



NEWSPAPERS CANADA

Circulation Report: **Daily Newspapers** **2015**



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Daily Newspaper Circulation Report 2015

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Companion Excel spreadsheet available online at
<http://newspaperscanada.ca/about-newspapers/circulation/daily-newspapers/>

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Circulation Highlights

In 2015 there were **90** paid dailies in Canada and **13** free dailies for a grand total of **103** daily newspapers, one less than in 2014.

Over the course of the year there were the following publishing and ownership changes:

- In March 2015 two paid daily newspapers in BC were sold to Black Press from Glacier Media (Alberni Valley Times and Nanaimo Daily News).
- One daily newspaper in BC (Alberni Valley Times) ceased publishing on October 9, 2015.
- Six French language paid daily newspapers in QC changed ownership. Gesca sold the following regional daily newspapers to Groupe Capitales Médias: Le Nouvelliste, La Tribune, La Voix de l'Est, Le Soleil, Le Quotidien, Le Droit.

In 2015, Canada's paid and free daily newspaper circulation (printed and digital) stood at **5,090,390** copies on an average publishing day and **30,406,493** copies over the course of a week. This is a **4%** drop over the previous year, representing approximately **220,000** fewer copies (printed and digital) circulated on an average day.

Since 2013 digital circulation has been broken out separately in the annual circulation report for those papers that provide digital circulation in their audits or publisher statements. In 2015 the weekly digital circulation grew by almost **7%** over the previous year. This represents approximately **438,000** additional digital copies each week.

Prov.	Circulation - Weekly Total (Print/Digital)	Circulation - Daily Average (Print/Digital)	# Titles	Circulation - Total Weekly Digital ONLY
AB	2,666,434	449,325	11	623,113
BC	3,308,038	587,339	14	670,549
MB	1,223,199	201,918	4	366,277
NB	539,820	89,970	4	642
NL	197,110	32,852	2	76,308
NS	943,263	165,079	5	106,397
ON	12,829,999	2,141,047	43	2,434,189
PE	119,704	19,951	2	1,083
QC	8,045,148	1,313,833	13	2,328,815
SK	530,350	88,392	4	144,923
YK	3,430	686	1	-
2015	30,406,493	5,090,390	103	6,752,293
2014	<i>31,764,434</i>	<i>5,312,018</i>	<i>104</i>	<i>6,314,075</i>
Diff.	<i>(1,357,941)</i>	<i>(221,628)</i>	<i>(1)</i>	<i>438,218</i>
	<i>-4.3%</i>	<i>-4.2%</i>	<i>-1.0%</i>	<i>6.9%</i>

2015 Daily Newspaper Circulation Report

Newspaper	Prov	Market	Paid/Free	Freq.	Audit Basis	Paid Circulation			Non Paid Circulation (Qualified/Sponsored/Free/Controlled)			Total Circulation (Print/Digital)			Digital Circulation* (Already included in Total Circ)			Weekly Total (Print/Digital)	Daily Avg (Print/Digital)	Total Weekly Digital ONLY*
						Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun			
Calgary Herald	AB	Calgary	Paid	M-Sa	AAM	58,865	61,923	49,089	39,802	107,954	101,725	54,460	44,833	641,495	106,916	317,130				
The Calgary Sun ~	AB	Calgary	Paid	M-Su	CCAB	23,541	26,472	18,134	16,272	41,675	42,744	7,220	7,220	302,938	43,277	50,519				
Metro Calgary	AB	Calgary	Free	M-F	CCAB			60,654						303,270	60,654	-				
The Edmonton Journal	AB	Edmonton	Paid	M-Sa	AAM	59,244	65,226	32,533	31,146	91,776	96,372	34,907	34,359	555,252	92,542	208,894				
The Edmonton Sun ~	AB	Edmonton	Paid	M-Su	CCAB	26,925	27,694	36,958	7,665	36,566	35,359	6,024	6,007	263,542	37,649	42,147				
Metro Edmonton	AB	Edmonton	Free	M-F	CCAB			60,779						303,895	60,779	-				
Fort McMurray Today ~	AB	Fort McMurray	Paid	M-F	AAM	1,722		11		1,733				8,663	1,733	-				
Daily Herald-Tribune ~	AB	Grande Prairie	Paid	M-F	AAM	4,656		103		4,758				23,790	4,758	-				
Lethbridge Herald	AB	Lethbridge	Paid	M-Su	AAM	10,895	11,094	8,519	2,679	19,414	13,773	353	353	122,388	17,484	2,479				
Medicine Hat News	AB	Medicine Hat	Paid	M-Sa	AAM	9,025	9,025	3,939	3,939	12,963	12,963	247	247	77,778	12,963	1,482				
Red Deer Advocate	AB	Red Deer	Paid	M-Sa	AAM	9,634	9,858	848	1,158	10,482	11,016	77	77	63,423	10,571	462				
Cranbrook Daily Townsman**	BC	Cranbrook	Paid	M-F	CMCA	2,485				2,485				24,111	4,822	-				
Alaska Highway News	BC	Fort St. John	Paid	M-F	CMCA	2,143				2,143				10,715	2,143	-				
The Courier (Kelowna)	BC	Kelowna	Paid	M-Su	CCAB	7,716	7,843	7,579	1,825	9,651	9,668	83	82	67,323	9,618	580				
The Daily Bulletin (Kimberley)**	BC	Kimberley	Paid	M-F	CMCA	1,204				1,204				2,043	1,613	60				
Nanaimo Daily News **	BC	Nanaimo	Paid	M-Sa	AAM	3,898	3,965	749	435	4,647	4,400	7	7	43,185	7,198	42				
Penticton Herald	BC	Penticton	Paid	M-Su	CCAB	4,808	4,655	4,420	615	5,405	5,270	105	105	37,312	5,330	735				
Prince George Citizen**	BC	Prince George	Paid	M-Sa	AAM	8,596	8,861	67	67	8,663	8,928	158	158	66,426	11,071	949				
The Trail Times	BC	Trail	Paid	T-F	CMCA	2,795		5		2,800				11,200	2,800	172				
The Province	BC	Vancouver	Paid	Su-F	AAM	60,903	78,220	51,213		112,115	126,230	43,917		686,805	114,467	261,749				
The Vancouver Sun	BC	Vancouver	Paid	M-Sa	AAM	78,901	101,994	54,429	52,081	133,329	154,074	56,828	53,689	820,719	136,787	337,829				
Metro Vancouver	BC	Vancouver	Free	M-F	CCAB			113,500		113,500				567,500	113,500	-				
24 Hours Vancouver ~	BC	Vancouver	Free	M-F	CCAB			111,479		111,479				557,395	111,479	-				
Epoch Times (Vancouver)*	BC	Vancouver	Free	M-Su	PS	10,100	7,000	10,100	7,000	10,100	7,000			57,500	8,214	-				
Times Colonist	BC	Victoria	Paid	T-Su	AAM	47,556	48,057	48,229	10,067	58,335	58,124	11,398	11,403	349,784	58,297	68,434				
Brandon Sun	MB	Brandon	Paid	M-Sa	AAM	8,404	10,103	4,708	4,334	13,112	14,437	3,605	3,564	79,997	13,333	21,589				
Winnipeg Free Press	MB	Winnipeg	Paid	M-Sa	AAM	67,503	93,193	33,726	39,504	101,229	132,697	28,285	34,843	638,839	106,473	176,268				
Winnipeg Sun ~	MB	Winnipeg	Paid	M-Su	CCAB	14,955	15,173	34,712	27,501	48,767	42,674	23,814	25,584	328,303	46,900	168,420				
Metro Winnipeg	MB	Winnipeg	Free	M-F	CCAB			35,212		35,212				176,060	35,212	-				
L'Acadie Nouvelle	NB	Caracquet	Paid	M-Sa	PS	18,102	18,102			18,102	18,102			108,612	18,102	-				
The Daily Gleaner	NB	Fredericton	Paid	M-Sa	CMCA	16,558	16,558	58	58	16,616	16,616			99,696	16,616	552				
Times Transcript	NB	Moncton	Paid	M-Sa	CMCA	27,907	27,907	495	495	28,402	28,402			170,412	28,402	-				
NB Telegraph Journal	NB	Saint John	Paid	M-Sa	CMCA	26,469	26,469	381	381	26,850	26,850			161,100	26,850	90				
The Western Star	NL	Corner Brook	Paid	M-Sa	CCAB	4,109	4,527	186	54	4,295	4,581	71	71	26,056	4,343	426				
The Telegram	NL	St. John's	Paid	M-Sa	CCAB	15,380	24,299	11,859	10,560	27,239	34,859	11,840	16,682	171,054	28,509	75,882				
The Chronicle-Herald	NS	Halifax	Paid	M-Sa	AAM	71,304	74,724	19,848	18,454	91,152	93,178	17,136	16,995	548,938	91,490	102,675				
Metro Halifax	NS	Halifax	Free	M-F	CCAB			47,210		47,210				236,050	47,210	-				
The News (New Glasgow)	NS	New Glasgow	Paid	M-Sa	CMCA	4,165	4,165	881	881	5,046	5,046			30,276	5,046	-				
Cape Breton Post	NS	Sydney	Paid	M-Sa	CCAB	15,479	16,112	1,493	207	16,972	16,319	620	622	101,179	16,863	3,722				
The Daily News (Truro)	NS	Truro	Paid	M-Sa	CMCA	4,019	4,019	451	451	4,470	4,470			26,820	4,470	-				
The Intelligencer ~	ON	Barrie	Paid	M-Sa	CCAB	6,553	5,974			6,553	5,974			83,466	13,911	-				
The Belleville	ON	Belleville	Paid	M-Sa	CCAB	6,050	6,085	167	163	6,217	6,248	631	317	37,333	6,222	3,472				
The Expositor ~	ON	Brantford	Paid	M-Sa	CCAB	11,408	11,705	7,194	497	18,602	12,202	477	478	105,212	17,535	2,863				
Brockville Recorder and Times**	ON	Brockville	Paid	T-Sa	PS	5,889	5,889			5,889	5,889			53,979	10,796	875				
The Chatham Daily News ~	ON	Chatham	Paid	M-Sa	CCAB	4,708	4,807	136	125	4,844	4,932	261	261	29,152	4,859	1,566				
Northumberland Today**	ON	Coubeque/Port Hope	Paid	M-F	CMCA	2,696				2,696				32,307	6,461	145				
Standard-Freeholder ~	ON	Corwall	Paid	M-Sa	CCAB	6,821	6,901	179	171	7,000	7,072	522	515	42,072	7,012	3,125				
Fort Frances Daily Bulletin	ON	Fort Frances	Paid	M-F	PS	2,499				2,499				12,496	2,499	-				
Guelph Mercury	ON	Guelph	Paid	M-Sa	CCAB	9,371	9,948	1,972	1,351	11,343	11,299	1,197	895	68,014	11,336	6,880				
The Spectator	ON	Hamilton	Paid	M-Sa	CCAB	72,282	77,323	40,770	38,868	113,052	116,191	36,756	37,318	681,451	113,575	221,098				
Daily Miner and News ~	ON	Kenora	Paid	M-W,F	PS	2,077				2,077				8,308	1,187	-				
The Kingston Whig-Standard ~	ON	Kingston	Paid	M-Sa	CCAB	14,279	15,698	1,444	1,387	15,723	17,085	1,873	1,948	95,700	15,950	11,213				
The London Free Press ~	ON	London	Paid	M-Sa	CCAB	45,287	49,276	14,554	14,072	59,841	63,348	14,726	14,581	362,553	60,426	88,211				
The Globe and Mail	ON	National	Paid	M-Sa	AAM	226,171	299,384	96,963	103,874	323,133	403,258	148,694	149,114	2,018,924	336,487	892,584				
National Post	ON	National	Paid	M-Sa	AAM	79,157	88,637	107,186	96,298	186,343	184,934	58,836	46,449	1,116,647	186,108	340,629				
Niagara Falls Review ~	ON	Niagara Falls	Paid	M-Sa	CCAB	7,248	7,270	6,084	486	13,332	7,756	556	542	74,416	12,403	3,322				
The North Bay Nugget ~	ON	North Bay	Paid	M-Sa	CCAB	7,132	7,377	262	312	7,394	7,689	466	466	44,659	7,443	2,796				

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						Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun			
The Packet & Times ~	ON	Orillia	Paid	M-Sa	PS	9,157	6,139		9,157	6,139		15,296	15,296	0	15,296	15,296	0	15,296		
Ottawa Citizen	ON	Ottawa/Gatineau	Paid	M-Sa	AAIM	67,263	75,593	8,801	26,014	8,801		93,277	84,394	27,738	10,709	550,777	91,796	149,399		
Le Droit	ON	Ottawa/Gatineau	Paid	M-Sa	AAIM	28,616	29,286	1,434	6,230	1,434		34,846	30,720	7,421	5,866	204,947	34,158	42,971		
The Ottawa Sun ~	ON	Ottawa/Gatineau	Paid	M-Su	CCAB	26,119	23,527	8,156	8,589	8,156	7,805	34,708	31,712	6,160	6,155	238,584	34,083	43,109		
Metro Ottawa	ON	Ottawa/Gatineau	Free	M-F	CCAB	48,319			48,319			48,319			241,595	48,319				
The Sun Times ~	ON	Owen Sound	Paid	M-Sa	PS	8,983	8,973	109	37	109	30,275	9,020	9,082		13,920	14,076				
The Daily Observer (Pembroke) ~	ON	Pembroke	Paid	T-Sa	CMCA	2,784	2,784		2,784			2,784			13,920	2,784				
The Peterborough Examiner ~	ON	Peterborough	Paid	M-Sa	CCAB	8,697	8,942	721	8,223	721		16,920	9,663	667	667	94,263	15,711	4,002		
The Observer (Sarnia) ~	ON	Sarnia	Paid	M-Sa	CCAB	7,577	7,763	264	7,843	264		8,113	8,781	367	367	49,346	8,224	2,202		
The Sault Star ~	ON	Sault Ste. Marie	Paid	M-Sa	CCAB	4,400	4,400	706	273	706		7,850	8,469	235	235	47,719	7,953	1,410		
The Simcoe Reformer ~	ON	Simcoe	Paid	T-Sa	PS	4,400	4,400		4,400		25,341	4,400	4,400	116	47,341	9,468	580			
The Standard ~	ON	St. Catharines	Paid	M-Sa	CCAB	11,599	12,468	666	12,544	666		24,143	13,134	887	887	133,849	22,308	5,322		
St. Thomas Times-Journal ~	ON	St. Thomas	Paid	T-Sa	CMCA	2,930	2,930		2,930			2,930	2,930	200	14,650	2,930	1,000			
The Beacon Herald ~	ON	Stratford	Paid	M-Sa	CMCA	5,634	5,634	265	265			5,899	5,899	34	34	35,394	5,899	204		
The Sudbury Star ~	ON	Sudbury	Paid	M-Sa	CCAB	8,254	8,873	180	8,434	180		9,053	9,053	509	509	51,223	6,537	3,054		
The Chronicle-Journal	ON	Thunder Bay	Paid	M-Su	AAIM	16,170	17,600	1,870	4,639	1,870	1,693	20,809	19,470	398	398	141,101	20,157	2,786		
The Daily Press (Timmins) ~	ON	Timmins	Paid	M-Sa	PS	4,136	4,215		4,136		15,414	4,136	4,215	347	40,309	6,718	2,082			
The Toronto Sun ~	ON	Toronto	Paid	M-Su	CCAB	85,775	79,215	94,864	33,273	32,300	47,512	119,048	111,515	16,914	16,944	849,131	121,304	118,510		
Toronto Star	ON	Toronto	Paid	M-Su	CCAB	192,084	297,972	209,027	116,797	121,264	58,670	308,881	419,236	49,824	54,792	2,231,338	318,763	353,641		
Epoch Times (Toronto)	ON	Toronto	Free	M-F	CCAB	10,539			10,539			10,539			52,695	10,539				
Metro Toronto	ON	Toronto	Free	M-F	CCAB	204,840			204,840			204,840			1,024,200	204,840				
24 Hours Toronto ~	ON	Toronto	Free	M-F	CCAB	213,143			213,143			213,143			1,065,715	213,143				
Waterloo Region Record	ON	Waterloo	Paid	M-Sa	CCAB	43,213	45,110	7,573	10,190	7,573		53,403	52,683	7,982	6,460	319,698	53,283	46,370		
The Tribune (Welland) ~	ON	Welland	Paid	M-Sa	CCAB	6,736	6,840	370	3,658	370		7,210	7,210	547	547	59,180	9,863	3,282		
The Windsor Star	ON	Windsor	Paid	M-Sa	AAIM	36,702	40,316	10,803	12,610	10,803		49,312	51,119	12,916	10,817	297,679	49,613	75,397		
The Sentinel-Review ~	ON	Woodstock	Paid	M-Sa	PS	3,713	3,713		3,713			3,713	3,713	15	22,278	3,713	90			
The Guardian	PE	Charlottetown	Paid	M-Sa	CCAB	13,783	14,904	177	453	177		14,236	15,081	143	143	86,261	14,377	858		
The Journal-Pioneer	PE	Summerside	Paid	M-Sa	CCAB	5,495	5,690	13	53	13		5,548	5,703	38	35	33,443	5,574	225		
Le Quotidien	QC	Chicoutimi	Paid	M-Su	AAIM	22,917	23,499	3,134	2,251	3,134	3,818	25,168	26,632	4,276	4,504	182,021	26,003	29,324		
La Voix de l'Est	QC	Granby	Paid	M-Sa	AAIM	11,766	12,971	1,025	3,751	1,025		15,517	13,996	1,701	2,318	91,579	15,263	10,823		
Le Devoir	QC	Montreal	Paid	M-Sa	AAIM	28,729	45,366	16,351	10,957	16,351		39,686	61,717	18,295	22,997	260,147	43,358	114,470		
The Gazette	QC	Montreal	Paid	M-Sa	AAIM	53,344	68,468	22,916	25,454	22,916		78,797	91,384	25,036	24,146	485,369	80,895	149,326		
La Presse	QC	Montreal	Paid	M-Sa	AAIM	98,657	143,226	19,717	181,074	19,717		279,731	340,943	183,601	199,694	1,739,598	289,933	1,117,697		
Le Journal de Montréal	QC	Montreal	Paid	M-Su	CCAB	175,220	192,404	49,081	55,849	49,081	50,427	231,069	241,485	45,781	43,567	1,626,327	232,332	317,861		
Montreal 24 heures	QC	Montreal	Free	M-F	CCAB	150,239			150,239			150,239			751,193	150,239				
Journal Métro	QC	Montreal	Free	M-F	CCAB	172,002			172,002			172,002			860,010	172,002				
Le Soleil	QC	Quebec City	Paid	M-Su	AAIM	68,201	79,040	12,412	6,698	12,412	9,655	74,899	91,451	15,251	15,313	549,188	78,455	106,876		
Le Journal de Québec	QC	Quebec City	Paid	M-Su	CCAB	84,138	91,689	69,304	66,110	69,304	66,679	150,248	160,993	60,957	63,349	1,063,611	151,944	429,593		
La Tribune	QC	Sherbrooke	Paid	M-Sa	AAIM	24,000	26,394	2,623	3,425	2,623		27,425	29,016	2,142	3,038	166,139	27,690	13,746		
The Record (Sherbrooke)	QC	Sherbrooke	Paid	M-F	PS	4,149	4,449	195	195			4,343	4,343	261	261	21,715	4,343	1,305		
Le Nouvelliste	QC	Trois-Rivières	Paid	M-Sa	AAIM	33,626	34,437	6,444	7,849	6,444		41,475	40,881	6,167	6,964	248,254	41,376	37,796		
The Times-Herald	SK	Moose Jaw	Paid	M-Sa	PS	3,172	3,172	6,839	6,839			10,011	10,011	6,923	6,923	60,066	10,011	41,538		
Prince Albert Daily Herald	SK	Prince Albert	Paid	M-Sa	CCAB	5,197	5,440		5,197			5,197	5,440		31,425	5,238				
The Leader-Post	SK	Regina	Paid	M-Sa	AAIM	26,980	28,969	5,613	7,067	5,613		34,047	34,581	8,545	6,885	204,814	34,136	49,608		
The StarPhoenix	SK	Saskatoon	Paid	M-Sa	AAIM	31,081	33,748	6,483	7,683	6,483		38,763	40,230	9,166	7,950	234,045	39,008	53,777		
The Whitehorse Star	YK	Whitehorse	Paid	M-F	AAIM	945	427		427			686			3,430	686				
TOTAL DAILY NEWSPAPERS 2015	103					2,508,372	2,828,541	946,456	2,496,234	1,130,842	382,144	5,003,920	3,959,383	1,088,072	1,033,852	29,001,515	5,090,390	6,752,293		
TOTAL DAILY NEWSPAPERS 2014	104																			
Difference	-1																			
% Change	-0																			

2015 Daily Newspaper Circulation Report

AAM Snapshot Average March-September 2015/CMCA/CCAB 12 months ending December 2015

Newspaper	Prov	Market	Paid/Fee	Freq.	Audit Basis	Paid Circulation			Non Paid Circulation (Qualified/Sponsored/Free/Controlled)			Total Circulation (Print/Digital)			Digital Circulation* (already included in Total Circ)			Daily Avg (Print/Digital)	Total Weekly Digital (ONLY*)
						Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Weekly Total (Print/Digital)				

Report Notes:

*Digital circulation is combined Paid and Non-Paid - **already included** in Total Circulation column. Daily newspapers defined as publications with minimum four days per week publishing schedule. All AAM data calculated as an average from March 30, 2015 and September 30, 2015 Snapshot report. AAM Qualified Circulation = change to reporting effective Sept 30, 2013 Snapshot report. CCAB data is based on December 31, 2015 unless otherwise stated. CMCA data based on audits/verification reports throughout the 2015 year, unless otherwise stated. PS denotes Publisher's Statement - no audit available. Sing Tao (50% owned by Torstar) excluded from circulation analysis - no data available.

2015 Changes:

Alberni Valley Times ceased publishing. (October 9, 2015) 2015 circulation figures based on March 2015 statement only. Alberni Valley Times and Nanaimo Daily News sold to Black Press. (March 2015)
Six French papers in QC (Le Soleil, Le Nouvelliste, Le Quotidien, La Tribune, La Voix de l'Est, Le Devoir) sold to Groupe Capitales Médias. (March 2015)
~ 35 Sun Media titles sold to Postmedia October 2014 and sale finalized April 2015.

2016 Changes:

Alaska Highway News moved to weekly publication (March 31, 2016). 2015 circulation figures based on 2013 CMCA audit. Guelph Mercury and Nanaimo Daily News ceased publishing. (January 29, 2016)

Colour denotes that data requires explanation - see below:

- 2014 AAM data only:** Halifax Chronicle-Herald
- 2014 CCAB data only:** Guelph Mercury, Le Journal de Quebec, 24 Heures Montreal
- 2014 CMCA data only:** Fredericton Gleaner, Monoton Times Transcript, NB Telegraph Journal, The News (New Glasgow), The Daily News (Truro), Northumberland Today, St. Thomas Times Journal, Beacon Herald (Stratford)
- 2013 CCAB Report:** Journal Metro, Western Star (Corner Brook, NL)
- 2013 CMCA Report:** Alaska Highway News (Fort St. John), Cranbrook Daily Townsman, Daily Bulletin (Kimberley), Pembroke Daily Observer
- 2011 CCAB Audit Report:** Prince Albert Daily Herald
- 2010 CCAB Audit Reports:** Barrie Examiner, Orillia Packet & Times
- Publisher's Statement only (PS):** Kenora Daily Miner & News (distribution statement 2014), L'Acadie Nouvelle (2014), Woodstock Sentinel Review, The Record, Sherbrooke (October 15, 2014), Fort Frances Daily Bulletin (March 28, 2014), Brockville Recorder and Times (April 2015), Moose Jaw Times Herald, Owen Sound Sun Times (April 2015), Timmins Daily Press (2015), Simcoe Reformer (April 2015)
- Epoch Times Vancouver:** average 5,500 copies Mon-Thurs + 16,000 Friday, 7,000 Sat/Sun (Chinese language) + 12,500 English copies on Thurs

Non paid weekday distribution shown in Sunday column:

- Northumberland Today - Thursday controlled circulation
 - Cranbrook Daily Townsman - Thursday controlled circulation
 - Kimberley Daily Bulletin - Thursday controlled circulation
 - Barrie Examiner - Thursday controlled circulation
 - Brockville Recorder and Times - Thursday controlled circulation
 - Owen Sound Sun Times - Thursday controlled circulation
 - Simcoe Reformer - Wednesday controlled circulation
 - Prince George Citizen - Thursday controlled circulation
 - Nanaimo Daily News - Thursday controlled circulation
- Note: Sunday Totals exclude non paid weekday distribution above.**

Newspaper Ownership

(103 newspapers)

ALTA Newspaper Group/ Glacier (3)

Lethbridge Herald #
Medicine Hat News #
The Record, Sherbrooke

Black Press (5)

Red Deer Advocate #
The Trail Times #
Cranbrook Daily Townsman #
The Daily Bulletin, Kimberley #
Nanaimo Daily News #

Brunswick News Inc. (3)

Times & Transcript, Moncton #
The Daily Gleaner, Fredericton #
The Telegraph-Journal, Saint John #

Continental Newspapers Canada (3)

Penticton Herald
The Daily Courier, Kelowna
The Chronicle Journal, Thunder Bay

F.P. Canadian Newspapers LP (2)

Winnipeg Free Press
Brandon Sun

Glacier Media (3)

Alaska Highway News, Fort St. John
The Citizen, Prince George
Times Colonist, Victoria #

Globe and Mail Inc. (1)

The Globe and Mail #

Groupe Capitales Médias (6)

Le Nouvelliste, Trois-Rivieres^
La Tribune, Sherbrooke^
La Voix de l'Est, Granby^
Le Soleil, Quebec^
Le Quotidien, Chicoutimi^
Le Droit, Ottawa/Gatineau^

Halifax Herald Ltd. (1)

The Chronicle-Herald, Halifax #

Postmedia / Sun Media (45)

National Post #
The Vancouver Sun #
The Province, Vancouver #
*24 Hours Vancouver
Calgary Herald #
The Calgary Sun #
Edmonton Journal #
The Edmonton Sun #
Daily Herald-Tribune, Grande Prairie
Fort McMurray Today
The Leader-Post, Regina #
The StarPhoenix, Saskatoon #
Winnipeg Sun #
The Barrie Examiner
The Intelligencer, Belleville
The Expositor, Brantford
The Brockville Recorder & Times
The Chatham Daily News
Northumberland Today
Cornwall Standard-Freeholder
Daily Miner & News, Kenora
The Kingston Whig-Standard
The London Free Press
Niagara Falls Review
The North Bay Nugget
The Packet & Times, Orillia
Ottawa Citizen #
The Ottawa Sun #
The Sun Times, Owen Sound
The Daily Observer, Pembroke
The Peterborough Examiner
St. Catharines Standard
St. Thomas Times-Journal
The Observer, Sarnia
The Sault Star, Sault Ste Marie
The Simcoe Reformer
Beacon-Herald, Stratford
The Sudbury Star
The Daily Press, Timmins
The Toronto Sun #
*24 Hours Toronto
The Tribune, Welland
The Windsor Star #
The Sentinel Review, Woodstock
The Gazette, Montreal #

Power Corp. of Canada (1)

La Presse, Montreal

Quebecor (3)

Le Journal de Montréal #
Le Journal de Québec #
*Montreal 24 heures

Sing Tao Newspapers (1)

Sing Tao Daily (50% Torstar)

TC Media (11)

Cape Breton Post #
The Evening News, New Glasgow
Truro Daily News #
The Telegram, St. John's #
The Guardian, Charlottetown #
The Journal Pioneer, PEI #
The Western Star, Corner Brook #
The Times-Herald, Moose Jaw
Prince Albert Daily Herald #
*Metro Halifax (with Metro Intl SA)
*Journal Metro, Montreal

Torstar Corp. (10)

Toronto Star
The Hamilton Spectator
Guelph Mercury
The Record, Grand River Valley
*Metro Calgary (with Metro Intl SA)
*Metro Edmonton (with Metro Intl SA)
*Metro Vancouver (with Metro Intl SA)
*Metro Winnipeg (with Metro Intl SA)
*Metro Ottawa (with Metro Intl SA)
*Metro Toronto (with Metro Intl SA)

Independent (6)

*L'Acadie Nouvelle, Caraquet
*Le Devoir, Montreal
*The Whitehorse Star #
Fort Frances Daily Bulletin
*Epoch Times, Vancouver
*Epoch Times, Toronto

Notes:

Nanaimo Daily News - sold to Black Press (3/2015)

Alberni Valley Times - sold to Black Press (3/2015) and closed (10/2015)

^ purchased from Power Corp. (3/2015)

paywalls

[green] free daily newspapers (13)

*non-members of CNA

Daily Newspaper Circulation Report 2015

Industry Highlights – Year in Review

Purchases/Ownership Changes

- Black Press purchased 8 daily and community newspapers from Glacier Media
- Gesca sold French-language regional newspapers to Groupe Capitales Médias
- Competition Bureau approved Postmedia-Sun Media deal
- Postmedia completed acquisition of Sun Media’s English-language newspapers
- Woodbridge acquired full ownership of The Globe and Mail

Publishing Changes

- Postmedia launched redesigned 24 Hours Toronto
- Nanaimo Daily News announced new publishing schedule

Publication Closures

- Black Press closed Alberni Valley Times (Port Alberni Times, BC)

Digital Initiatives

- Postmedia launched new Saskatoon StarPhoenix and Regina Leader-Post; rolled out a new look for Windsor Star
- Postmedia focused on apps, discontinued evening tablet editions
- Metroland re-launched Tradyo app
- Globe launched new app
- Toronto Star, La Presse moved to sell digital advertising in house
- Torstar acquired 56 percent interest in VerticalScope
- Metroland Media invested in Nest Wealth
- Sun Media closed comments on most online articles

Content Access Models – Tablets, Paywalls/Meters, Micropayments

- Nanaimo Daily News implemented paywall
- Toronto Star cancelled paid digital subscriptions
- Toronto Star launched Star Touch tablet app and reached 100,000 downloads milestone
- Winnipeg Free Press implemented micropayments - affordable, user-driven access to news
- La Presse shifted focus to digital, announced end of weekday print edition in 2016

General Industry

- Free commuter paper 24 Hrs signed distribution deal with Gateway Newstands
- Postmedia launched new platform for scalable native advertising
- Globe launched retirement-focused product
- Edmonton Journal launched new design and editorial projects
- National Newsmedia Council launched

Paywalls/Metered Access

In 2015 there were a total of 37 daily newspapers with paywalls or metered access in place. In 2015 the Toronto Star took down their paywall to introduce a free tablet edition (Toronto Star Touch), modelled after the existing French version La Presse+.

Newspaper	Province	Market	Owner	Date Implemented
The Whitehorse Star	YT	Whitehorse	Independent	2004
Times Colonist	BC	Victoria	Glacier	May 2011
Montreal Gazette	QC	Montreal	Postmedia	May 2011
Red Deer Advocate	AB	Red Deer	Black Press	June 2011
The Daily Gleaner	NB	Fredericton	Brunswick News	November 2011
Times and Transcript	NB	Moncton	Brunswick News	November 2011
Telegraph Journal	NB	Saint John	Brunswick News	November 2011
The Daily Townsman	BC	Cranbrook	Black Press	February 2012
The Daily Bulletin	BC	Kimberley	Black Press	February 2012
The Province	BC	Vancouver	Postmedia	August 2012
Vancouver Sun	BC	Vancouver	Postmedia	August 2012
Ottawa Citizen	ON	Ottawa	Postmedia	August 2012
Le Journal de Montréal	QC	Montreal	Quebecor/Sun Media	September 2012
Le Journal de Québec	QC	Quebec City	Quebecor/Sun Media	September 2012
The Globe and Mail	ON	National	Globemedia	October 2012
Calgary Sun	AB	Calgary	Quebecor/Sun Media	December 2012
Edmonton Sun	AB	Edmonton	Quebecor/Sun Media	December 2012
Winnipeg Sun	MB	Winnipeg	Quebecor/Sun Media	December 2012
Ottawa Sun	ON	Ottawa	Quebecor/Sun Media	December 2012
Toronto Sun	ON	Toronto	Quebecor/Sun Media	December 2012
Medicine Hat News	AB	Medicine Hat	AB Newspaper Group	April 2013
Calgary Herald	AB	Calgary	Postmedia	May 2013
Edmonton Journal	AB	Edmonton	Postmedia	May 2013
National Post	ON	National	Postmedia	May 2013
Windsor Star	ON	Windsor	Postmedia	May 2013
The Guardian	PE	Charlottetown	TC Media	May 2013
The Leader Post	SK	Regina	Postmedia	May 2013
The StarPhoenix	SK	Saskatoon	Postmedia	May 2013
Lethbridge Herald	AB	Lethbridge	AB Newspaper Group	June 2013
The Daily News	NS	Truro	TC Media	July 2013
The Chronicle Herald	NS	Halifax	Halifax Herald Ltd.	August 2013
Journal Pioneer	PE	Summerside	TC Media	November 2013
The Western Star	NL	Corner Brook	TC Media	January 2014
Cape Breton Post	NS	Sydney	TC Media	February 2014
Trail Times	BC	Trail	Black Press	March 2014
The Telegram	NL	St. John's	TC Media	April 2014
The Daily Herald	SK	Prince Albert	TC Media	June 2014
TOTAL Newspapers with Metered Access/Paywalls				37

Circulation Terminology

Audit Services

Alliance for Audited Media (AAM)

<http://www.auditedmedia.ca/>

The Alliance for Audited Media was formerly the Audit Bureau of Circulations. AAM is a tripartite membership organization of North America's leading advertisers, advertising agencies and content providers committed to providing independently verified data and information critical to evaluating and purchasing media.

Canadian Circulation Audit Board (CCAB)

<http://www.bpaww.com/>

The Canadian Circulation Audit Board (CCAB) is a tripartite membership organization founded in the fall of 1936 to offer choice to business publications in pursuit of a more efficient circulation audit. CCAB is part of BPA Worldwide, a global industry resource for verified audience data and media knowledge.

Canadian Media Circulation Audit (CMCA)

<http://www.circulationaudit.ca/>

Canadian Media Circulation Audit (CMCA) is the only circulation audit provider in Canada that is 100-percent Canadian-owned and operated. CMCA reports provide advertisers, agencies and media buyers with credible, relevant data to make informed buying decisions.

Paid Circulation

AAM - Paid circulation includes print and digital individual subscriptions, single copy, group and hotel copies of newspapers which have been individually paid for by the purchasers, not for resale, at not less than one cent per copy or per subscription.

<http://www.auditedmedia.ca/news/blog/2013/november/faqs-about-the-new-canadian-newspaper-report.aspx>

CCAB – Paid circulation includes copies paid for by individual recipient including home delivery, single copy, hotel and e-edition copies.

CMCA – Paid circulation is defined as any copies that have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration. Paid circulation includes carrier deliveries, dealer sales, bulk sales and counter sales. Bulk sales include copies bought by a third party, such as an advertiser, sponsor/donor, or municipality as well as educational copies for delivery to students or schools and for the purposes of teaching students.

Non-Paid Circulation

Qualified Circulation - AAM – Qualified circulation is a category introduced in 2013 that includes all non-paid print and digital circulation and those copies purchased by sponsors or other third parties. Qualified circulation can include education copies (used in the classroom), copies available for use or pick-up by consumers in public locations and copies served to employees, retired employees, independent agents and correspondents.

<http://www.auditedmedia.ca/news/blog/2013/september/a-look-at-the-new-qualified-circulation-category-for-canadian-newspapers.aspx>

Sponsored by Third Party or Free - CCAB – This category of non-paid circulation was introduced in 2009 and includes home delivery, single copy, e-editions and educational copies in either print or digital formats.

Controlled Circulation – CMCA – This includes all copies distributed free to designated areas and/or by an address list as well as newspapers picked up by individual readers at the newspaper office.

Digital Circulation

AAM - Digital editions are categorized as Paid if they are accessed by subscribers (individual subscriptions, single copy, group or hotel). Digital editions sold in a bundle are counted as paid when the editions are priced separately or accessed by consumers. Digital editions categorized as Qualified include non-paid access by individuals, for education or by employees.

<http://www.auditedmedia.ca/news/blog/2013/november/faqs-about-the-new-canadian-newspaper-report.aspx>

CCAB – E-editions include any newspaper delivered periodically in a digital format with metered navigation, that is edited, designed, and contains date-stamped content that includes advertising. Digital E-editions may be reported as paid for by individual recipients or sponsored by third parties or free. Educational E-editions are included in the sponsored by third party or free category.

CMCA - An electronic edition may be included in a publisher's circulation statement provided it is an exact digital replica of the print edition. Electronic editions may be included in both Paid and Controlled Circulation categories. A subscription to both the print and electronic editions shall be counted as one subscription.

Replica Digital Edition

Replica digital editions maintain the same identity as the print edition. Replicas have the same name/logotype and consistent editorial and advertising content as print.

Non-replica Digital Edition

Non-replica digital editions are editorially homogeneous with the print edition, but advertising content may differ. Non-replica editions include platforms such as tablet apps, mobile apps and restricted-access websites.

Report Notes

This report is prepared annually by Newspapers Canada.

Newspapers Canada does not endorse the listed circulation sources. This report simply lists all data available from the noted sources. Every attempt is made to obtain audited circulation, however where that is not available, publisher claims/statements are reported.

A daily newspaper for the purposes of this report is a paid or free publication containing general news, published four or more times per week.

The 2015 report provides paid, qualified/verified and total circulation for the listed publications. Reports prior to 2012 were based on paid circulation only. The 2015 report includes digital circulation (in both paid and non-paid circulation) as well as listings for all free distribution daily newspapers.

Circulation data is sourced from the following sources:

1. [Alliance for Audited Media \(AAM\)](#)

For those dailies measured by AAM, the total circulation averages of two six-month Snapshot reports were utilized for the periods ending March 31st and September 30th to reflect a comparable 12-month period.

2. [Canadian Circulation Audit Board \(CCAB\)](#)

CCAB currently provides total circulation averages based on a 12-month period ending December 31st.

3. [Canadian Media Circulation Audit \(CMCA\)](#)

Data from CMCA is based on audit reports throughout 2015.

4. Publisher claims/statements

Note, there are significant differences between AAM and CCAB in terms of **unpaid circulation which may be an issue in competitive markets**. There are also differences in the reporting periods for each audit firm. Please consult the audit firms' individual websites for further information. **Audit reports should be referenced for fair circulation comparisons in competitive markets.**

For more information please contact:

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