

SNAPSHOT 2019

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 16 million copies in key metropolitan areas, rural and remote regions, and all areas in between.²

NEWS MEDIA ADS INSPIRE ACTION¹

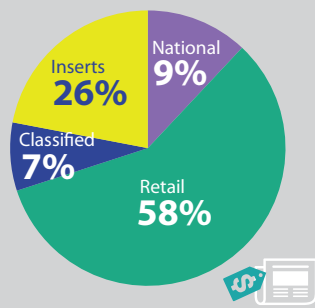
Actions Taken From Exposure to News Media Ads



PRINT	BOTH	DIGITAL	
34%	15%	14%	Became aware of product, service, sale
20%	13%	24%	Gone online to find more info on product/service
17%	6%	14%	Looked for more offline info on product/service
27%	9%	18%	Visited a store in person or online
25%	10%	15%	Bought a product or service
13%	6%	13%	Referred an ad to someone else

COMMUNITY NEWSPAPER ADVERTISING³ REVENUE 2018

Print Advertising Revenue
\$629,849,000



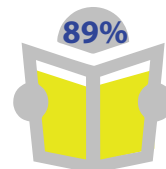
Online Advertising Revenue
\$58,107,000



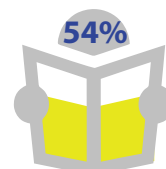
Total Advertising Revenue
\$687,956,000



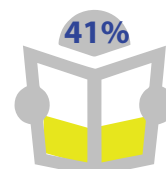
REASONS FOR READING COMMUNITY NEWSPAPER¹



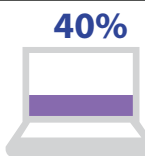
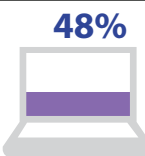
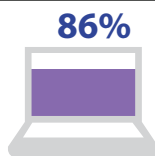
Local Information*



Advertising*



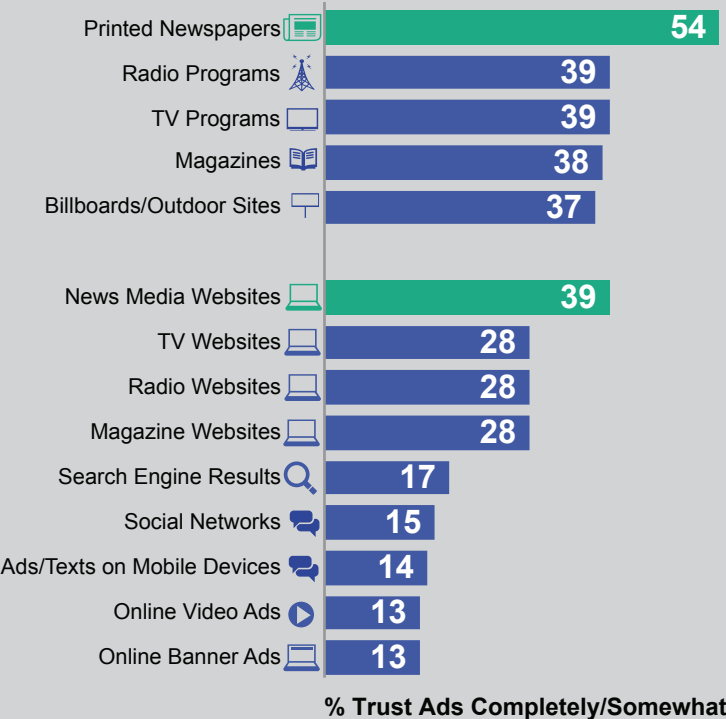
Classified/Employment/Real Estate



Local information is the main reason for reading community newspapers. Half of readers also read for the advertising.

NEWS MEDIA ADS ARE MOST TRUSTED¹

Ads in **printed newspapers** are trusted more than any other format. And advertising on **news media websites** is the most trusted digital format.



For more information, go to www.newsmediacanada.ca

Source:

1 - Totum Research, Canadians 18+, June 2019

2 - News Media Canada Snapshot, 2019

3 - News Media Canada Revenue Survey, 2018

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

SNAPSHOT 2019

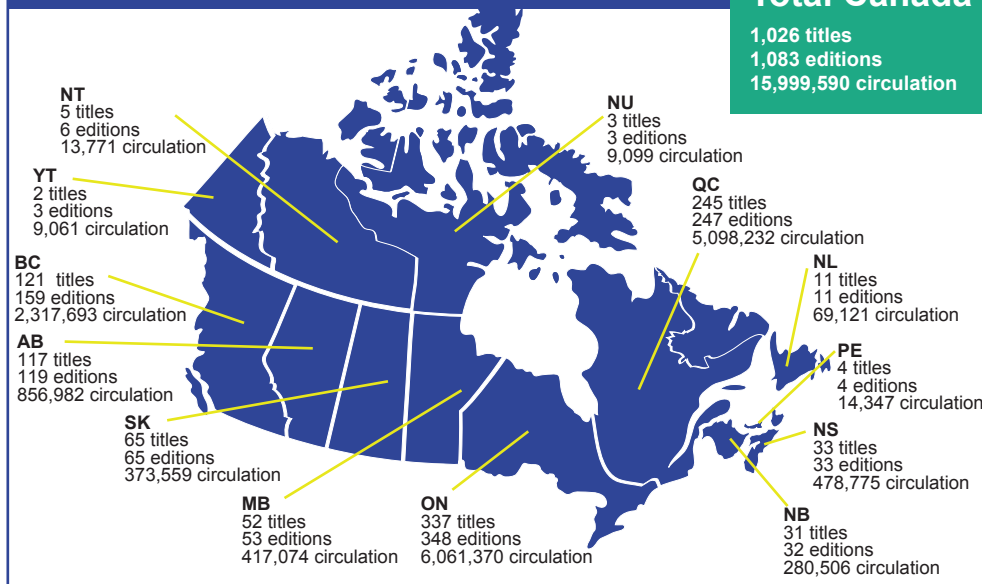
CANADA'S COMMUNITY NEWSPAPERS



COMMUNITY NEWSPAPER WEEKLY CIRCULATION

Total Canada

1,026 titles
1,083 editions
15,999,590 circulation



QUICK FACTS

CIRCULATION

15,999,590 total number of copies circulated every week.



PUBLICATION & EDITIONS

1,026 total number of community newspaper titles.



1,083 total number of community newspaper editions published.

PAID VS. CONTROLLED CIRCULATION



Most community newspaper circulation is free (controlled).

- **514,302** paid weekly circulation of community newspapers (3%)
- **15,485,288** free (controlled) weekly circulation of community newspapers (97%)

COMMUNITY NEWSPAPER OWNERS

Owner	# Editions	Paid Circulation	Controlled Circulation	Total Circulation
Black Press Ltd.	110	41,213	1,315,463	1,356,676
Postmedia Network Inc.	88	31,800	1,190,231	1,222,031
Metroland Media Group	87	8,563	3,036,039	3,044,602
snapd Inc.	72	-	733,000	733,000
Glacier Media Inc.	47	22,514	745,477	767,991
TransMet Logistics/Metropolitan Media	25	11	773,500	773,511
SaltWire Network	24	27,097	355,699	382,796
Icimédias inc.	21	8,319	543,359	551,678
Brunswick News Inc.	20	23,304	163,383	186,687
TC Media	18	21	784,388	784,409
Great West Newspapers Limited Partnership	18	14,169	142,248	156,417
Lexis Média inc.	18	114	453,568	453,682
Canadian Forces	16	-	76,317	76,317
Alta Newspaper Group L.P.	14	14,348	84,502	98,850
Aberdeen Publishing Inc.	12	2,566	142,877	145,443
Advocate Printing & Publishing	9	11,776	29,635	41,411
FP Newspapers Inc.	9	4,061	219,782	223,843
La Compagnie d'édition André Paquette Inc	8	13,418	127,482	140,900
London Publishing Corporation	7	2,926	45,651	48,577
Northern News Services Ltd.	7	11,614	5,087	16,701
Post City Magazines	7	-	165,061	165,061
Okanagan Valley Newspaper Group	6	-	104,083	104,083
Grasslands News Group	3	4,027	271	4,298
Epoch Times Media Inc.	2	50	29,950	30,000
Groupe Capiales Médias	1	-	40,844	40,844
Laurentian Media Group	1	4,932	39,697	44,629
Independent Groups	143	96,101	1,937,544	2,033,645
Independent Single Titles	290	248,557	2,122,951	2,371,508
Total	1,083	591,501	15,408,089	15,999,590

OWNERSHIP

58% corporate ownership (596 titles)



42% independent ownership (group/single) (430 titles)

PUBLISHING FREQUENCY



972 titles publish once per week (93%)

51 titles publish twice per week (6%)

3 titles publish three times per week (1%)

FORMAT



12% of editions are broadsheet format (134)

88% of editions are tabloid format (949)

LANGUAGE (1,060 TITLES)



763 titles are English = **74.4%**

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

1 titles are English/Other = **0.1%**

239 titles are French = **23.3%**

For more information, go to www.newsmediacanada.ca