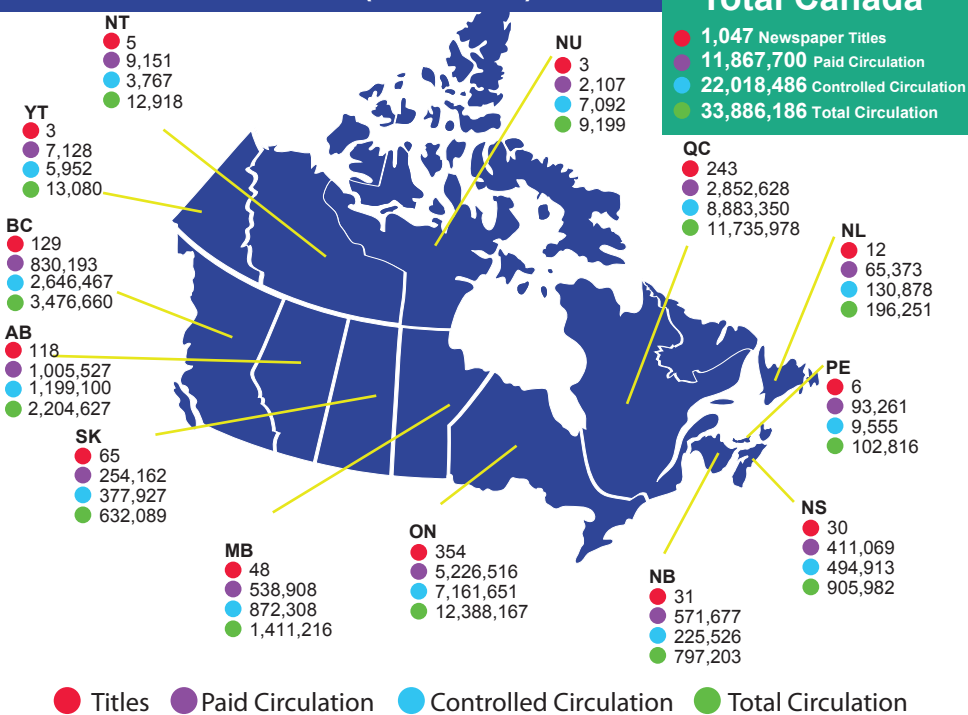


SNAPSHOT 2020

CANADA'S NEWSPAPERS



NEWSPAPER CIRCULATION (EACH WEEK)



INDUSTRY QUICK FACTS

CIRCULATION

33,886,186 total number of copies circulated each week

NEWSPAPER TITLES

1,047 total number of daily/community newspaper titles

PAID VS. CONTROLLED CIRCULATION

Most newspaper circulation is controlled (free)

- **11,867,700** paid circulation (35%)
- **22,018,486** controlled circulation (65%)

FORMAT

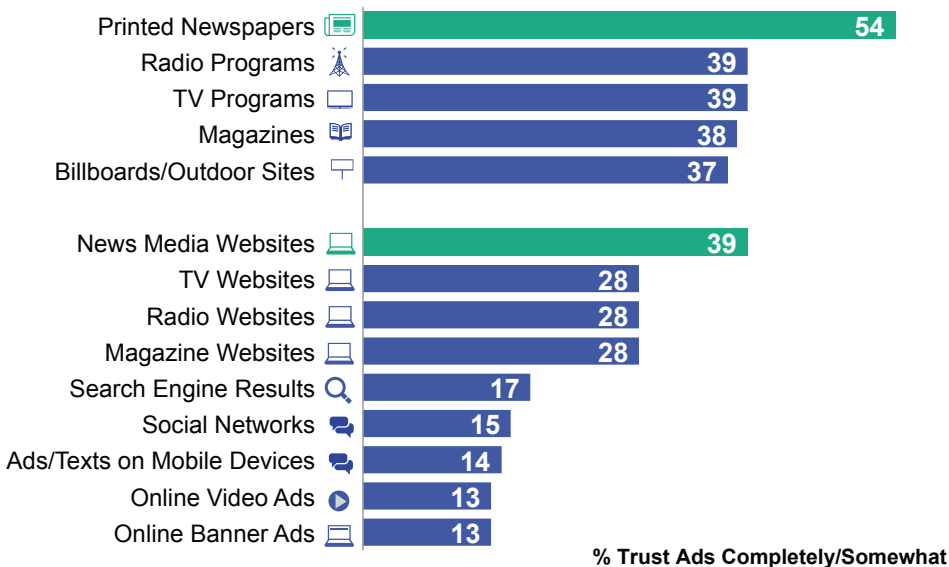
Tabloid **67%** Broadsheet **30%**
Magazine **2%** Digital **1%**

LANGUAGE

English **75%** French **23%**
English / French **2%**
English / Aboriginal **<1%**

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

SNAPSHOT 2020

CANADA'S NEWSPAPERS



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.

COMMUNITY NEWSPAPER QUICK FACTS

CIRCULATION

14,339,638 total number of copies circulated each week



PUBLICATIONS

974 community newspaper titles

1,028 community newspaper editions



PAID VS. CONTROLLED CIRCULATION

586,784 paid circulation (4%)

13,752,854 controlled (free) circulation (96%)



OWNERSHIP

69% corporate ownership (670 titles)

31% independent ownership (group/single) (304 titles)



PUBLISHING FREQUENCY

687 titles publish once per week (71%)

45 titles publish twice per week (5%)

151 titles publish once per month (16%)

91 titles publish at another frequency (9%)



FORMAT

Tabloid **84%** of (861 editions) Magazine **3%** (33 editions)

Broadsheet **13%** (134 editions)



LANGUAGE

English **74%**

English / French **2%**

French **23%**

English / Aboriginal **<1%**



DAILY NEWSPAPERS

Every week in Canada almost 20 million copies of daily newspapers are circulated. The majority of daily newspaper circulation is paid.

DAILY NEWSPAPER QUICK FACTS

CIRCULATION

19,584,550 total number of copies circulated each week



PUBLICATIONS

75 daily newspaper titles



PAID VS. CONTROLLED CIRCULATION

11,277,244 paid circulation (58%)

8,307,306 controlled circulation (42%)



OWNERSHIP

95% corporate ownership (71 titles)

5% independent ownership (4 titles)



PUBLISHING FREQUENCY

More than half of daily newspaper titles publish 6 times per week.

23% of titles publish 5 days a week

57% of titles publish 6 days a week

17% of titles publish 7 days a week



FORMAT

Broadsheet **70%**

Digital Only **2%**

Tabloid **28%**



LANGUAGE

English **81%**

French **19%**



For more information, go to www.newsmediacanada.ca