

The Canadian news media industry faced many unprecedented challenges in 2020, due primarily to the onset of the COVID-19 pandemic.

Media ad revenue on the whole took a sharp decline and many newspapers have had to shut their doors as a result of the economic downturn as a result of the pandemic.

However, on a positive note, newspaper readership and digital subscriptions were at its highest in 2020. When Canadians were looking to find information on the pandemic, they turned to traditional news sources that they trusted. And in times of hardship, many news media organizations came up with new programs to help support their communities and local businesses.

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More detail on 2020 events can be found in the following categories. Click on the story headlines to view online.

Seven out of 10 Prairie households still receiving and reading printed newspapers

A new study conducted by Totum Research affirms that rural markets differ significantly from large urban ones when it comes to media consumption habits. The study, *How Geography Impacts Media Access, Usage and Engagement (2020)*, found that several factors including internet connectivity and connection methods impact media access and shape what people can do online. The result being a stronger reliance on traditional media, printed community newspapers in particular, for news and information.

Among the key findings of the recently released AdCanada Media study was that 71% of respondents said they've received a community newspaper at their home in the last 7 days. The highest rate of receipt is among farm households with 81% reporting receivership of a printed community newspaper. Eight out of ten who received newspapers indicated that they read or looked into the printed newspaper. For context, this level of readership is consistent with the numbers from the last release of ComBase data in 2005/2006 and a stark contrast from the narrative that readership of printed newspapers is in significant universal decline.

More than half of Canadians trust news media for coronavirus information

A poll by the Angus Reid Institute in March 2020 finds that 55% of Canadian adults trust news media for information about COVID-19. Older respondents have higher levels of trust than the younger generation: almost two thirds of Canadians 55+ years old trust the news media.

Winnipeg Free Press connects businesses with customers amidst pandemic

In late March, the Winnipeg Free Press, in partnership with Bold Commerce, launched the listing service Buylocal.ly. This interactive, free directory allows businesses still in operation to provide information such as how to order along with pickup and delivery options so that consumers know when, where, and how to support them. As of April 24, less than one month after launching, nearly 1,000 businesses have registered in the Winnipeg area alone. Our buylocal.ly listing page has been viewed more than 54,000 times and has been shared more than 19,000 times.

La Liberté launches 'No Mercy for the Coronas' magazine for youth

La Liberté's long history of innovation and community solidarity is being demonstrated once again with the newspaper's very first children's science magazine, *No Mercy for the Coronas!*

Bringing together a world class team of medical researchers, university professors, health literacy educators, and communications and graphic arts professionals, *No Mercy for the Coronas* is a fun, creative tool to help kids and their families understand the scientific realities of the COVID-19 virus and the pandemic.

No Mercy for the Coronas will be delivered free of charge to subscribers of the Winnipeg Free Press and La Liberté on May 21, 2020, and will also be available online at la-liberte.ca.

Its digital version will also be shared on the networks of our national and international press partners. For this project, Sophie Gaulin, director and editor-in-chief of La Liberté, a newspaper celebrating its 107th anniversary this year, invited Associate Professor Jean-Eric Ghia to co-develop and oversee the scientific content of the magazine. Working with POP Comm communications agency, additional expert local contributors were sought to support the project.

SaltWire Network launches new news app

The SaltWire Network has launched a new news app that will help readers better connect to stories of importance to Canada's East Coast. All stories from across the SaltWire network will be available via the app. As well, users can navigate that content by location preference, choosing your location to see local content from your area, or by exploring what's trending in your region, Canada and around the world.

Community newspaper readership stronger in smaller markets

Data from Vividata's most recent survey (Spring 2020) confirms that weekly readership of community newspapers is stronger in smaller markets (under 100,000 population). And as age increases so does weekly readership, regardless of market size. The greatest differential can be seen in the Gen X group, where readership is 25% higher in smaller markets.

Apple News+ adds The Globe and Mail, Le Devoir

Le Devoir and *The Globe and Mail* are now available to Apple News+ subscribers, reports [Media in Canada](#). The subscription service, which gives users access to hundreds of magazines, newspapers, and premium digital publishers, first rolled out last year. Among the first Canadian publications to bet on the service were *Chatelaine*, *Macleans* and the *Toronto Star*. *Le Devoir* is officially the first French-language paper on the app.

Brian Myles, general manager of *Le Devoir*, says this is a good fit for both Apple News + and the newspaper, since both run on a subscription model. Myles has long believed that the paper's success hinges largely on subscriber loyalty, and that although advertising does play a part in the company's future, donation and subscriptions help it not depend on ads as the market fluctuates.

SaltWire dives deep with new campaign

In an effort to bring its journalists from across their network together, the SaltWire has rolled out a series of solutions journalism articles to examine topics of great importance to Atlantic Canadians.

[Deep Dives](#) brought journalists from different newsrooms into collaborative storytelling. To identify topics relevant to the region, journalists were invited to submit their suggestions and vote on the top nine issues shaping Atlantic Canada in 2019. In total, 38 topics suggestions were suggested. From there, senior editorial staff developed story angles that would be explored over the subsequent 10 months. In executing this campaign, SaltWire says they wanted to remind their readers why local journalism is important and to show prospective readers SaltWire's commitment to doing highly relevant and beautifully designed news.

[Whitehorse Star marks 120 years in print](#)

The independently-owned Whitehorse Star is celebrating a birthday this month – 120 years in print! “We’re pretty unique. There aren’t many like us left in Canada,” said editor Jim Butler who’s been with the paper for almost 40 years. What’s even more impressive: the publication hasn’t missed a single edition in 120 years.

[Glacier Media sells Bridge River-Lillooet News to local owners](#)

A newspaper founded by a true pioneer of the BC newspaper world has returned to local ownership.

On July 2, Glacier Media sold the Bridge River-Lillooet News to local staff members, publisher Bruce MacLennan and editor Dennis Stranack, with the paper returning to print publication on July 8 after a three-month hiatus due to the COVID-19 pandemic. The sale allows one of B.C.’s most storied newspaper titles to live on to serve the 2,000 residents of Lillooet. Community newspaper pioneer Margaret “Ma” Murray founded the Bridge River-Lillooet News in 1934 along with her husband George and ran the paper until her death in 1982.

Glacier’s president of community media, Peter Kvarnstrom, remains optimistic about the newspaper’s prospects under new ownership and about the future of community journalism in general. “Local owner operators with long experience in the industry and deep connections to the community like Bruce and Dennis are very well positioned to keep Ma Murray’s legacy alive for many years to come.”

[NordStar officially takes possession of Torstar](#)

A new chapter is beginning for the [Toronto Star](#). Entrepreneurs Jordan Bitove and Paul Rivett have officially sealed the deal and taken over Torstar, the company which publishes the Star along with more than 70 other regional dailies and community newspapers.

The \$60-million purchase, made through Bitove and Rivett’s company NordStar Capital, closed officially Wednesday, capping a roller-coaster six-month journey which began in February when Bitove first approached the Torstar board.

[July was a record-setting month for La Presse](#)

Readership for La Presse mobile app increased by about a third during the month of July from the same period last year. According to a recently published piece in Media in Canada, that represents more than 750,000 unique visitors. The French-language publication also saw significant growth in visits to its website and overall readership.

[Paid digital subscriptions continue to rise in 2020](#)

Data from [Zuora’s Subscription Economy Index](#) retrieved from [Poynter](#) shows that subscriptions continue to rise in 2020. While this is good news for the Newspaper and Publishing industry, the report also reveals that advertisements continue to decline, at a faster rate than ever before. The report goes on to recommend that publishers should immediately begin using digital subscriptions, if they are not already doing so.

A couple of [key findings](#) from this report are: subscription revenue has been rising at a steady pace for years, and advertising in most industries has remained stagnant or has decreased during this same span of time, with newspapers facing a sharper decline than social media and television advertising. On a positive note, churn (the loss of previous subscribers) in Publishing has not gotten worse during the COVID-19 pandemic. The smaller portion of users that did not renew their subscriptions was offset with a higher-than-usual percentage of respondents that continued to pay in order to stay informed on news regarding the pandemic.

“To avoid churn and demonstrate value to customers, smaller or niche publications might consider creative packaging or bundling; for instance, Bloomberg Media’s recent announcement to partner with The Athletic” the report goes on to recommend.

The lack of churn among news platforms in 2020 is likely related to the [growing concerns about false information](#) amid the COVID-19 pandemic, where reliable news sources are growing in demand. In a study conducted by [Totum Research on behalf of News Media Canada](#), it was revealed that Canadians view newspapers as providing impartial and believable information, and as coming from reliable sources. In addition, despite the industry’s steep advertising decline, advertisements in print newspapers were actually deemed most trustworthy by respondents, scoring almost two times higher than other platforms such as magazines or social media sources.

[CBC launches a nationwide directory to support local news](#)

At a time when news <https://nmc-mic.ca/2020/10/08/cbc-radio-canada-launches-a-nationwide-directory-to-support-local-news/> organizations are facing unprecedented challenges, CBC/Radio-Canada has launched a nationwide directory to help Canadians find and support local news media in their communities. An initial launch of the project is now available, as of October 7, [here](#). This project is modelled on a [similar effort spearheaded by the New York Times](#) last year.

The Local News Matters directory has been developed in collaboration with [News Media Canada](#). CBC/Radio-Canada will work with other media associations to expand the directory. If you represent a local news organization that is not listed, please contact your media association or News Media Canada.

[Torstar announces new publisher and chair](#)

Entrepreneurs Paul Rivett and Jordan Bitove have announced that they will both be taking on senior roles within Torstar: Rivett will become the company’s new chair and Bitove will become the publisher of the Toronto Star. John Boynton, who is handing off his publishing role to Bitove, will continue in his role as president and CEO of Torstar, with a renewed focus on the digital transformation he started when he became president back in March of 2017.

“I’m humbled by the position of publisher. What we have seen in a very short amount of time is the power of this organization,” said Bitove, flanked by Rivett and former Ontario premier David Peterson, who was previously announced as Torstar’s vice-chair. “Every day, I go through the papers and so does Paul, and so does David. To be associated with this, it makes us proud. We’re inspired.”

[Highlights from National Newspaper Week 2020](#)

National Newspaper Week got off to a great start this Sunday October 4! Hundreds of newspapers took to publishing the National Newspaper Week Campaign “We Wish 2020 Was Fake News, Too” and shared creative posts over various social media platforms to celebrate the industry.

[The Squamish Chief](#), for example, chose to highlight members of their staff over Instagram, with fun facts! The United Way organization in Pictou showed their appreciation for their local newspaper and community partner the [Pictou Advocate](#). [The Revelstoke Review](#) decided to celebrate National Newspaper Week by donating 50% of subscription proceeds to their local food bank. Among the people who showed their support over the week include the music group the [Arkells](#) alongside a new music video, and our very own Prime Minister, [Justin Trudeau](#).

The media attention surrounding the [Champion the Truth capsule collection](#) has also been astounding! The designer of the collection, [Hayley Elsaesser](#) has appeared on multiple broadcast news platforms such as CTV Morning Live Ottawa and Calgary and she also had an article posted about her in the [Merritt Herald](#), the newspaper that her grandfather owned for thirty years.

Elsaesser has always been a strong supporter of the industry and is thrilled to be involved in this year’s campaign. “My grandfather (Opa) was actually the owner and publisher of a local community newspaper in British Columbia for many years, so I know first-hand the immense impact that newspapers can have on a community and the important role they play in providing local content that cannot be found anywhere else” Elsaesser says.

As this year’s celebration draws to a close tomorrow, be sure to show your appreciation for the newspaper carriers around the country who deliver important news every week, rain or shine. International Carrier Appreciation Day will be celebrated worldwide this Saturday October 10.

[How Torstar’s new platform delivers local news and community engagement](#)

A division of Torstar, Torstar Local has launched a new program that is in-part an app and web platform, that will deliver local news to communities, as well as providing a new level of engagement among users.

“Local news is very challenged and it keeps disappearing,” said Pam Laycock, senior vice president of transformation and strategy at Torstar. “Our objective is to find a new way that we can create a wonderful local experience in communities that is highly relevant and maybe slightly different than what we do today.”

Through creating an app to deliver local news, this allows Torstar to reach audiences that they wouldn’t ordinarily be able to, while also connecting local communities to the new local news brand. Their app is meant to function sustainably and separate from the rest of the company, and after learning from their initial 10 markets, they are planning for more brand launches in 2021.

How the Globe and Mail is building the 'newsroom of the future'

Last week we told you about how the Globe and Mail's automation and predictive paywall engine, Sophi.io, won WAN-IFRA's North American Digital Media Award in the category of Best Digital News Start-Up. This week, What's New in Publishing has a feature on how the Globe is taking its 175-year-old newsroom and successfully launching it into the digital era. From paywalls to page views and predictive technology, the piece provides an excellent snapshot of the sweeping innovations that are taking place behind the scenes at the Globe.

Federal government introduces bill to regulate streaming services

Earlier this week, Canadian Heritage Minister Steven Guilbeault introduced a bill to his proposed amendments to the Broadcasting Act that could generate \$800-million in Canadian media production by 2023. If the bill is passed by the House of Commons, the CRTC's regulatory oversight would include online video and music streaming services such as Netflix and Spotify.

Explaining the benefits of advertising in trusted news media

Since the onset of the COVID-19 pandemic, there has been an increased need for reliable journalism, and news brands have seen an increase in both readers and subscribers. As a result of this, Dutch publisher NRC Media set out to uncover what makes a news brand trusted, and the influence it has on ad performance.

According to new research from DVJ Insights for Dutch publisher NRC Media, retrieved from the International News Media Association, the degree of trust in a media platform has a direct impact on how their ads will be perceived. For example, in trusted news sources, there is a higher level of brand recall, as well as more positive associations for the advertising brand. Ads also profit from a halo effect, where positive values of trust associated with the news media brand are transferred to the advertising brand.

The study also revealed four factors that influence the perception of reliable news brands. These factors include; selectivity in the choice of topics and news facts, the accuracy of these facts, and the quality of the journalistic assessment. Madelon Fortuin of NRC Media said: "The research has produced a valuable resource of data. Not just about the concept of trust in journalistic news brands and how this arises; we have also obtained data on how advertisers can benefit from this."

Daily newspapers reach 3 in 5 adults across Canada: Vividata

Vividata (vividata.ca), Canada's leading media and consumer research firm, has released their latest survey results. The Fall 2020 Study provided new data on a broad range of topics including daily and community newspaper readership.

On a weekly basis, daily newspaper brands reach three out of five adults across Canada. The highest newspaper reach is in Quebec City at 82%, followed by Montreal at 75%, and London at 74%. Community newspaper readership indexes highest in British Columbia with 67% readership over the course of a month.

[Looking back at 40 years of the Winnipeg Sun](#)

In early November the Winnipeg Sun celebrated its 40th birthday. Indeed, on the morning of Nov. 5, 1980, the first edition of the Winnipeg Sun rolled off the press. Although much has changed since that inaugural edition, one thing hasn't: it's a Winnipeg institution. A new feature looks back on the evolution of the Sun, including how 'The Sun' name was chosen to keep the Toronto Sun from expanding to Winnipeg.

[How the Globe and Mail handled distribution issues during COVID-19](#)

One of the main challenges for newspapers during the COVID-19 crisis was logistics and distribution. With travel restrictions in place and staff working from home, the last mile delivery system of several dailies was affected. However, in no time, publishers rose to the situation and brought in place measures to address the challenges. A new piece published by WAN-IFRA shows just exactly how the Globe and Mail managed its way through difficult circumstances. From managing customer expectations to pivoting editorial coverage, the piece is an informative 'behind-the-scenes' read.

[The Toronto Star introduces new mobile app](#)

Last week the Toronto Star launched a fully redesigned mobile app that will make consuming their journalism easier. The new app provides an enhanced user-friendly look and provides readers with a streamlined reading experience. Other new features include: 'dark mode', article sharing, and tablet landscape mode. You can download the app from the [App Store](#) or [Google Play](#).

[Local newspapers develop new subscription options](#)

Six daily news publications owned by les co-ops de l'information (CN2i) in Québec and Ontario recently introduced their first digital subscription packages after the pandemic drastically accelerated changes in their print operations. They're now promoting new digital subs to convert print readers. The publications include *Le Droit* (in Ottawa/Gatineau Que.), *Le Nouvelliste* (Mauricie/Centre-du-Québec, Que.), *Le Quotidien* (Saguenay-Lac-Saint-Jean, Que.), *Le Soleil* (Quebec City), *La Tribune* (Sherbrooke, Que.), and *La Voix de l'Est* (Granby, Que).

[Media Co-ops in Québec and Ontario launch digital subscription service](#)

The six regional members in Québec and Ontario of CN2i, have achieved another milestone of their business plan with the launch of a digital subscription service. A promotional campaign about the service will mark this important step and bring new energy in the media industry of both Québec and Eastern Ontario. Members' mobile apps (tablets and smartphones) as well as their websites will enable readers to subscribe to one of several different packages and readers will have the opportunity to entirely manage their digital subscriptions. The co-op members will launch their new digital subscription services simultaneously. This major milestone was achieved in less than a year after the local newspapers were acquired by a group of solidarity cooperatives founded by their employees.

[Four ways to increase audience engagement during the pandemic](#)

Due to the new reality of the COVID-19 pandemic, publishers have been turning to new methods for generating loyalty and engagement in audiences. One of these methods is attempting to increase loyalty and subscriptions by deepening the experience of their users. What's New in Publishing has compiled a list of [four ways that publishers are improving their customer experience](#) during the COVID-19 pandemic.

The first way is by **encouraging e-commerce**. With the world on lockdown, shopping habits have changed, and e-commerce has flourished as a result of this. In Canada, [e-commerce sales had increased 102.3%](#) year-over-year in the second quarter of this year, which is twice the e-commerce sales in 2019. Given this, publishers have tried to capitalize on these behaviours by focusing on special events, as a way to drive online sales. For example, the publication *The Strategist* held a two-day sale, offering deals on a wide range of products.

The second way publishers have set out to increase customer experience has been by **highlighting non-COVID content**. The reason for this is that COVID-fatigue has set in and audiences have adjusted to the “new normal”, thereby increasing the need for “feel good” content. Data from [Totum Research, conducted on behalf of News Media Canada](#), suggests that Canadians engage with local newspapers because their content is reliable, impartial, and believable, as well as coming from informed and well-trained journalists. Newspaper readers also know that their newspaper is the best source for local information.

The third tactic is **answering questions**. While audiences do not want to only hear about COVID-19, they do have many questions about what is happening and how to stay safe. By addressing concerns head-on, this helps with customer loyalty. An example of successfully addressing concerns comes from The Washington Post, where a visual piece entitled “Why outbreaks like coronavirus spread exponentially, and how to ‘flatten the curve’ became their most viewed story of all time. In a Canadian context, The Globe and Mail, Toronto Star, The Hamilton Spectator, Winnipeg Free Press, and other publications dropped their paywall on coronavirus stories, to ensure that Canadians had access to up-to-date information.

The fourth and final tactic is **opening up**, and making an effort to communicate with audiences. For example, the LA Times created a ‘Coronavirus Today’ newsletter. Locally, [The Watrous Manitou](#) encouraged their readers to shop locally by reimbursing every \$10 spent in the community to go towards \$10 off a new subscription or renewal to their newspaper. The [Revelstoke Review](#) donated half of the money from subscriptions in October to a local food bank. Additionally, [many newspapers](#) have been asking Canadians to pledge their support, to ensure that they are able to continue providing local updates and keeping Canadians safe. With advertising revenues at stake, increasing reader revenue is another way to help news organizations survive.

[How national newspapers are filling the COVID-19 induced ad void](#)

Media in Canada published a story that examined how the decline in ad spending in certain sectors of the economy has forced newspapers to shift their focus to new advertising categories and non-advertising products. For example, the piece says, traditionally large ad buyers, like airlines, may have dialled back. In their place, Torstar reports seeing an increase in marketing opportunities with healthcare, financial services and telecommunication brands.

For the Globe and Mail, the pandemic has meant a change in its live event business. With

public gatherings now impossible, the Globe has taken its events into virtual spaces. Its events team executed 24 custom and sponsored virtual events in 2020.

Metroland launches parcel delivery service

Metroland Media has launched an innovative parcel delivery service heralding a new chapter in its venerable 150-year history of serving Ontarians. A division of Torstar Corporation, Metroland publishes more than 70 community and daily newspapers delivered to 147,000 Ontario postal codes by a network of 15,000 delivery contractors.

Metroland's facility hubs, distribution networks and expertise, in addition to the upward trajectory of e-commerce, ideally positions the organization to successfully extend its services into parcel delivery for retail clients and distributors, Torstar Group of Companies head of parcel services Mike Banville said. Metroland will offer next-day express and standard two- to three-day delivery at competitive prices and includes delivery guarantees, real-time parcel tracking and photo delivery confirmation. The new service also provides seamless technology integration into client platforms.

Check out the Ad Club of Toronto's Newspaper Day

AdClub's Newspaper Day 2020 was held on November 26, and featured a panel of well-respected, industry professionals from the Globe & Mail, Toronto Star, and Postmedia, discussing the impact of COVID-19 on newspaper publishers and journalists. Due to the pandemic, this year was the first virtual Newspaper Day panel, and a free recording of the event can be found [here](#).

News Media Canada was the proud, exclusive sponsor of the event, and gave away Champion the Truth prize packs with a face mask and tote bag to five, randomly selected Newspaper Day attendees. The Champion the Truth prize pack was created in partnership with Canadian designer Hayley Elsaesser to celebrate the Canadian newspaper industry. All items feature the words 'news' and 'truth' in various languages spoken across Canada, and all proceeds from the collection will be donated to CJFE – Canadian Journalists for Free Expression.

People are more willing to pay for news due to COVID-19

Over the past few years, publishers have turned to digital paywalls to increase their revenue, as a result of the decline in print advertising. This has for the most part succeeded because people are more willing to pay for news that they trust. As a result of COVID-19, the need for trustworthy and reliable news has escalated, as a result of the false information that is commonly circulated across social media platforms.

According to a survey by consulting firm Altman Solon, retrieved from [MediaPost](#), 30% of Americans are willing to pay for news after COVID-19, and this percentage is even higher among the younger generation, where 53% of people ages 18 to 24 are willing to pay for news. In Canada, new data from Totum Research shows that one in five Canadians would pay to be accurately informed about COVID-19, and people between 18-34 are 47% more likely to pay for accurate COVID-19 news.

However, according to Altman Solon, despite the increased percentage of people willing to pay for news, trust in print advertising has actually declined since the start of the pandemic. That

being said, trust in print ads still remains far above the perceived trustworthiness of other media types, especially social media ads, with a net perception level of -39% for social media, and a trust rating above -10% for print ads. In a Canadian context, printed newspapers ads also hold the highest level of trust among Canadians. In fact, [half of all Canadians trust printed newspaper ads](#). This percentage begins to dwindle when looking at digital newspaper ads, TV and radio programs, magazines, and social media networks.

[Totum Research](#) also found that printed newspaper ads have the highest effectiveness of all media types, as readers tend to be less annoyed by them. Similarly, 53% of Canadians use Ad Blockers to block ads on computers, tablets, and smartphones, with millennials being the strongest ad blockers at 62%. However, in addition to there being less annoyance regarding print advertisements, people are unable to block them out. Ad engagement in printed newspapers is also almost 2 times higher than average.

Black Press introduces Today's Drive

In November, Black Press Media launched Today's Drive, a new auto platform that shows thousands of vehicles that are for sale. This innovative project is both data-driven and connects automotive buyers with local dealerships, right down to vehicle details.

Print engagement campaign increases print and digital subscriptions

Following the trend many newspapers have seen over the past few years, Montreal's [Le Devoir](#) weekly and Saturday print newspaper subscriptions were dropping at a rate of 3-4% every month, while digital subscriptions were increasing by 12%. To ensure that the value of print did not get lost, Le Devoir launched the Pause Papier campaign to highlight how print publications provide a 'restful pause' to readers that digital publications do not. As part of the campaign, a 15% discount was offered on print + digital subscriptions and a video showcased what goes into making a newspaper.

"Most people have no idea of what it takes to bring a newspaper into the world, so this video was a good tool to share that knowledge," said Léonie Gagnon, director of communications at Le Devoir. "It was informative and beautifully designed. We wanted to show [readers] all the effort and time needed to make a quality journal."

The Pause Papier campaign generated an increase in subscriptions and now, one year after the start of the campaign, print subscriptions remain higher than their projected budget. Additionally, the company saw an 8.4% increase in print and combination subscriptions even after the campaign had ended. This campaign demonstrated the peacefulness that printed newspapers provide, showcased during the Montreal Book Fair. Le Devoir created a lounge area in the midst a hectic environment where attendees could relax and pick up the latest edition of the newspaper.

Total advertising revenue in 2019 surpassed \$15 billion

Data from the [2019 Net Advertising Volumes \(NAV\) Report](#) reported more than \$15 billion total revenue in Canada. The internet accounted for the largest percentage of reported media advertising revenue at \$8.8 billion (58%), followed by television (21%).

Revenue from newspapers and radio were essentially tied for the third largest share of the total

reported media at 9% and 10%, respectively. While out-of-home and magazines made up just 5% and 1% of the industry advertising revenue, out-of-home has grown 39% in the past ten years.

Daily newspapers reported total advertising revenue of \$777 million, and community newspapers reported \$630 million. Together, this equals total newspaper revenue of \$1.4 billion across Canada. For both daily and community newspapers, local/retail advertising makes up the largest portion of revenue at 32% for daily and 51% for community newspapers respectively. Revenue from online advertising represents 28% for daily and inserts represent 26% for community newspapers. [Click here](#) for more information on newspaper revenue and to download the 2019 Net Advertising Volumes report.

According to new data from [Group M](#), retrieved from [Media in Canada](#), Canadian newspapers saw a decrease of 40% in ad revenues for 2020. Similarly, magazines saw a drop of 45% from 2019, likely due to the hit that print media has taken as a result of COVID-19. Due to the pandemic, there was a sharp decline in almost all sectors of the media industry, however many sectors are expected to bounce back after the pandemic, according to Group M.

[Postmedia launches more than 80 redesigned community newspaper websites](#)

From Airdrie to Woodstock, Postmedia has relaunched more than 80 community newspaper websites, bringing loyal readers a richer user experience and closer community connections. All of Postmedia's community newspaper websites are getting the same performance makeover recently rolled out to Postmedia's larger market daily newspaper websites over the past year. Designed and built with both audiences and advertisers in mind, key features include:

- Faster websites that work across desktop, tablet and mobile devices
- A streamlined user experience that makes it easier to consume content
- Improved search effectiveness to find what you're looking for faster
- New ways to discover content in your region through News Nearby
- New ways to engage including single sign-on, a rich commenting platform that lets readers follow or block users, social sharing options and more
- Powerful editorial tools that enable our newsrooms to ensure you're always getting the biggest, most relevant stories on the top of our homepage
- Advertising relevant to you without disrupting your story experience
- Accessibility improvements including the option of mouse-free navigation and other technical enhancements that will help you navigate our sites with accessibility devices.

[Newspapers are a trusted COVID-19 news source for those under 35](#)

Since the beginning of the pandemic, 77% of people under 35 years of age have become more aware of the importance of journalism. As well, 68% feel that a world without journalism would have a negative impact on democracy. UK-based media company, [MediateL](#), held a Future of Media event on November 25, 2020 and [Newsworks'](#) Insight Director Denise Turner spoke at the event, sharing some relevant data on [media consumption among under 35-year-olds](#).

"When it comes to the news consumption of under 35-year-olds, it is clear from our research that the pandemic has brought into focus the need for trusted sources of information. Our findings really do highlight the power of trust in its ability to influence behaviour, something that is crucial for advertisers looking to engage with a younger target audience," Turner commented.

In continuation, news brands are shown to be the number one source of news content on social media (70%) and due to the rise of fake news as a result of COVID-19, many respondents have been turning to newspapers as a trusted source.

In a Canadian context, Totum Research conducted research as part of [the SPOT Fake News Online project](#), and found that 80% of Canadians between 18-34 felt that reliable journalism is an essential part of a democratic society. Similarly, data shows that 31% of under 35s completely or somewhat trust advertising in printed newspapers and 31% trust advertising in newspaper websites, compared to just 17% trusting ads on social networks. The key takeaway is that newspapers are an excellent advertising platform for people under 35. When it comes to COVID-19, research finds that 42% of Canadians aged 18-34 believe that newspapers have trustworthy information about the COVID-19 pandemic.

Advertisers should take note of this because time and time again, research shows that newspapers provide a trusted environment for ads. [Newsworks](#) also claims that when people under 35 read news brands, they are four times more likely to say that it made them change their behaviour, in comparison to older age groups.

Newspapers are considered 'essential services' in Ontario

As COVID-19 cases continue to rise, the Ontario government is imposing a [province-wide shutdown](#) that will go into effect as of Saturday, December 26, 2020 at 12:01 a.m. While this will have large impacts on many industries, newspapers have been deemed 'essential services' and will be allowed to continue operations across the province.