

SNAPSHOT 2016

CANADA'S COMMUNITY NEWSPAPERS



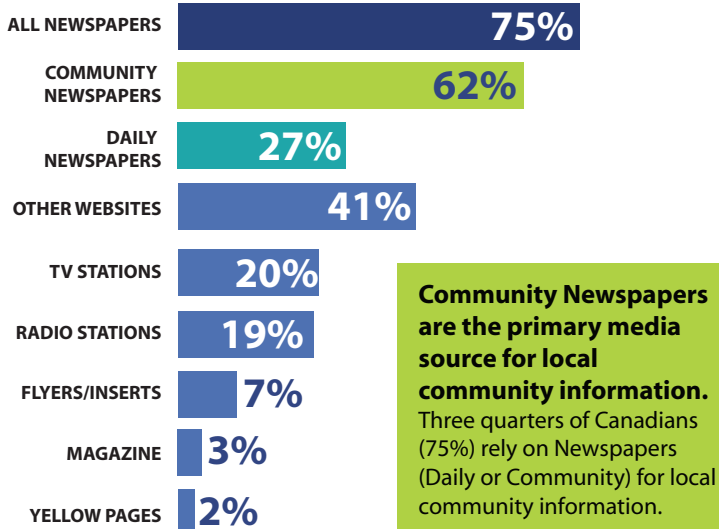
Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve. And they are able to target these communities like no other medium.



Every week in Canada, over 1,000 community newspapers circulate almost 20 million copies in key metropolitan areas, rural and remote regions, and all areas in between.²

NEWSPAPERS DOMINATE¹

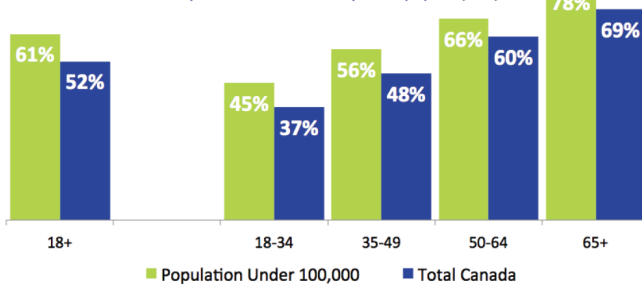
Media Sources For Local Community Info



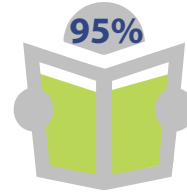
COMMUNITY NEWSPAPER READERS¹

Community newspapers reach 8 out of 10 adults each month and more than half of adults 18+ each week.

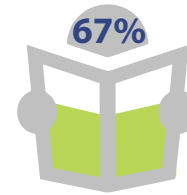
Weekly Reach of Community Newspapers (18+)



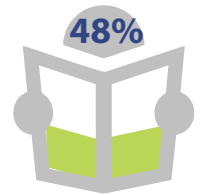
REASONS FOR READING PRINTED COMMUNITY NEWSPAPER³



Local Information*



Advertising*

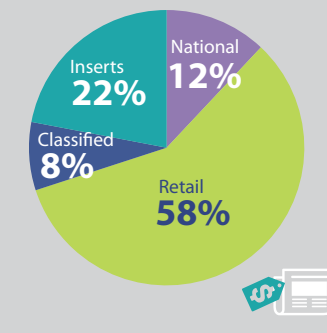


Classified/Employment/Real Estate

Printed community newspaper readers are reading for local information as well as advertising. Two thirds of readers (67%) want to see advertising in their printed community newspaper.

COMMUNITY NEWSPAPER ADVERTISING REVENUE 2015

Print Advertising Revenue
\$841,051,000

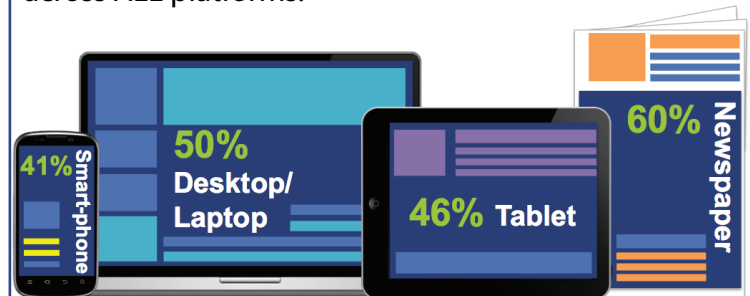


Online Advertising Revenue
\$40,176,000

Total Advertising Revenue
\$881,227,000

MULTI-PLATFORM READERS³

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



For more information, go to www.newspaperscanada.ca

Source:

1 - Vividata 2015 Q4 Readership and Product Database; Base: 18+ in the 20 reported markets.

2 - Newspapers Canada Snapshot Report, June 30, 2016

3 - Community Newspapers Drive Results, Totum Research, February 2016

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



NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED

SNAPSHOT 2016

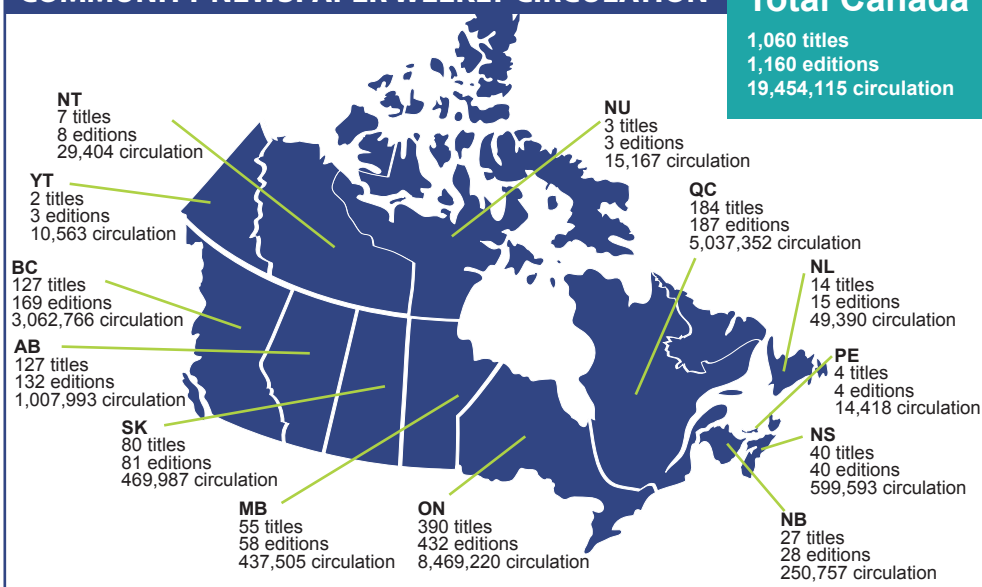
CANADA'S COMMUNITY NEWSPAPERS



COMMUNITY NEWSPAPER WEEKLY CIRCULATION

Total Canada

1,060 titles
1,160 editions
19,454,115 circulation



QUICK FACTS

CIRCULATION

19,454,115 total number of copies circulated every week.



PUBLICATION & EDITIONS

1,060 total number of community newspaper titles.



1,160 total number of community newspaper editions published.

PAID VS. CONTROLLED CIRCULATION



Most community newspaper circulation is free (controlled).

- **750,208** paid weekly circulation of community newspapers (4%)
- **18,703,907** free (controlled) weekly circulation of community newspapers (96%)

COMMUNITY NEWSPAPER OWNERS

Owner	# Titles	# Editions	Paid	Controlled	Total Circulation
Aberdeen Publishing L.P.	7	7	3,594	37,926	41,520
Advocate Printing & Publishing Co.	10	10	16,359	56,156	72,515
Black Press Group Ltd.	88	119	41,655	2,016,060	2,057,715
Brunswick News Inc.	20	21	25,080	179,446	204,526
Compagnie d'Édition André Paquette	8	8	13,418	127,482	140,900
Continental Newspapers Canada Ltd.	1	2	0	24,496	24,496
Department of National Defence	16	16	0	90,295	90,295
FP Newspapers Inc.	8	8	5,830	200,418	206,248
Glacier Media Group	59	69	47,717	964,650	1,012,367
Great West Newspapers, LP.	18	19	17,571	139,595	157,166
Groupe Capitaux Médias	1	1	26,591	2,726	29,317
London Publishing Corporation	11	11	7,698	99,819	107,517
Metroland Media Group Ltd.	112	148	20,355	5,348,362	5,368,717
Northern News Services Ltd.	7	8	22,004	10,284	32,288
Postmedia Network Inc.	9	9	3,579	225,484	229,063
Snap Newspaper Group Inc.	72	72	0	733,000	733,000
Star News Inc.	11	11	3,509	55,913	59,422
Sun Media Corporation	95	104	54,802	1,194,352	1,249,154
TC Transcontinental	142	146	63,121	4,203,061	4,266,182
The Halifax Herald Ltd.	7	7	3,355	256,072	259,427
Independent Groups (2+ titles)	111	115	131,857	1,020,904	1,152,761
Independent Titles	247	249	242,113	1,717,406	1,959,519
Total	1,060	1,160	750,208	18,703,907	19,454,115

OWNERSHIP

66% corporate ownership (702 titles)



34% independent ownership (group/single) (358 titles)

PUBLISHING FREQUENCY



978 titles publish once per week (92%)

64 titles publish twice per week (6%)

18 titles publish three times per week (2%)

FORMAT



12% of editions are broadsheet format (136)

88% of editions are tabloid format (1,024)

LANGUAGE (1,060 TITLES)



852 titles are English = **80.4%**

21 titles are English/French = **2.0%**

3 titles are English/Other = **0.3%**

184 titles are French = **17.4%**

For more information, go to www.newspaperscanada.ca

