

SNAPSHOT 2016

DAILY NEWSPAPERS



Every week in Canada there are more than 31.5 million newspapers distributed, in both print and digital formats.¹



As a medium for advertising, daily newspapers are trusted more than any other medium (traditional or digital)²



Almost eight in ten (77%) Canadians in major markets read a daily newspaper each week, either in print or online.³



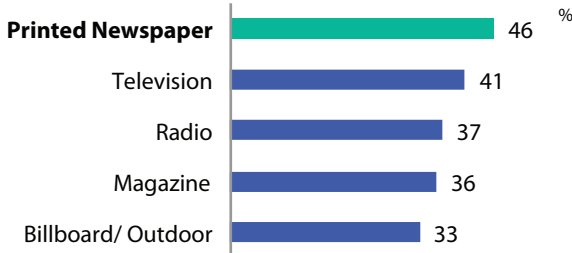
More than half (56%) of newspaper readers access newspaper content via digital devices (primarily mobile devices).³

NEWSPAPER ADVERTISING IS MOST TRUSTED²

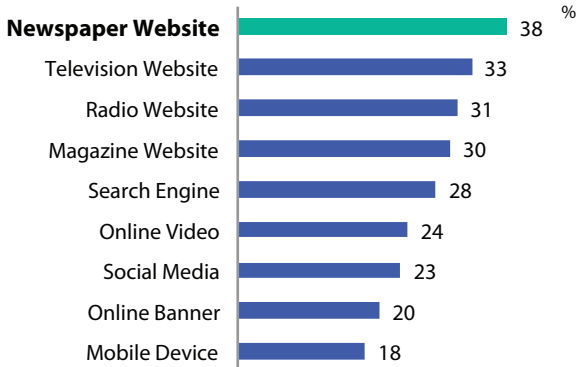
Trust in Advertising Content



IN TRADITIONAL MEDIA



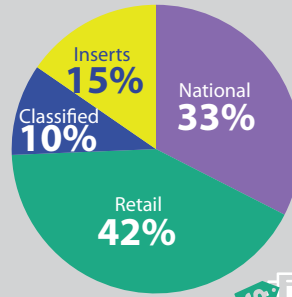
IN DIGITAL MEDIA



2016 ADVERTISING REVENUE³

Print Advertising Revenue

\$1,022,000,000



Online Advertising Revenue

\$236,000,000

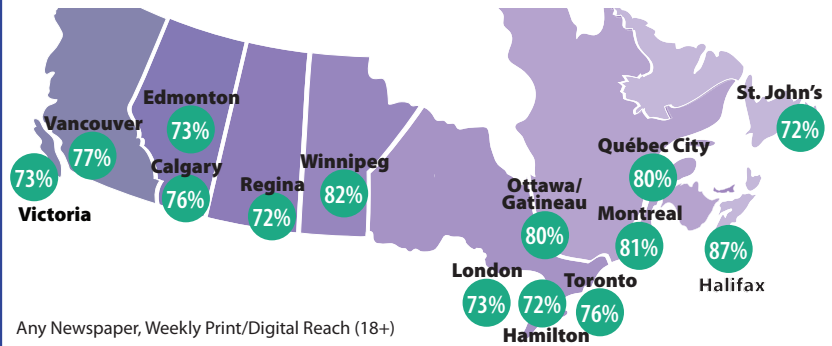


Total Advertising Revenue
\$1,258,000,000



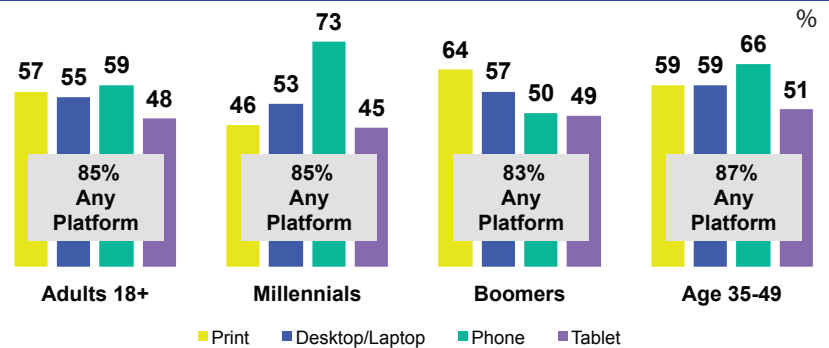
DAILY NEWSPAPER READERS⁴

Daily Newspapers Consistently Reach Three Quarters of Canadians



NEWSPAPER MEDIA REACH ALL TARGET GROUPS²

More than eight out of ten adults (85%) read newspapers across all platforms and three out of ten read on ALL FOUR platforms. Millennials prefer to read on their phones, Boomers prefer print and adults aged 35-49 choose phone and then print/computer equally.



For more information, go to www.newsmediacanada.ca

Source:

1 - Annual Circulation Report, 2016; News Media Canada

2 - Newspapers 24/7: 2017, Totum Research; December 2016

3 - Daily Newspaper Revenue Survey 2016; News Media Canada/Totum Research

4 - Vividata 2017 Q2 Readership and Product Database; Respondents aged 18+, Average Weekly Print/Digital

SNAPSHOT 2016

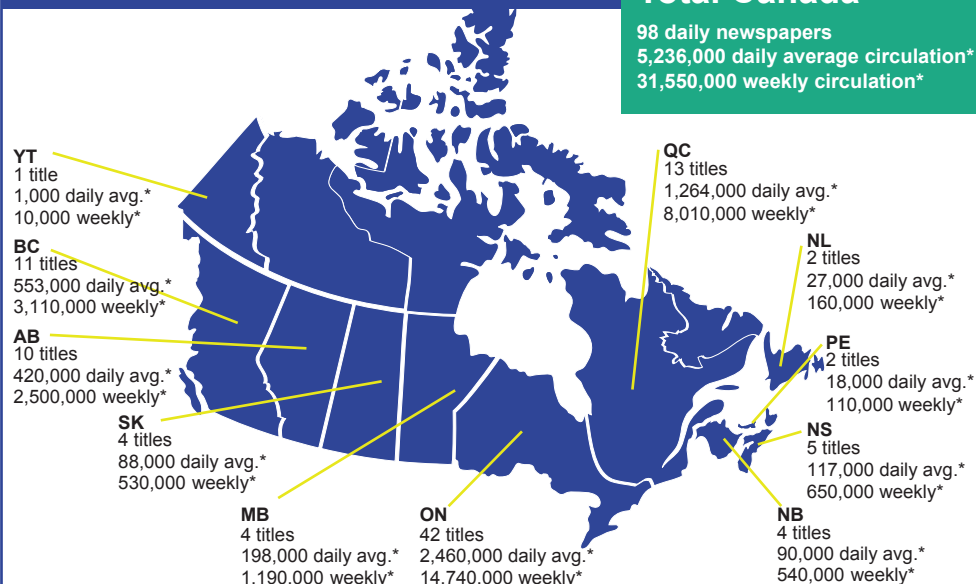
DAILY NEWSPAPERS



DAILY NEWSPAPER WEEKLY CIRCULATION

Total Canada

98 daily newspapers
5,236,000 daily average circulation*
31,550,000 weekly circulation*



QUICK FACTS

CIRCULATION

31.6 million total weekly circulation
• **8.1 million** digital copies weekly**
5.2 million average daily circulation

PUBLICATIONS

98 daily newspaper titles
• **84** paid publications
• **14** free publications

FORMAT

64% are broadsheets
36% are tabloid

LANGUAGE

85% are English
13% are French
2% are Chinese

PAYWALLS/METERED ACCESS

32 newspapers
(22 broadsheets/10 tabloids)

DAILY NEWSPAPER OWNERS

Owner	Number Titles	Weekly Circulation*	Daily Average Circulation*
Black Press	3	130,000	23,000
Brunswick News Inc.	3	430,000	72,000
Continental Newspapers	3	230,000	33,000
FP Canadian NP LP	2	720,000	120,000
Glacier Media	2	400,000	67,000
Alta Newspaper Group	3	220,000	34,000
Groupe Capitales Médias	7	1,620,000	251,000
Halifax Herald	1	270,000	45,000
Independent	5	240,000	41,000
Postmedia Network Inc.	44	12,760,000	2,142,000
Power Corp. of Canada	1	1,620,000	231,000
Quebecor	3	3,600,000	558,000
TC Media + Metro	9	1,510,000	289,000
The Globe and Mail	1	2,100,000	350,000
Torstar Corporation + Metro	9	5,600,000	965,000
Star News Publishing Inc.	2	100,000	15,000
Total	98	31,550,000	5,236,000

INDUSTRY CHANGES

- Guelph Mercury and Nanaimo Daily News ceased publishing (January 29, 2016)
- Alaska Highway News moved to weekly publication (March 31, 2016)
- Cranbrook Daily Townsman and Kimberley Daily Bulletin reduce publishing schedule from 5 days (M-F) to 3 days (Tu, We, Fr) (April 19, 2016)
- Moose Jaw Times-Herald and Prince Albert Daily Herald change ownership - TC Media sold to Star News Publishing Inc. (May 31, 2016)
- New free daily newspaper launched New free daily newspaper publishing - Vancouver Island Free Daily (September 27, 2016)
- Fort McMurray Today moved to twice-weekly frequency (November 15, 2016)

For more information, go to www.newsmediacanada.ca

Annual Circulation Report, 2016; News Media Canada

*print and digital circulation

**already included in Total Weekly Circulation

Daily newspapers defined as publications with minimum four days per week publishing schedule. Circulation based on available audits (AAM, CCAB, CMCA), publishers statements and newspaper estimates. La Presse data includes weekday digital data from La Presse+ and Saturday print data. Includes print/digital circulation for non-paid editions of National Post delivered with Calgary Herald, Edmonton Journal, Montreal Gazette, Ottawa Citizen, Regina Leader-Post, Saskatoon StarPhoenix, Windsor Star, Vancouver Sun and the London Free Press.