



# Printed Newspapers

## #originalsocialmedia



Canadian  
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NEWSPAPERS CANADA  
TRUSTED | CONNECTED | TARGETED



# Printed #newsletters are the #originalsocialmedia

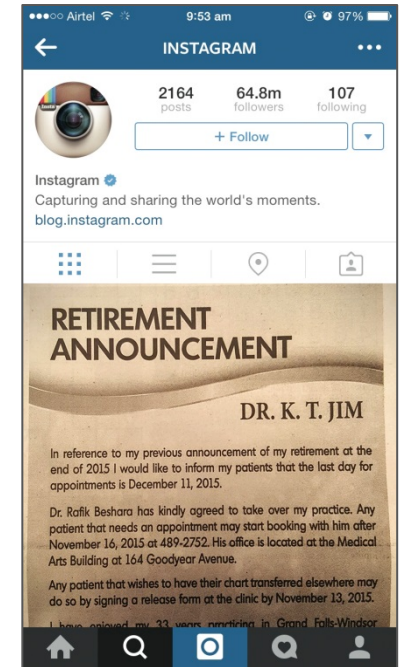


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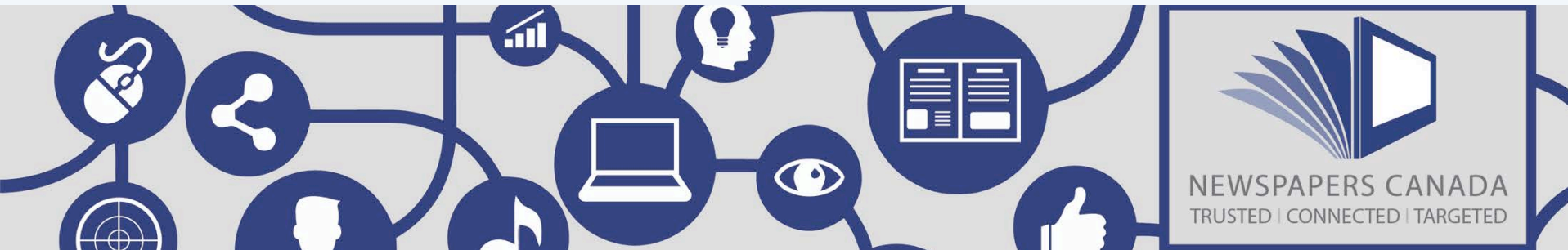




# Printed community #newspapers are the #originalsocialmedia



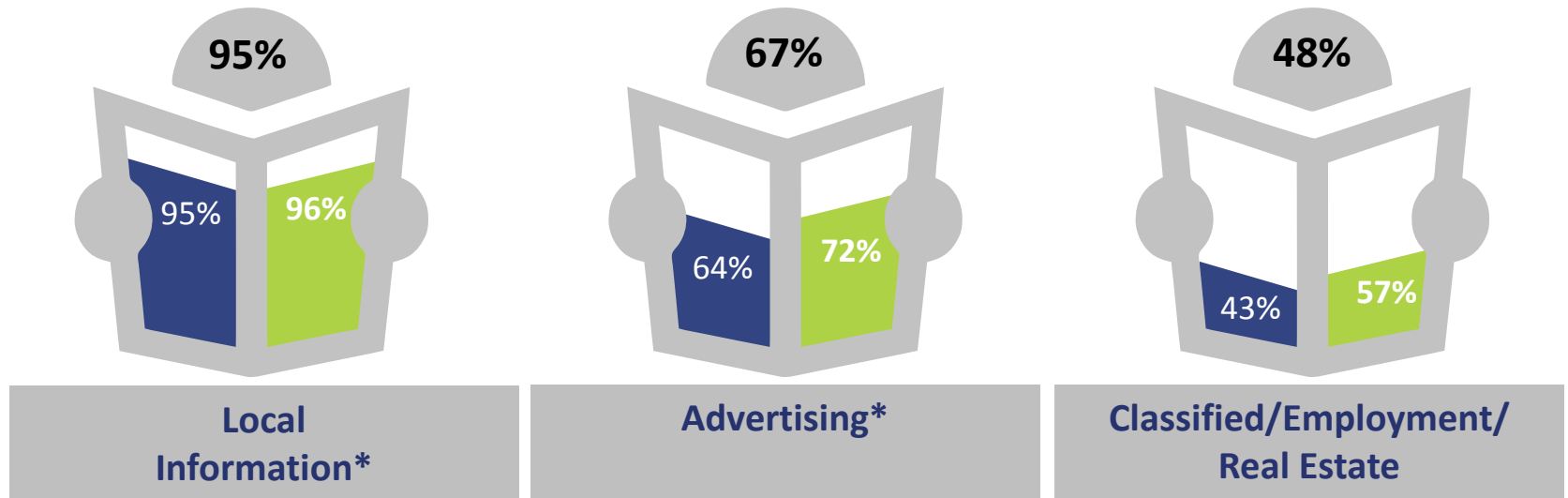
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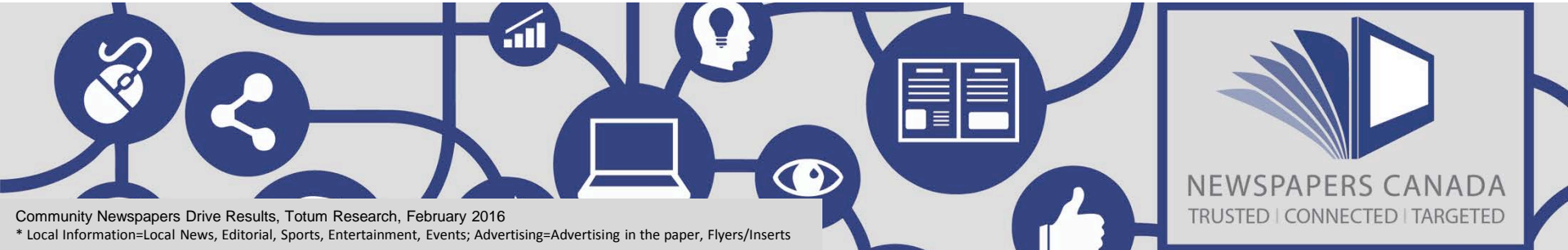


# Printed community #newspaper readers are reading for local information and advertising

■ 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.



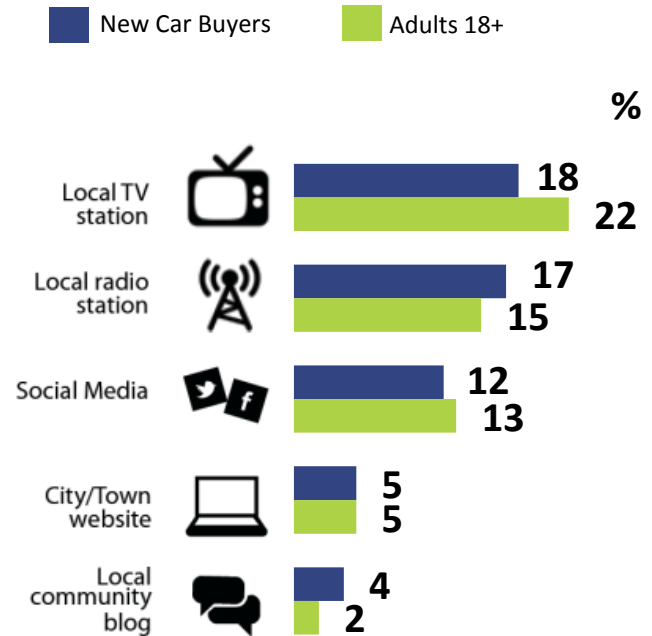
Community Newspapers Drive Results, Totum Research, February 2016  
\* Local Information=Local News, Editorial, Sports, Entertainment, Events; Advertising=Advertising in the paper, Flyers/Inserts



# Printed community #newsletters are the favourite source of local information



Four out of ten adults choose printed community newspapers as their favourite source for local news and information.







# Just Blink Campaign



blink

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



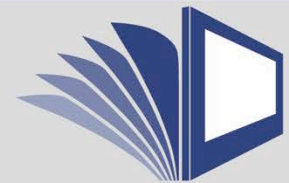
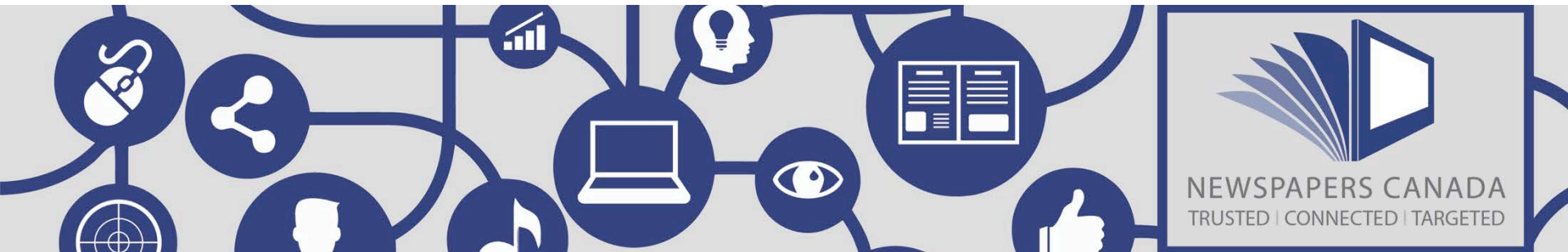
## Social Media Campaign

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



## Print Community Newspaper Campaign

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



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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).





# Printed Newspaper Campaigns Work Just Blink Campaign

The printed newspaper campaign generated **more** downloads at a **lower cost** per download.

## Mobile App Downloads Generated

✓ Printed newspaper campaign = 97

- Online Facebook campaign = 21

## Cost per Download

✓ Printed newspaper campaign = \$7.40

- Online Facebook campaign = \$44.24







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