

Community Newspapers Drive Results

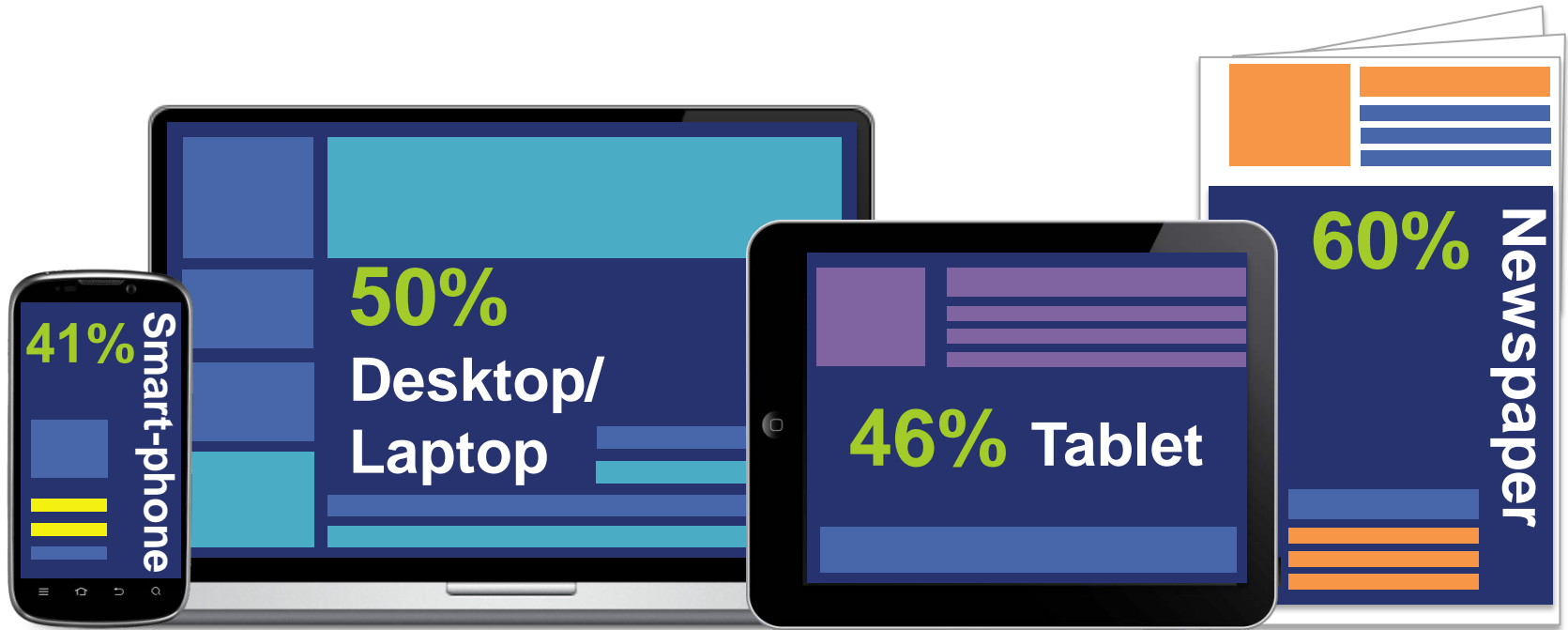


5 Things You Thought You Knew About Community Newspapers





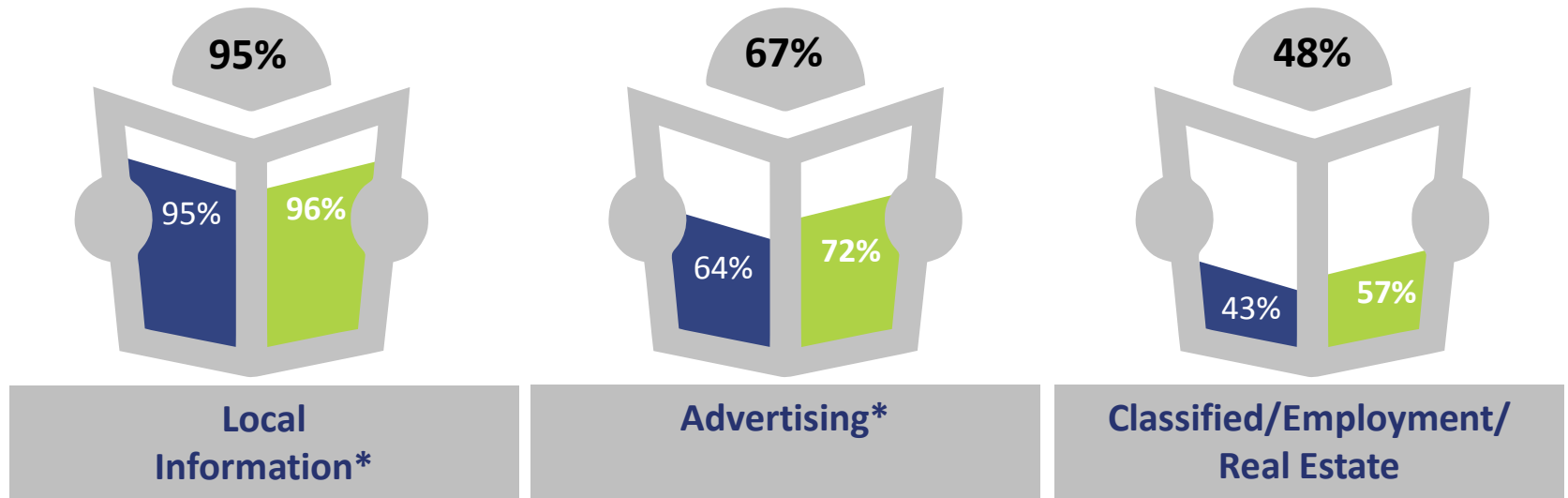
5. 42% of printed community newspaper readers are multi-platform readers. They access content across ALL platforms.





4. Printed community newspaper readers are reading for local info and advertising.

■ All Printed Community Newspaper Readers ■ Population 100K+ ■ Population <100K



In markets with less than 100,000 population, **72%** of printed community newspaper readers want advertising.

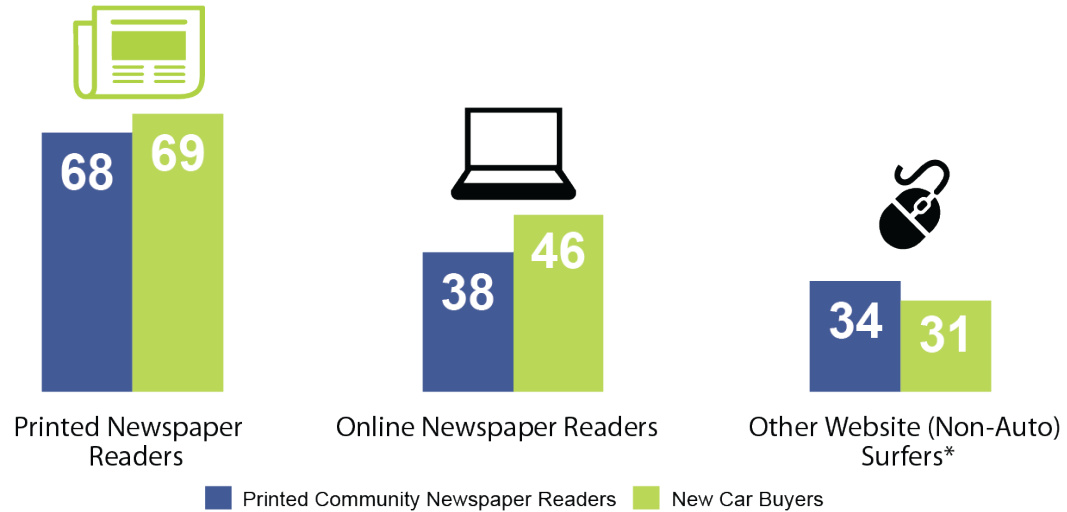




3. Automotive ads in printed newspapers get noticed.

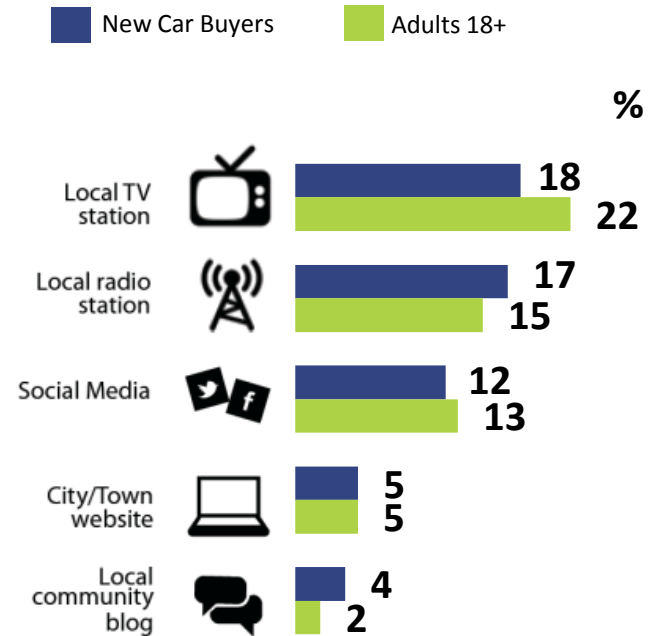


**7 OF 10 PRINTED COMMUNITY
NEWSPAPER READERS NOTICE THE
VEHICLE ADS IN THEIR PRINTED
PAPER.**





2. Community newspapers are the favourite source of local information.





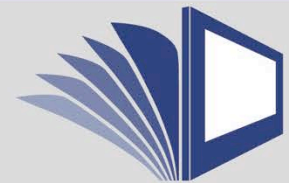
Kelly Levson @KellyLevson_NC · May 2

1. Community #newspapers are the #originalsocialmedia. #newspaperscanada



← ↻ 487 ❤️ 780 ⋮

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NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED



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Community #newspapers are the #originalsocialmedia
#newspaperscanada



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facebook

Facebook has been **oversold to advertisers.**

Only 1.5% of retailers' last click e-commerce transactions came from social media (Facebook).

Just Blink Campaign



Objective: Encourage SK consumers to **download mobile app** using a contest to win tickets to a live event show.



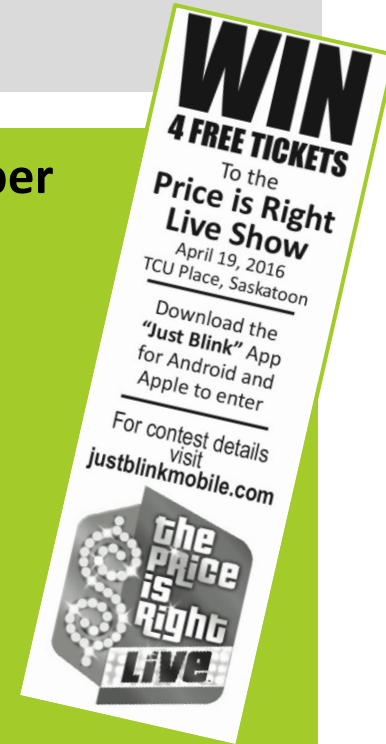
Social Media Campaign

Facebook ad 21 downloads
6 days \$44.24 each
\$929 cost



Community Newspaper Campaign

Classified ad
2 insertions/2 weeks
\$718 cost
97 downloads
\$7.40 each





Community Newspapers

5. Multi platform readers
4. Readers want local information + advertising
3. Readers NOTICE printed auto advertising
2. Favourite source of local information
1. Original social media

Community Newspapers Drive Results



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