

# NEWSPAPERS ARE ENGAGING



## BUILDING TRUST AND ENGAGEMENT

### How do Canadians engage with news and advertising in traditional and digital media given the current climate of fake news and distrust?

News media build trust and engagement by creating and delivering quality content to provide an effective environment for advertising.



**The sheer volume of media and advertising messages in multiple formats is overwhelming.** Consumers are exposed to thousands of brands/ads daily - less than 100 will create awareness and only about 12 will make an impression and engage consumers.

### HOW TO GET NOTICED?

How can advertisers motivate consumers to research their products, take action and ultimately buy their products and services?

### ENGAGEMENT

Increasing engagement helps advertising break through the clutter of not only the hundreds of ad exposures per day, but of the thousands of ad and brand exposures per day.

## NEWSPAPERS ARE ENGAGING

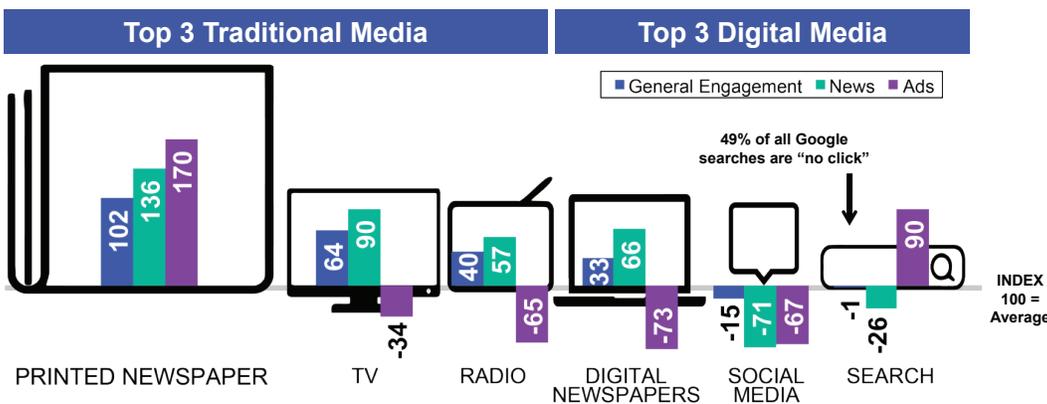
Printed newspapers are the **most engaging** media.

Reading a newspaper requires **full attention**. Consumer attention can be fractured with other media.

**Ad engagement** for print newspapers is almost 2 times higher than average.\*

Canadians want to see the **advertising** in print newspapers; it is expected to be there and is **part of the content**.

**Ad blocking** software makes it difficult for digital media to engage consumers with advertising despite high levels of general/news engagement.



Canadian adults are engaged with Printed Newspapers on all engagement measures and are almost twice as likely to be engaged by newspaper ads. The only other positive engagement with advertising is with Search ads.

For more information, go to [www.newsmediacanada.ca](http://www.newsmediacanada.ca)



Source: Local Newspapers: Engaged and Connected, Totum Research, June 2019, Adults 18+ \*Index = 270"



# ENGAGED READERS AND EFFECTIVE ADVERTISING



## ADVERTISING EFFECTIVENESS: WHERE ARE ADS MOST EFFECTIVE?

**Advertisers** want their ads to be noticed.

**Consumers** actively avoid ads because they find them annoying and ads interrupt content.



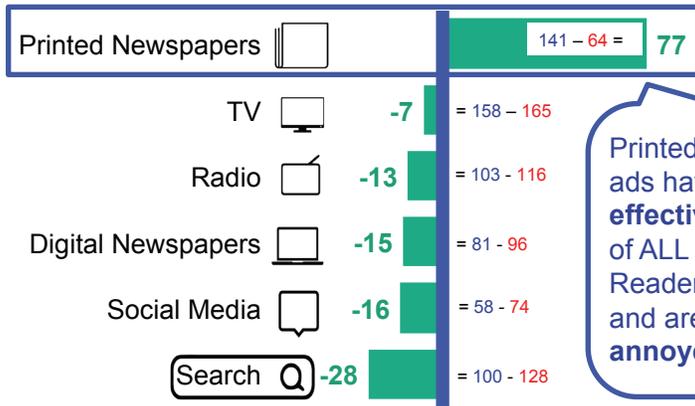
**CONSUMERS NOTICE ADS**  
"I usually notice ads in this medium"



**ADVERTISING ANNOYANCE**  
"it contains annoying ads"



**ADVERTISING EFFECTIVENESS SCORE**



Printed newspaper ads have the **highest effectiveness score** of ALL media. Readers **notice** ads and are **less annoyed** by them.



News media ads reach consumers in a **trusted environment**.



Newspaper readers are **engaged and receptive** to content (including ads).



Consumers **notice the ads** in newspapers.



Printed newspaper ads are the **least annoying** resulting in a higher effectiveness score.



News media **consistently out-perform** other media on engagement measures.

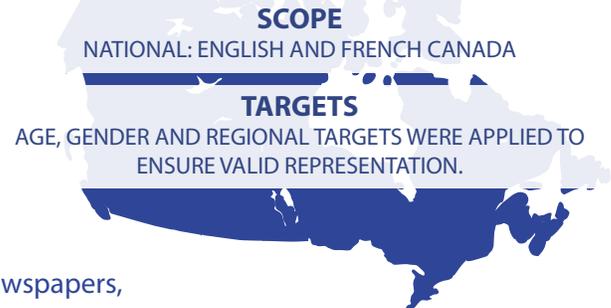
## STUDY DETAILS

**Study:** 800 Canadians surveyed online by Totum Research

**Timing:** February 2019 fieldwork

**Index:** Index based on percentages of "A" rating (defined as higher than 7 out of 10) for each characteristic compared to the average for all media tested. Scores >100 are better than average, <100 are worse than average and negative scores are more than 100% worse than average.

**Ten different media measured:** traditional/digital platforms for Newspapers, Television, Radio and Magazines, as well as Social Media and Search.



### GENERAL ENGAGEMENT

1. It is trustworthy.
2. I feel a personal connection with the medium.
3. It inspires me.
4. It makes my life better.
5. It enhances my interaction with others.
6. It operates in an ethical manner and has the public's best interest in mind.
7. I go to the medium when I have time to myself.

### NEWS ENGAGEMENT

1. The news it contains comes from reliable sources.
2. It employs well-trained and knowledgeable journalists.
3. It provides the news impartially.
4. Its news content is believable.
5. It contains informed commentary.

### AD ENGAGEMENT

1. I usually notice ads in this medium.
2. The ads it contains make me more likely to purchase.
3. It is the best place to get useful information about sales, store hours and special offers.
4. It contains annoying ads (*Note: Less annoying earner higher engagement scores*)

For more information, go to [www.newsmediacanada.ca](http://www.newsmediacanada.ca)