

# SNAPSHOT 2018

## 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 17 million copies in key metropolitan areas, rural and remote regions, and all areas in between. <sup>2</sup>

### COMMUNITY NEWSPAPER READERS ARE ENGAGED WITH ADVERTISING<sup>1</sup>



### TOP REASON FOR READING COMMUNITY NEWSPAPERS<sup>1</sup>

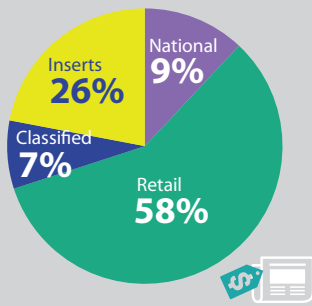
**Local information** is main reason for reading printed community newspapers. Digital editions are preferred for **Local sports, Classified ads, Jobs, Puzzles and General editorial.**



PRINT	DIGITAL	
70%	64%	Local News
47%	43%	Local Editorial
45%	41%	Local Entertainment
20%	20%	Local Crime Features
25%	27%	Local Sports
42%	35%	Other Local Events
28%	25%	Obituaries
46%	41%	Flyers and Inserts
25%	21%	Advertising in Paper
26%	29%	Classified Ads
21%	17%	Real Estate
17%	20%	Jobs and Careers
51%	48%	General News
30%	32%	General Editorial
19%	20%	Puzzles

### COMMUNITY NEWSPAPER ADVERTISING<sup>3</sup> REVENUE 2018

**Print Advertising Revenue**  
\$629,849,000



**Online Advertising Revenue**  
\$58,107,000



**Total Advertising Revenue**  
\$687,956,000



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

Source:  
1 - Totum Research, Canadians 18+, June 2018  
2 - News Media Canada Snapshot, 2018  
3 - News Media Canada Revenue Survey, 2018

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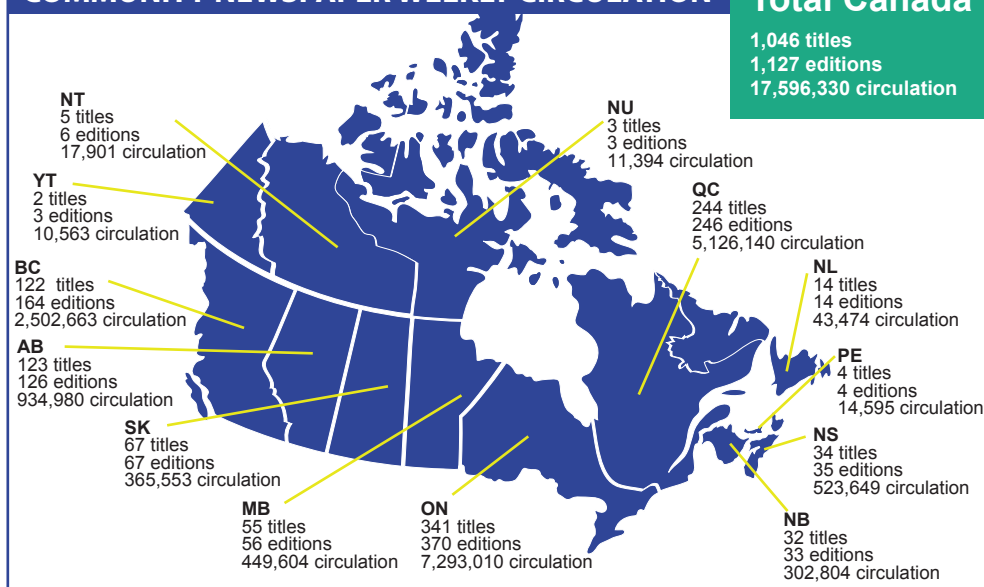
## CANADA'S COMMUNITY NEWSPAPERS



### COMMUNITY NEWSPAPER WEEKLY CIRCULATION

### Total Canada

1,046 titles  
1,127 editions  
17,596,330 circulation



### QUICK FACTS

#### CIRCULATION

**17,596,330** total number of copies circulated every week.



#### PUBLICATION & EDITIONS

**1,046** total number of community newspaper titles published.



**1,127** total number of community newspaper editions published.

#### PAID VS. CONTROLLED CIRCULATION



**Most community newspaper circulation is free (controlled).**

- **702,441** paid weekly circulation of community newspapers (4%)
- **16,893,889** controlled weekly circulation of community newspapers (96%)

### COMMUNITY NEWSPAPER OWNERS

Owner	Number of Editions	Paid Circulation	Controlled Circulation	Total Circulation
Black Press Ltd.	116	46,912	1,515,928	1,562,840
Metroland Media Group	104	10,213	4,180,945	4,191,158
Postmedia Network Inc.	95	38,523	1,209,436	1,247,959
snapd Inc.	72	-	733,000	733,000
Glacier Media Inc.	50	24,844	751,334	776,178
SaltWire Network	28	34,533	323,861	358,394
TC Media	27	54	1,131,876	1,131,930
TransMet	25	11	773,500	773,511
Icimédias inc.	20	9,779	507,494	517,273
Brunswick News Inc.	20	23,304	163,383	186,687
Great West Newspapers Limited Partnership	18	15,999	140,597	156,596
Canadian Armed Forces	16	-	89,216	89,216
Alta Newspaper Group L.P.	14	15,053	85,947	101,000
Aberdeen Publishing Inc.	11	2,648	141,339	143,987
Advocate Printing & Publishing	10	14,465	57,252	71,717
FP Newspapers Inc.	9	4,861	221,709	226,570
La Compagnie d'édition André Paquette Inc	8	13,418	127,482	140,900
London Publishing Corporation	7	3,512	45,366	48,878
Northern News Services Ltd.	7	16,410	6,716	23,126
Okanagan Valley Newspaper Group	6	-	104,083	104,083
Grasslands News Group	4	4,350	96	4,446
Laurentian Media Group	2	14,763	66,729	81,492
Star News Publishing Inc.	1	-	5,297	5,297
Groupe Capitales Médias	1	-	40,844	40,844
Independent Groups	168	150,140	2,392,267	2,542,407
Independent Single Titles	288	258,649	2,078,192	2,336,841
<b>Total</b>	<b>1,127</b>	<b>702,441</b>	<b>16,893,889</b>	<b>17,596,330</b>

#### OWNERSHIP

**57%** corporate ownership (595 titles)



**43%** independent ownership (group/single) (451 titles)

#### PUBLISHING FREQUENCY



**975** titles publish once per week (93%)

**61** titles publish twice per week (6%)

**10** titles publish three times per week (1%)

#### FORMAT



**84%** of editions are in tabloid format (949)

**13%** of editions are in broadsheet format (145)

**3%** of editions are in magazine format (33)

#### LANGUAGE



**75%** of titles are English

**23%** of titles are French

**2%** of titles are English/French

**<1%** of titles are English/Other

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