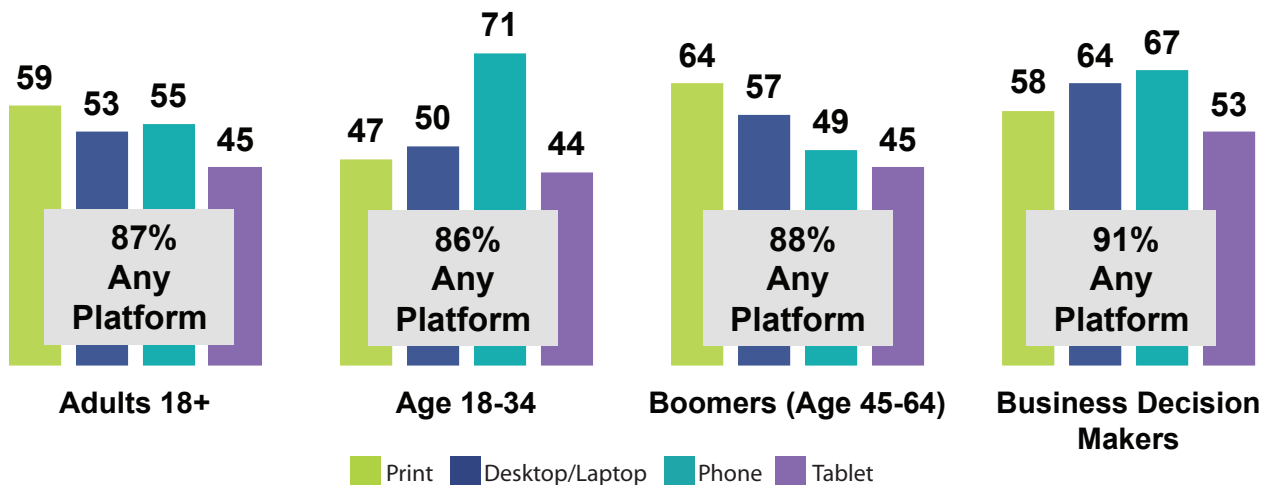
More than a quarter of Canadians (27%) read newspaper content on ALL FOUR platforms.



“In towns and cities where there is a strong sense of community, there is no more important institution than the local paper.” Warren Buffett, Chairman, Berkshire Hathaway

NEWSPAPER MEDIA REACH ALL TARGET GROUPS³

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.



For more information, go to www.newspaperscanada.ca

Sources:

- 1 – Newspapers Canada database; 2016 Snapshot, July 2016
- 2 – Newspapers Canada, 2015 Daily Newspaper Circulation Report; 2016 Snapshot, July 2016
- 3 – 2016 Newspapers 24/7, January 2016



NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED

NEWSPAPERS BY THE NUMBERS

2016

**\$1,424
MILLION**

DAILY NEWSPAPERS⁴



**\$881
MILLION**

COMMUNITY NEWSPAPERS⁴



**\$2.3
BILLION**

IN ADVERTISING REVENUE IN 2015⁴

MEDIA ENGAGEMENT⁷

Media engagement = trust, connection, inspiration, ethical, notice ads, useful ads, ads increase purchase likelihood.



PRINT NEWSPAPERS INDEX 210



NEWSPAPER WEBSITES INDEX 134

CONTENT ACCESS⁵



Paywalls = **37**
Free Tablet Editions = **2**
Pay per Article = **1**

TIME SPENT READING⁶



46 minutes daily with print
30-40 minutes daily with digital

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

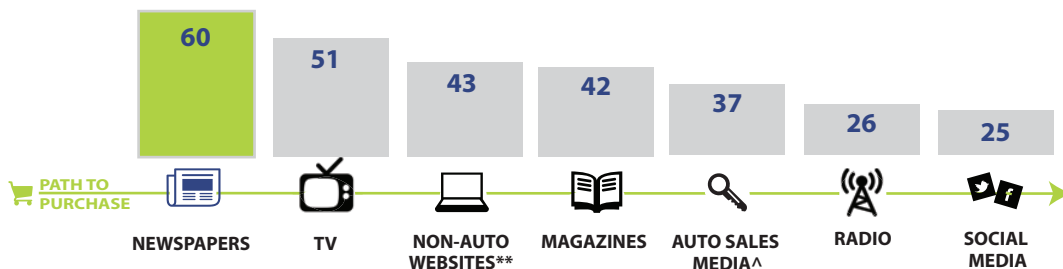
Nielsen Global Trust in Advertising Survey, Q1 2015

MEDIA INFLUENCE IN THE AUTOMOTIVE PATH TO PURCHASE⁷

Media is one of the key drivers of influence during the auto path to purchase.

Potential consumers move in and out of the various stages as they navigate their vehicle purchase.

60% of New Car Buyers are influenced by Newspapers.



Almost half (47%) of all recent new car buyers* report being influenced by some form of media throughout the process.

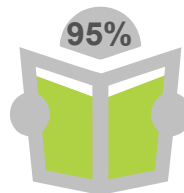
**Websites excluding Newspaper and Auto Manufacturer, Model and Retailer sites ^Autotrader, Kijiji etc.

PRINTED COMMUNITY NEWSPAPER READERS WANT LOCAL INFORMATION⁸

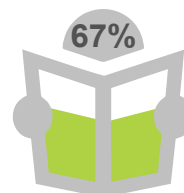
Printed community newspaper readers are reading for local information as well as advertising.

- **95%** of printed community newspaper readers want local information.

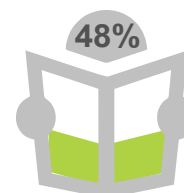
- **67%** of readers want advertising.



Local Information*



Advertising*



Classified/Employment/Real Estate

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

For more information, go to www.newspaperscanada.ca

Sources:

4 - Newspapers Canada, 2015 Annual Revenue

5 - Newspapers Canada internal database, 2015 Daily Newspaper Circulation Report

6 - NADbank, April 22, 2015

7 - Newspaper Media Drive Automotive Sales, February 2016; *in the past 2 years

8 - Community Newspapers Drive Results, February 2016



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