

2014 was a busy year for newspapers with digital initiatives, ownership changes as well as some new publication launches.

Digital Initiatives

- The Globe and Mail launched daily video series: Globe Now
- Ottawa Citizen (ON) launched redesign and new multi-platform content strategy
- Three Metro newspapers moved to digital-only format
- TC Media's Atlantic papers launched unique storytelling initiative
- Winnipeg Free Press (MB) revamped editorial pages
- Montreal Gazette (QC) launched new four-platform strategy
- Toronto Star (ON) Classroom Connection used augmented reality to engage students
- Postmedia launched reimagined Calgary Herald (AB)
- Torstar (ON) partnering with La Presse on new tablet edition
- Metro adjusted its digital strategy to focus on larger markets

Digital Access and Paywall/Metered Access

- TC Media launched digital subscription plans at three Atlantic newspapers between January and April 2014: The Western Star (NL), the Cape Breton Post (NS) and The Telegram (NL)
- Prince Albert Daily Herald (SK) launched new digital subscription plan
- Black Press implemented a paywall for the Trail Times(BC) in March 2014
- Nova Scotia community papers adopted metered access model

Purchases / Ownership Changes

- Transcontinental Printing announced sale of assets of subsidiary Rastar
- TC Media completed acquisition of 74 Quebecor community newspapers
- TC Media sold its weekly papers on the Côte-Nord
- Postmedia to purchase 175 Sun Media publications
- Black Press purchased daily and community newspapers from Glacier Media

New Publications/Editions/Publishing Schedules

- Kamloops This Week (BC) expanded to three-day publishing schedule
- Victoria Times Colonist (BC) brings back community-focused Islander section on Sundays
- Oakville (ON) Beaver updated publishing schedule
- York Region Media Group (ON) launched new publication
- TC Media launched new free weekly in Nova Scotia
- New community newspaper launched in Cowichan Valley in B.C.
- Chronicle Herald (NS) expanded into Cape Breton

Newspapers Closures

- Kamloops Daily News (BC) closed
- Torstar (ON) closed weekly magazine The Grid
- TC media announced reorganization for weekly papers in Quebec (including closures)

General Industry

- Guelph Mercury (ON) relocated print production to Hamilton
- Government's recycling policy biggest threat to B.C. newspapers
- Transcontinental Inc. entered flexible packaging market
- Torstar (ON) sold Harlequin to News Corp.
- Glacier Media launched new crowdfunding initiative
- Quebecor created new Media Group division
- Sun Media partnered with Meltwater
- Postmedia launched new advertising website
- Media outlets partnered to expand Northern news network
- Postmedia's Infomart expanded coverage in Western Canada

Research

- New study: Connecting to Canadians with Community Newspapers
- Newspaper ads remain most trustworthy form of paid media advertising
- Pew study shows direct visitors are more engaged with news sites
- Pew released 2014 State of the News Media report
- Newspaper readership remains strong according to latest NADbank study
- AdWest released new study

First Quarter - January 2014 to March 2014**Kamloops This Week to expand to three-day publishing schedule, Kamloops Daily News to close**

<http://www.newspaperscanada.ca/news/industry/kamloops-week-expand-three-day-publishing-schedule-kamloops-daily-news-close>

Glacier Media has announced that the Kamloops Daily News will cease publication within the first 60 days of 2014. The decision to close the 80-year-old daily paper is the result of economic difficulties—including declining advertising revenue, labour issues—according to publisher Tim Shoultz. In response to the impending closure of the Daily News, Thompson River Publications Partnership Ltd. announced that Kamloops This Week will increase its publication dates to three days per week effective January 17.

Victoria Times Colonist brings back community-focused Islander section on Sundays

<http://www.timescolonist.com/editor-in-chief-s-message-islander-s-back-and-better-than-ever-1.785848>

The Times Colonist in Victoria is bringing back a section called Islander, filled with material by and for Vancouver Islanders. It will appear in place of Monitor every Sunday. The name Islander has been associated with this newspaper since February 1953, when the Daily Colonist launched its Sunday tabloid supplement. Islander replaced a section called Magazine that had been started in January 1948.

Guelph Mercury relocates print production to Hamilton

<http://www.newspaperscanada.ca/news/industry/guelph-mercury-relocates-print-production-hamilton>

After more than 145 years of being printed in Guelph, Ontario, the Guelph Mercury newspaper will be produced at a more modern Torstar-owned printing facility in Hamilton. Mercury publisher Paul McCuaig announced that the publication has decided to suspend in-house printing and mailroom operations due to the ongoing costs associated with maintaining the 37-year-old press. The move will offer enhanced print production quality for Mercury readers, advertisers and commercial print clients.

Transcontinental Printing announces sale of assets of subsidiary Rastar

<http://tctranscontinental.com/-/tc-transcontinental-printing-announces-sale-of-assets-of-subsiary-rastar>

TC Transcontinental Printing, a division of TC Transcontinental announced on February 11, 2014, that it is selling the assets of Rastar, based in Utah, USA, a subsidiary which specializes in personalized print products. Rastar will be acquired by Digibell, Inc., a wholly owned subsidiary of Sun Litho, one of the most well-known commercial printers in Utah since 1941.

Cape Breton Post launches digital subscription plan

<http://www.capebretonpost.com/News/Local/2014-02-18/article-3619132/Changes-coming-to-the-Cape-Breton-Post-website/1>

Beginning Feb. 26, 2014, the Post's website at www.capebretonpost.com will be launching its new digital subscription plan using a metered access system. Subscribers will continue to have complete access to Cape Breton Island's leading news source across all platforms – newspaper, E-edition (which is

the electronic replica of our print edition) and the website – at no extra charge via a special "all access pass." Non-subscribers, will be able to enjoy up to six articles, videos or photos every 30 days. To continue reading breaking news, in-depth stories, opinion pieces, videos, photo galleries and reader comments, non-subscribers will be invited to become digital subscribers.

Government's recycling policy biggest threat to B.C. newspapers

<http://www.mrtimes.com/opinion/editorial/our-view-government-s-recycling-policy-biggest-threat-to-b-c-newspapers-1.893456#sthash.7TOZLxMn.dpuf>

On May 19, the government's new multi-material recycling regulation will formally end the days of local decision-making over Blue Box programs, and hand it to some of the largest producers of plastic and paper packaging the world has ever known. Critical decisions about the province's recycling program will no longer be made by elected representatives who live in the communities those programs serve, but instead by a group made up almost entirely of Toronto-based executives of multi-national companies who will decide who will pay how much for the privilege of collecting and processing recyclables. The consequence will be a dramatic increase in costs for British Columbia's businesses, particularly the province's newspapers. In fact, it is estimated that the newspaper industry is threatened with a bill that could come to \$14 million.

Transcontinental Inc. enters flexible packaging market

<http://tctranscontinental.com/-/transcontinental-inc-enters-flexible-packaging-market#sthash.QvzIMV4c.dpuf>

Transcontinental Inc. announced on March 11, 2014, that it entered into a definitive agreement under which it agreed to acquire the assets of Capri Packaging, a supplier of printed flexible packaging, located in Clinton, Missouri. "This acquisition represents an important strategic move for the Corporation into a new promising growth area. It is part of our strategy to ensure our future growth path through diversification. Over the past year we evaluated various industries where we could leverage our manufacturing competency, a great success for us in the past. The printed flexible packaging industry was rapidly identified as a natural fit given that the production process is very similar to TC Transcontinental's printing operations and the market offers many opportunities for growth. We are very excited to partner with Schreiber Foods Inc. for the long term, which will provide us with a recurring revenue stream, and look forward to fostering our relationship over the coming years," said François Olivier, President and Chief Executive Officer of Transcontinental Inc.

Second Quarter – April to June 2014

The Globe and Mail launches daily video series: Globe Now

<http://www.theglobeandmail.com/community/digital-lab/the-globe-launches-daily-video-program/article17767257/>

On April 2, 2014, The Globe and Mail launched Globe Now, a daily video program. The program features a dose of need-to-know and shareable stories, all packaged in one six-to-eight-minute show. Designed for busy professionals who want to stay in the loop, Globe Now brings daily news and business stories to the foreground.

Chronicle Herald expands into Cape Breton

<http://www.newspaperscanada.ca/news/industry/chronicle-herald-expands-cape-breton>

In Nova Scotia, the Chronicle Herald launched a new Cape Breton edition of the paper at the end of March. The regional paper is supported by three journalists and three advertising sales representatives working from an office in Cape Breton Regional Municipality. The Chronicle Herald is the last independently-owned major metropolitan newspaper in Canada, with roughly 100,000 subscribers.

Torstar sells Harlequin to News Corp.

<http://www.newspaperscanada.ca/news/industry/torstar-sells-harlequin-news-corp>

Torstar has announced it is selling Harlequin, one of the world's leading publishers of books for women, to News Corp. for \$455 million in cash. Torstar first acquired control of Harlequin 38 years ago in 1975 and took full ownership of the publishing house in 1981. Harlequin will now become a division of HarperCollins, which is a subsidiary of News Corp.

Ottawa Citizen launches redesign and new multi-platform content strategy

<http://www.newspaperscanada.ca/news/industry/ottawa-citizen-launches-redesign-and-new-multi-platform-content-strategy>

The Ottawa Citizen is the first newspaper in the Postmedia chain to unveil a four-platform content strategy for print, web, smartphone and tablet. Each of the products within the new "media quartet" will feature customized news, information and ads created and designed to take advantage of the strengths of each medium and to serve each platform's unique audience.

"Canadians of different demographics, backgrounds and interests told us that depending on when, where and on which device they're consuming content, they want different stories, told and presented in fundamentally different ways," said Postmedia Chief Operating Officer Wayne Parrish in a press release. "We listened and are launching four new fully-differentiated products across our four platforms of print, web, smartphone and tablet."

The transformation of the Ottawa Citizen is part of a chain-wide initiative known as Postmedia Re-Imagined, which will see similar products introduced by seven more of the company's daily newspapers over the next 12 to 15 months.

TC Media completes acquisition of 74 Quebecor community newspapers

<http://www.newspaperscanada.ca/news/industry/tc-media-completes-acquisition-74-quebecor-community-newspapers-and-web-properties>

Transcontinental Inc. has completed a transaction to acquire 74 weekly newspapers owned by Sun Media Corporation in Quebec and their related web properties. Transcontinental now owns all the weekly newspapers acquired from Sun Media Corporation. The Competition Bureau set a requirement that Transcontinental must put 34 of the 154 newspapers in its portfolio up for sale for a period of 60 days, including some that are part of the transaction with Sun Media, as announced in a press release on May 28, 2014. The sale of the newspapers is being handled by a third party.

The following is the list of weekly newspapers being put up for sale, in alphabetical order.

Transcontinental Inc. (TC Media) – 12 weekly newspapers

- Abitibi Express – Rouyn-Noranda
- Abitibi Express – Val d'Or, Val-d'Or
- Chambly Express, Chambly
- Châteauguay Express, Châteauguay
- Courrier du Saguenay, including its regional editions: Courrier du Fjord, Courrier de Jonquière and Courrier de Chicoutimi
- Édition Beauce Nord, Sainte-Marie
- Point de vue Laurentides, Mont-Tremblant
- Rive-Sud Express, Longueuil
- Roussillon Express, La Prairie
- Sorel-Tracy Express, Sorel-Tracy
- Vallée du Richelieu Express, Mont-Saint-Hilaire
- Valleyfield Express, Valleyfield

Sun Media – 22 weekly newspapers

- Agri-Vallée, Valleyfield
- La Voix de la Matanie, Matane
- La Voix Gaspésienne, Matane
- L'Écho de Laval, Laval
- L'Écho de la Rive-Nord, Sainte-Thérèse
- L'Écho de Repentigny, Repentigny
- L'Écho de Saint-Jean-sur-Richelieu, Saint-Jean-sur-Richelieu
- L'Écho de Shawinigan, Shawinigan
- L'Écho de Trois-Rivières, Trois-Rivières
- L'Écho de Victoriaville, Victoriaville
- L'Écho du Nord, Saint-Jérôme
- Le Courrier du Fleuve, Rimouski
- Le Journal de Joliette, Joliette
- Le Journal de Magog, Magog
- Le Journal de Saint-Hubert, Saint-Hubert
- Le Point du Lac-Saint-Jean, Saint-Félicien
- Le Progrès Écho, Rimouski
- Le Réveil, Saguenay
- Le Rimouskois, Rimouski
- Le Riverain, Sainte-Anne-des-Monts
- L'Impact de Drummondville, Drummondville
- Pub Extra Magazine, Laval-Laurentides

Prince Albert Daily Herald launches new digital subscription plan

<http://www.newspaperscanada.ca/news/industry/prince-albert-daily-herald-launches-new-digital-subscription-plan>

In Saskatchewan, the Prince Albert Daily Herald is introducing a new metered access plan for its online content. Print subscribers will continue to have complete access to the Herald's content across all platforms—including the website and e-edition. Non-subscribers will now be able to access up to six news articles, videos or photos per month before being invited to become digital subscribers.

Third Quarter – July to September 2014

Torstar closes weekly magazine The Grid

<http://www.newspaperscanada.ca/news/industry/torstar-closes-weekly-magazine-the-grid>

Torstar announced that its city-focused publication The Grid will cease publication this week. The award-winning weekly magazine first launched in May 2011 and was named one of the world's best designed newspapers by Society for News Design three years in a row.

Glacier Media launches new crowdfunding initiative

<http://www.newspaperscanada.ca/news/industry/glacier-media-launches-new-crowdfunding-initiative>

Glacier Media is launching a crowdfunding service called FundAid. By taking advantage of the newspaper group's existing community connections, FundAid provides individuals and groups with a platform to create charity campaigns and collect donations for various causes. Glacier newspapers will also be running weekly ads for FundAid and will help spread the word about the initiative through social media channels.

Three Metro newspapers move to digital-only format

<http://www.newspaperscanada.ca/news/industry/three-metro-newspapers-move-digital-only-format>

Star Media Group announced last week that Metro newspapers in Regina, Saskatoon and London will shift to web-only versions. Metro's senior executive team made the decision to cease print editions of the daily commuter paper in the three cities in order to focus on larger markets. The senior-executive team at Metro is also restructuring in an effort to "draw Metro, in operational terms, closer to the Star Media Group," said SMG president John Cruickshank.

Oakville (ON) Beaver updates publishing schedule

<http://www.newspaperscanada.ca/news/industry/oakville-beaver-updates-publishing-schedule>

In Ontario, the Oakville Beaver will begin publishing exclusively on Thursdays and Fridays effective this September. The award-winning paper has decided to eliminate its Wednesday edition in order to concentrate on producing larger and more comprehensive community-focused publications at the end of the week.

Quebecor creates new Media Group division

<http://www.newspaperscanada.ca/news/industry/quebecor-creates-new-media-group-division>

Quebecor Inc. has announced a strategic restructuring initiative that will see the media organization combine its news and entertainment properties in a new division. The integrated Media Group includes TVA Group Inc., Sun Media Corporation, QMI Agency, Out-of-Home, Quebecor Media Sales, Messageries Dynamiques and Quebecor Media Printing Inc. "Consumers' media habits have continued to evolve in recent years," said Quebecor Inc. president and CEO Pierre Dion in a press release. "The creation of Media Group maximizes the division's strengths and combines our skills to provide better, more diverse and distinctive content."

Kelowna Capital News updates publishing schedule

<http://www.newspaperscanada.ca/news/industry/kelowna-capital-news-updates-publishing-schedule>

The Kelowna Capital News in B.C. is revising its publishing schedule to move from three editions a week to two. Starting the week of September 15, the Black Press owned community newspaper will publish twice a week on Wednesdays and Fridays. The new delivery frequency aligns the paper with larger newspaper markets in the Okanagan area.

TC Media's Atlantic papers launch unique storytelling initiative

<http://www.newspaperscanada.ca/news/industry/tc-media-s-atlantic-papers-launch-unique-storytelling-initiative>

TC Media has launched a unique multimedia project titled "A Week That Changed Our World." The initiative features a series of poignant stories, photos and videos that capture engaging and touching moments from across Atlantic Canada. According to TC Media, "this project is a look at a different kind of story—the kind of story that resonates because you can imagine yourself being there, can remember a pang of loss, can feel the pinch of someone else's shoes." The initiative runs from Monday, August 25 to Sunday, August 31 in all TC Media daily and weekly newspapers across the region.

Winnipeg Free Press revamps editorial pages

<http://www.newspaperscanada.ca/news/industry/winnipeg-free-press-revamps-editorial-pages>

The Winnipeg Free Press has introduced a new editorial direction for its Perspectives and Politics section. According to the paper, the modernized editorial pages in print and online will move beyond letters to the editor in order to capture a "wider conversation" among readers. The new content will include social media reactions and other features that allow for more crowd-sourced commentary, analysis and opinions.

Sun Media partners with Meltwater

<http://www.newspaperscanada.ca/newsletters/news-news-english/news-news-september-4-2014>

San Francisco based online media monitoring firm Meltwater has entered into a content distribution agreement with Sun Media. Under the new agreement, Meltwater's clients will enjoy complete access to online content from Sun Media's major market daily newspapers including the Toronto Sun, Calgary Sun, Edmonton Sun and the Winnipeg Sun. "We are very pleased to have Meltwater as a new partner for distribution of Sun Media content," said Julie Tremblay, CEO for Sun Media Corporation, in a press release. The partnership will provide a new revenue stream for the Quebecor owned publishing company.

Nova Scotia community papers adopt metered access model

<http://www.newspaperscanada.ca/news/industry/nova-scotia-community-papers-adopt-metered-access-model>

In Nova Scotia, TC Media's Kings County Advertiser, Kings County Register and the NovaNewsNow.com family of papers are switching to a new metered paywall model effective September 8. Readers will have the opportunity to choose from two subscription packages: the All Access Pass (which includes the print edition and all digital content) or the Digital Duo which provides access to all online content and the papers' e-edition. Non-subscribers will be limited to six articles, photos or videos per month.

TC media announces reorganization for weekly papers in Quebec

<http://www.newspaperscanada.ca/news/industry/tc-media-announces-reorganization-weekly-papers-quebec>

Transcontinental has announced that it will be reorganizing its weekly newspaper portfolio in Quebec. The Montreal-based media company has decided to cease publication of 20 of its French-language titles, which for the most part will be integrated into other publications it holds in the same regions. According to a press release, this decision was made with a view to ensuring that communities in the

region “continue to receive relevant local information and that the greatest possible number of jobs are kept.” TC Media now has a consolidated portfolio of close to 120 titles in Quebec. Titles that are no longer being published:

- L'Abitibi Express – Val-d'Or
- L'Abitibi Express – Rouyn-Noranda
- Le Progrès Écho
- Le Rimouskois
- Le Saint-Laurent Portage
- L'Impact de Drummondville
- L'Écho de Victoriaville
- Édition Beauce Nord
- Le Journal de Magog
- La Voix de la Matanie – Matane
- La Voix Gaspésienne
- Le Riverain – Sainte-Anne-des-Monts
- L'Écho de Repentigny
- Le Point de vue Laurentides
- L'Écho de la Lièvre
- L'Écho de Shawinigan
- Châteauguay Express
- Roussillon Express – (La Prairie)
- L'Écho de Saint-Jean-sur-Richelieu
- Valleyfield Express

York Region Media Group launches new publication

<http://www.newspaperscanada.ca/news/industry/york-region-media-group-launches-new-publication>

Metroland's York Region Media Group has added a new community publication to its family of papers in Ontario. The East Gwillimbury Express launched on September 11. “The timing couldn't be better to offer East Gwillimbury residents and businesses their own newspaper,” said Metroland senior vice-president and York Region Media Group publisher Ian Proudfoot. “The community is on the brink of some pretty exciting growth and we want to grow with it. There are so many stories to tell and we want to bring those stories to your front door each week.”

Fourth Quarter – October to December 2014

Montreal Gazette launches new four-platform strategy

<http://www.newspaperscanada.ca/news/industry/montreal-gazette-launches-new-four-platform-strategy>

Postmedia launched a new four-platform strategy for the Montreal Gazette. The innovative initiative features fully differentiated editorial products across print, web, tablet and smartphone. The “Reimagined” Montreal Gazette includes a redesigned print edition, responsive design on the web, and a rich in-depth tablet app. “This is one of the most ambitious transformations in the 236-year history of the Montreal Gazette,” said Lucinda Chodan, Montreal Gazette editor and Postmedia's vice-president of content for eastern Canada. Postmedia first introduced the four-platform content strategy at the Ottawa Citizen earlier this year.

Postmedia launches new advertising website

<http://www.newspaperscanada.ca/news/industry/postmedia-launches-new-advertising-website>

Postmedia Network launched its new advertiser website www.postmediaadvertising.com which has been redesigned to be a more helpful resource for marketers and advertisers. The site has been updated with a new responsive, easy to navigate design and has been refocused to provide key audience information to advertisers in any way they want to search for it – by brands, platforms or audience targeting capabilities. “Our goal was to reimagine how we engage with our clients across the country in

all of our markets,” said Andrew MacLeod, EVP and Chief Commercial Officer, Postmedia. “The new Postmedia Advertising website showcases the strength of our network reach, our audience selling approach, digital capabilities and highlights client success stories.”

TC Media sells its weekly papers on the Côte-Nord

<http://www.newspaperscanada.ca/news/industry/tc-media-sells-its-weekly-papers-the-c-te-nord>

TC Media has sold the assets of its Côte-Nord papers Le Plein Jour de Baie-Comeau, Le Port-Carquois (Port-Cartier) and Le Nord-Est (Sept-Îles) to Gestion PJNE. The transaction covers the newspapers and their related Web properties. Gestion PJNE, which is owned by Simon Brisson.

Postmedia to purchase 175 Sun Media publications

<http://www.newspaperscanada.ca/news/industry/postmedia-purchase-175-sun-media-publications>

Postmedia Network has entered into an agreement with Quebecor Media to purchase Sun Media’s stable of 175 English language newspapers, specialty publications and digital properties including the Sun chain of dailies — The Toronto Sun, The Ottawa Sun, The Winnipeg Sun, The Calgary Sun and The Edmonton Sun — as well as The London Free Press and the free 24 Hours dailies in Toronto and Vancouver.

“This acquisition brings together an impressive stable of brands that collectively create a stronger Canadian media platform that is better positioned to compete against foreign-based digital offerings and offers a greater range of choices to our readers,” said Postmedia president and CEO Paul Godfrey. “We intend to continue to operate the Sun Media major market dailies and their digital properties side by side with our existing properties in markets with multiple brands as we have in Vancouver with the Province and the Vancouver Sun for more than 30 years. Our advertisers will have the opportunity to reach audiences across the country with a made-in-Canada option for their marketing programs.”

The transaction is subject to approval by the Competition Bureau. While it is under review, Sun Media Corporation will continue managing the assets and publications in question.

Media outlets partner to expand Northern news network

<http://www.newspaperscanada.ca/news/industry/media-outlets-partner-expand-northern-news-network>

Laurentian Publishing Ltd. in Sudbury and Village Media Inc. of Sault Ste. Marie have teamed up to expand a powerful network of online news sites across Northern Ontario featuring local, regional, and national news. The new joint marketing venture brings together Village Media’s online news brands — Sootoday.com, Baytoday.ca, Local2.ca, and Timminstoday.com — with NorthernLife.ca, Sudbury’s multi-award-winning website, owned by Northern Life, the flagship newspaper of Laurentian Publishing. The new agreement was announced at the 28th annual Northern Ontario Business Awards gala in Sault Ste. Marie on Sept 25.

Toronto Star Classroom Connection uses augmented reality to engage students

<http://www.newspaperscanada.ca/news/industry/toronto-star-classroom-connection-uses-augmented-reality-engage-students>

August 4, 2014 marked the 100-year anniversary of the First World War. In remembrance of the 620,000 Canadians that served in this war, Toronto Star Classroom Connection has compiled a special educational unit for students across Canada. Students will be able to watch related video and audio clips come to life through augmented reality using the Layar app. A video clip from the Star's special Walking the Western Front series will be included in the resource as well as a spoken-word poetry tribute to WWI veterans. The eight-page, newspaper-style resource will help students meet curriculum expectations in social studies, language arts and media literacy.

Postmedia launches reimagined Calgary Herald

<http://www.newspaperscanada.ca/news/industry/postmedia-launches-reimagined-calgary-herald>

The Calgary Herald is the latest paper in the Postmedia Network chain to unveil a new four-platform content strategy for its print, web, smartphone and tablet. The paper's new design elements, editorial content and advertising features have all been optimized to suit each distinct platform. "As our reimagined strategy rolls out across the country, we continue to hone our offerings to audiences and advertisers," said Wayne Parrish, Postmedia's chief operating officer. The Herald's new look, which launched on November 25, is part of Postmedia's ongoing strategic redesign initiative for all of its daily newspapers across the country. The Herald is the third Postmedia property to launch a new product, following in the footsteps of the Montreal Gazette and the Ottawa Citizen.

Torstar to partner with La Presse on new tablet edition

<http://www.newspaperscanada.ca/news/industry/torstar-partner-la-presse-new-tablet-edition>

The Toronto Star is entering into a partnership with La Presse in Montreal to develop a new tablet edition for the Toronto daily paper. The two papers will share a common tablet technology and offer joint marketing opportunities to national advertisers. The Star will launch its free tablet edition in the fall of 2015 and also anticipates it will eliminate its existing digital paywall at that time. "This is another important step forward for our industry," John Cruickshank, publisher of The Toronto Star and president of Star Media Group said. "The new tablet edition will be a key element of our multi-platform evolution."

TC Media launches new free weekly in Nova Scotia

<http://www.newspaperscanada.ca/news/industry/tc-media-launches-new-free-weekly-nova-scotia>

TC Media launched a new community newspaper in Nova Scotia on November 12. Valley Now is a free weekly publication serving the residents of Kings, Annapolis and Hants counties. The publication will have a strong local editorial focus with columns covering area news and community events.

Postmedia's Infomart expands coverage in Western Canada

<http://www.newspaperscanada.ca/news/industry/postmedia-s-infomart-expands-coverage-western-canada>

Canadian media consultancy Infomart, a division of Postmedia Network, has added content from Aberdeen Publishing's 10 community newspapers in British Columbia and Alberta to its upgraded media monitoring and analytics platform. Under this new licensing agreement, Infomart's clients will have access to print and digital content from Kamloops This Week, Northeast News, Osoyoos Times, Peachland View, Vue Weekly, Prince George Free Press, Merritt Herald, Oliver Chronicle, The Columbia Valley Pioneer and The Local Weekly.

New community newspaper coming to Cowichan Valley in B.C.

<http://www.newspaperscanada.ca/news/industry/new-community-newspaper-coming-cowichan-valley-bc>

A new community newspaper is coming to Cowichan Valley, BC. The South Cowichan Echo will serve the Cobble Hill, Mill Bay and Cowichan Bay areas. The monthly paper will serve as a sister paper to the existing Chemainus Valley Courier.

Metro adjusts its digital strategy to focus on larger markets

<http://www.newspaperscanada.ca/news/industry/metro-adjusts-its-digital-strategy-focus-larger-markets>

Metro, Torstar's free commuter daily, has closed its digital properties in seven cities across the country: Hamilton, Kitchener, London, Regina, Saskatoon and Victoria and Windsor. Metro is ceasing operations in these smaller markets to focus on larger urban centers. "We experimented with these markets and the results that we got indicated that going digital-only as a business model just wasn't viable there," said Torstar spokesman Bob Hepburn. Metro will continue to publish news stories online in the seven cities where it still distributes print editions: Halifax, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver.

Black Press purchases daily and community newspapers from Glacier Media

<http://www.newspaperscanada.ca/news/industry/black-press-purchases-daily-and-community-newspapers-glacier-media>

Glacier Media has sold its Vancouver Island Newspaper Group (VING) papers to Black Press. The newspaper group publishes eight weekly and daily newspapers in the region north of the Malahat. The Victoria Times Colonist is not part of the sale. Black Press will take ownership of Nanaimo Daily News, the Harbour City Star in Nanaimo, the Alberni Valley Times, the Cowichan Valley Citizen, the Parksville Oceanside Star, the Tofino-Ucluelet Westerly News, the Comox Valley Echo, and the Campbell River Courier Islander. Black Press is also buying Glacier's Surrey Now, the Langley Advance, the Maple Ridge Times. Glacier is buying four titles from Black Press: the Tri-Cities News, the Burnaby News Leader, the Richmond Review and the New Westminster News Leader.

Research

New study: Connecting to Canadians with Community Newspapers

<http://www.newspaperscanada.ca/news/research/new-study-connecting-canadians-community-newspapers>

Three quarters of Canadians (73%) in non-urban centres read a community newspaper according to a new study titled Connecting to Canadians with Community Newspapers. The 2013 survey was designed to measure readership of community newspapers in non-urban centres across Canada and examined reasons for reading community newspapers. The steady readership numbers suggests that community newspapers continue to have a strong audience in today's new media landscape and that community newspapers continue to remain relevant to local residents for news, information and advertising.

The survey was managed by Totum Research on behalf of the Canadian Community Newspapers Association (CCNA) with the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage.

Newspaper ads remain most trustworthy form of paid media advertising

<http://www.newspaperscanada.ca/news/research/newspaper-ads-remain-most-trustworthy-form-paid-media-advertising>

Newspaper advertising continues to be the most-trusted form of paid media advertising in North America according to a new Nielsen study. Of the 29,000 consumers surveyed, 63 percent say they trust newspaper ads, while magazine and television ads were trusted by 62 percent and 61 percent respectively. More than half of respondents say they trust traditional advertising platforms such as newspaper, magazine, TV, radio and billboard. However, all new media platforms mentioned in the survey, including search, online video, social media, mobile display and online banners, received a less than 50 percent trust rating.

Pew study shows direct visitors are more engaged with news sites

<http://www.newspaperscanada.ca/news/research/pew-study-shows-direct-visitors-are-more-engaged-news-sites>

Visitors who go directly to news websites spend about three times as long there as those who arrive via search engine or social media according to a new research report released by the Pew Research Center. Readers who type in the news outlet's specific URL address or have the page bookmarked spend a greater amount of time on the site, view more pages and return more frequently than those who are referred via a search engine (Google, Yahoo, Bing) or social networking sites such as Facebook or Twitter. The Pew study examined site traffic data from comScore on 26 of the most popular U.S. news websites during April, May and June of 2013.

Pew releases 2014 State of the News Media report

<http://www.newspaperscanada.ca/news/research/pew-releases-2014-state-the-news-media-report>

The Pew Research Center has released its 11th annual State of the News Media report. The U.S. research report examines shifting industry trends across a variety of areas including revenue, jobs, technology, content, and consumer behaviour. The 2014 report includes four original research reports

and two graphical presentations, along with key findings and a searchable database of all the statistics gathered in past years. Six major trends are highlighted:

1. Thirty of the largest digital-only news organizations account for about 3,000 jobs and one area of investment is global coverage.
2. So far, the impact of new money flowing into the industry may be more about fostering new ways of reporting and reaching audience than about building a new, sustainable revenue structure.
3. Social and mobile developments are doing more than bringing consumers into the process – they are also changing the dynamics of the process itself.
4. New ways of storytelling bring both promise and challenge.
5. Local television, which reaches about nine in ten U.S. adults, experienced massive change in 2013, change that stayed under the radar of most.
6. Dramatic changes under way in the makeup of the American population will undoubtedly have an impact on news in the U.S, and in one of the fastest growing demographic groups – Hispanics – we are already seeing shifts.

Newspaper readership remains strong according to latest NADbank study

<http://www.newspaperscanada.ca/news/research/newspaper-readership-remains-strong-according-latest-nadbank-study>

More than three in four Canadians read newspaper content across print, digital and mobile platforms each week according to the latest readership study by Newspaper Audience Databank (NADbank). Overall reach of daily newspapers in Canada has remained stable, with a slight decline in print readership off-set by the growth of online and mobile readership. The 2013 study also shows that nearly six out of 10 readers choose to read only print editions while more than one in three Canadians consume online newspaper content each week.

The 2013 Readership Study provides NADbank members with access to newspaper readership results for 85 Canadian newspapers and two Detroit newspapers in 53 markets across Canada. Readership information is also available for 63 community newspapers in 35 markets. The survey covers the readership habits of 75% of Canadian adults.

AdWest releases new study

<http://www.newspaperscanada.ca/news/research/adwest-releases-new-study-how-geography-impacts-media-usage-shopping-habits-and-lifest>

AdWest, the media research and planning support arm of the three community newspaper associations on the prairies, has released the results of the study on How Geography Impacts Media Usage, Shopping Habits and Lifestyle. The study was conducted in November and December 2013 and commissioned by AdWest in partnership with Totum Research Inc. It examines the differences in the types of news followed, in the ability to access news, the level of engagement, topics of interest and sources relied on for five distinct community types in the prairie provinces. The objective was to support or refute the theory that the community in which a person lives shapes their lifestyle and ultimately, their media habits and that those habits vary between communities of different sizes. The results of the research sheds light on how the media habits of people living in metropolitan areas differ from those living in smaller cities/towns and rural areas with fewer media options overall.