

# Newspapers Canada

## 2013 Daily Newspaper Circulation Report

This report is prepared annually by Newspapers Canada.

Newspapers Canada does not endorse the listed circulation sources. This report simply lists all data available from the noted sources. Every attempt is made to obtain audited circulation, however where that is not available, publisher claims/statements are reported.

A daily newspaper for the purposes of this report is a paid or free publication containing general news, published four or more times per week.

The 2013 report provides paid, qualified/verified and total circulation for the listed publications. Reports prior to 2012 were based on paid circulation only. The 2013 report now includes digital circulation (in both paid and non paid circulation) as well as listings for all free distribution daily newspapers.

Circulation data is sourced from the following sources:

- [1. Alliance for Audited Media \(AAM\)](#)
- [2. Canadian Circulation Audit Board \(CCAB\)](#)
- [3. Canadian Media Circulation Audit \(CMCA\)](#)
4. *Publisher claims/statements*

Note, there are significant differences between AAM and CCAB in terms of **unpaid circulation which may be an issue in competitive markets**. There are also differences in the reporting periods for each audit firm. Please consult the audit firms' individual websites for further information. **Audit reports should be referenced for fair circulation comparisons in competitive markets.**

Considerable changes were approved by the AAM Board in July 2013 and are reflected in the September 2013 Snapshot report. A new category was created ("qualified" circulation) in addition to "paid" circulation which includes non paid circulation and third party copies.

*For those dailies measured by AAM, the total circulation averages of two six-month Snapshot reports were utilized for the periods ending March 31st and September 30th to reflect a comparable 12-month period.*

*CCAB currently provides total circulation averages based on a 12-month period ending December 31st.*

*Data from CMCA is based on audit reports throughout 2013.*

### **For more information please contact:**

Kelly Levson, Director of Research  
Newspapers Canada  
[klevson@newspaperscanada.ca](mailto:klevson@newspaperscanada.ca)

## 2013 Daily Newspaper Industry Highlights

### Digital Access and Paywall/Metered Access Implementation

The number of newspapers with paywalls or metered access grew dramatically in 2013. In 2012 there were 20 papers with paywalls/metered access and by the end of 2013 that number increased to 33.

**Postmedia** extended its paid digital subscription model to all its newspapers across Canada on May 14, 2013. Postmedia first began charging for online news content in 2011. Postmedia's print subscribers receive digital access to the print newspaper's website, tablet app and smartphone app, as part of their All Access subscription. Non-print subscribers can choose from a number of subscription options including the All Access bundle, the Digital Access bundle or the ePaper. Casual users continue to enjoy free access to its digital content. Canadian users are able to access 10 free articles and International users are able to access five free articles every 30 days.

**The Guardian** in PEI also launched a new digital subscription plan in May 2013. The new metered pay model allows visitors to view up to eight articles, videos or photos on the site per month before being asked to become digital subscribers. Print subscribers receive unlimited access to all site content while the All Access Pass digital-only subscriptions are offered at 99 cents per month for the first month and are renewed at a rate of \$8.50 per month.

**The Chronicle Herald** in Halifax announced plans for an online subscription model in August 2013. Digital subscriptions provide unlimited access to all of The Chronicle Herald's premium news content on desktop, e-paper, iPhone/iPad app and other mobile device browsers. This new model allows The Chronicle Herald to deliver more coverage across multiple devices. Print subscribers continue to have 24-7 access to all digital products including TheChronicleHerald.ca, e-paper, Business Insider and mobile apps while non-subscribers are offered digital only subscription plans based on their location.

On August 13, 2013 the **Toronto Star** introduced their new subscription model for online content. Visitors to the Star's website are able to access 10 free articles every 30 days before being asked to purchase a Digital Access subscription package. Digital-only subscriptions are offered at 99 cents for the first month and then \$9.99 each subsequent month. Digital access includes full access to thestar.com website: all of the articles, columnists, investigative reports, features, profiles, news, sports, blogs, slide shows and multimedia features. Digital Access is accessible on any device –computer, tablet or smartphone. Also included is the daily "Replica Edition": a feature packed electronic version of the printed paper. Home Delivery subscribers can add Digital Access to their subscription for only \$4.99 per month.

**La Presse** launched their daily digital edition on April 18, 2013 branded LaPresse+. This digital tablet edition is available free of charge, in contrast to the paywall/metered access model.

## Augmented Reality

**Glacier Media** announced an enterprise-wide augmented reality initiative with Layar in the first quarter of 2013. Glacier Media teamed up with Layar to introduce augmented reality (AR) technology throughout all of its properties in Lower Mainland, British Columbia. Glacier publications now feature extensive use of AR in both editorial and advertising content. The Layar app, which can be downloaded on iOS or Android devices, operates as image recognition software by invisibly tagging images, logos and icons with codes to allow the augmented reality components to appear instantly on a reader's smartphone or tablet when scanning the AR content.

The **Winnipeg Free Press** introduced augmented reality technology in September 2013. The Free Press partnered with British technology company Blippar to enhance its printed newspaper with new augmented reality (AR) features. Readers can download the free Blippar app on their smartphone or tablet device and use the app to scan AR-enhanced print content to reveal hidden digital materials such as videos, photo slideshows and embedded answers in puzzles. The first edition of the paper with this interactive technology was launched on September 4.

The **Toronto Star** partnered with Nissan Canada to produce a special edition print newspaper on September 19, 2013 that was enhanced with Augmented Reality. Readers download the free Layar app on any smartphone or tablet device and scanned pages of the paper to unlock interactive features within the editorial and advertising content. The Star's digitally-enhanced print product gave readers the opportunity to watch videos, listen to audio stories and view animated cartoons on their mobile device, allowing them to experience the newspaper in an entirely new way.

## General Industry Updates

In April 2013, The **Chronicle Herald** launched an expanded weekend edition, and discontinued the Sunday edition. The larger weekend paper is delivered on Saturdays and the publication continues to update content on its website and mobile apps seven days a week.

The **Amherst Daily News** (NS) moved to a weekly publishing schedule. The 120-year-old daily paper re-launched on August 2 as the Amherst News. The paper also revamped its online presence, providing increased local news and events coverage through its website [www.cumberlandnewsnow.com](http://www.cumberlandnewsnow.com).

On November 18, the **Calgary Herald** launched a new compact format and redesign including colour on every page. The paper has moved to a slimmer and shorter size and now includes colour on every page. A number of editorial changes were also implemented including a prioritization of local news, enhanced Food coverage and the merging of the Entertainment and Real Life sections into one Arts & Life section.

The **Alliance of Audited Media (AAM)** introduced a number of rule and reporting changes for Canadian newspapers. The audit program revised its reporting and qualification requirements for newspapers in order to simplify reporting, reduce internal record keeping for publishers and lower costs. The audit program also introduced an updated report format with a new "qualified" category for non-paid and third-party copies. The changes came into effect with the reporting period that ran through September 2013.

# Newspapers Canada Annual Circulation Report 2013

AAM Snapshot Average March-September 2013/CMCA/CCAB 12 months ending December 2013																				
Newspaper	Prov	Market	Paid/F ree	Freq.	Audit Basis	Paid Circulation			Non Paid Circulation (Qualified/Sponsored/Free/Controlled)			Total Circulation (Print/Digital)			Digital Circulation* (already included in Total Circ)			Weekly Total (Print/Digital)	Daily Avg. (Print/Digital)	Total Weekly Digital ONLY*
						Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun			
Calgary Herald	AB	Calgary	Paid	M-Sa	AAM	90,024	88,519	-	28,702	26,225	-	118,726	114,744	-	47,267	44,750	20,443	708,371	118,062	281,085
The Calgary Sun	AB	Calgary	Paid	M-Su	CCAB	27,576	31,086	42,711	31,976	30,602	29,722	59,552	61,688	72,433	34,174	18,959	20,443	431,881	61,697	210,272
Metro Calgary	AB	Calgary	Free	M-F	CCAB				65,457			65,457						327,285	65,457	-
The Edmonton Journal	AB	Edmonton	Paid	M-Sa	AAM	76,128	82,947	-	20,196	18,761	-	96,324	101,708	-	28,515	27,298		583,328	97,221	169,873
The Edmonton Sun	AB	Edmonton	Paid	M-Su	CCAB	32,809	34,103	48,618	8,537	6,488	7,385	41,346	40,591	56,003	4,376			303,324	43,332	21,880
Metro Edmonton	AB	Edmonton	Free	M-F	CCAB				61,418			61,418						307,090	61,418	-
Fort McMurray Today	AB	Fort McMurray	Paid	M-F	AAM	2,101	-	-	14	-	-	2,114	-	-				10,570	2,114	-
Daily Herald-Tribune	AB	Grande Prairie	Paid	M-F	AAM	4,344	-	-	25	-	-	4,369	-	-				21,843	4,369	-
Lethbridge Herald	AB	Lethbridge	Paid	M-Su	AAM	12,825	12,647	11,411	5,083	2,663	1,024	17,907	15,310	12,434	224	236	237	117,279	16,754	1,593
Medicine Hat News	AB	Medicine Hat	Paid	M-Sa	AAM	9,994	9,994	-	795	795	-	10,789	10,789	-	156	156		64,731	10,789	933
Red Deer Advocate	AB	Red Deer	Paid	M-Sa	AAM	11,136	11,280	-	953	772	-	12,088	12,052	-	56	56		72,492	12,082	336
Cranbrook Daily Townsman^^	BC	Cranbrook	Paid	M-F	CMCA	2,352	-	-	-	-	11,735	2,352	-	11,735			23,495	4,699	-	
Daily News (Dawson Creek)	BC	Dawson Creek	Paid	M-F	CMCA	1,470	-	-	-	-	-	1,470	-	-			7,350	1,470	-	
Alaska Highway News	BC	Fort St. John	Paid	M-F	CMCA	2,143	-	-	-	-	-	2,143	-	-			10,715	2,143	-	
The Kamloops Daily News	BC	Kamloops	Paid	M-Sa	CMCA	9,235	9,235	-	17,950	17,950	-	27,185	27,185	-	83	83		163,110	27,185	498
The Courier (Kelowna)	BC	Kelowna	Paid	M-Su	AAM	9,682	9,895	9,583	1,894	1,761	1,756	11,576	11,656	11,339	99	98	98	80,872	11,553	691
The Daily Bulletin (Kimberley)	BC	Kimberley	Paid	M-F	CMCA	1,132	-	-	-	-	-	1,132	-	-				5,660	1,132	-
Nanaimo Daily News ^^	BC	Nanaimo	Paid	M-Sa	AAM	4,660	4,684	-	2,893	2,893	-	7,553	7,577	29,892			75,233	15,047	-	
Nanaimo News Bulletin Daily	BC	Nanaimo	Free	T-F	PS				4,300	-	-	4,300	-	-				17,200	4,300	-
Penticton Herald	BC	Penticton	Paid	M-Su	AAM	5,612	5,505	5,137	511	506	480	6,123	6,011	5,617	79	78	75	42,240	6,034	548
Alberni Valley Times	BC	Port Alberni	Paid	M-F	AAM	3,088			1,705			4,793						23,965	4,793	-
Prince George Citizen^^	BC	Prince George	Paid	M-Sa	AAM	9,665	10,026	-	82	82	14,230	9,706	10,067	14,230	152	155		72,828	14,566	913
The Trail Times	BC	Trail	Paid	T-F	CMCA	2,851	-	-	11	-	-	2,862	-	-				11,448	2,862	-
The Province	BC	Vancouver	Paid	Su-F	AAM	98,553		113,875	39,742		34,836	138,295		148,710	49,368		46,174	840,185	140,031	293,014
The Vancouver Sun	BC	Vancouver	Paid	M-Sa	AAM	120,635	142,524	-	37,483	37,598	-	158,118	180,122	-	57,907	54,219		970,710	161,785	343,754
24 Hours Vancouver	BC	Vancouver	Free	M-F	CCAB				133,103			133,103						665,515	133,103	-
Metro Vancouver	BC	Vancouver	Free	M-F	CCAB				130,377			130,377						651,885	130,377	-
Epoch Times (Vancouver)	BC	Vancouver	Free	M-Su	PS				6,000	6,000	6,000	6,000	6,000					36,000	5,143	-
The Morning Star Daily	BC	Vernon	Free	T-F	PS				3,200	-	-	3,200	-	-				12,800	3,200	-
Times Colonist	BC	Victoria	Paid	T-Su	AAM	49,343	49,636	49,276	3,467	2,307	2,304	52,810	51,943	51,580	2,082	1,285	1,259	314,761	52,460	10,872
Peace Arch News Daily	BC	White Rock	Free	T-F	PS				3,700	-	-	3,700	-	-				14,800	3,700	-
Brandon Sun	MB	Brandon	Paid	M-Su	AAM	10,596	12,172	-	1,206	936	-	11,801	13,108	-	275	276		72,113	10,302	1,648
Winnipeg Free Press	MB	Winnipeg	Paid	M-Sa	AAM	93,678	124,755	-	14,905	19,523	-	108,583	144,278	-	26,444	30,758		687,191	114,532	162,978
Winnipeg Sun	MB	Winnipeg	Paid	M-Su	CCAB	17,918	18,844	20,342	40,169	31,747	29,788	58,087	50,591	50,130	25,485	29,147	28,086	391,156	55,879	184,658
Metro Winnipeg	MB	Winnipeg	Free	M-F	CCAB				41,583			41,583						207,915	41,583	-
L'Acadie Nouvelle	NB	Caraquet	Paid	M-Sa	PS	18,102	18,102	-				18,102	18,102	-				108,612	18,102	-
The Daily Gleaner	NB	Fredericton	Paid	M-Sa	AAM	15,886	16,460	-	689	557	-	16,575	17,017	-				99,892	16,649	-
Times-Transcript	NB	Moncton	Paid	M-Sa	AAM	27,479	29,506	-	1,938	1,764	-	29,417	31,270	-				178,355	29,726	-
NB Telegraph Journal	NB	Saint John	Paid	M-Sa	AAM	24,267	26,144	-	2,565	2,461	-	26,832	28,605	-				162,765	27,128	-
The Western Star	NL	Corner Brook	Paid	M-Sa	CCAB	5,015	5,765	-	384	103	-	5,399	5,868	-	72	74		32,863	5,477	434
The Telegram	NL	St. John's	Paid	M-Su	CCAB	16,903	28,709	-	10,810	7,954	-	27,713	36,663	-	8,495	8,065		175,228	25,033	50,540
The Chronicle-Herald	NS	Halifax	Paid	M-Su	AAM	89,140	93,368	-	7,189	2,372	-	96,329	95,740	-	14,001	9,850		577,382	82,483	79,855
Metro Halifax	NS	Halifax	Free	M-F	CCAB				44,332			44,332						221,660	44,332	-
The News (New Glasgow)	NS	New Glasgow	Paid	M-Sa	CMCA	4,617	4,617	-	1,139	1,139	-	5,756	5,756	-				34,536	5,756	-
Cape Breton Post	NS	Sydney	Paid	M-Sa	CCAB	17,890	18,617	-	2,241	309	-	20,131	18,926	-	344	344		119,581	19,930	2,064
The Daily News (Truro)	NS	Truro	Paid	M-Sa	CMCA	4,978	4,978	-	-	-	-	4,978	4,978	-				29,868	4,978	-
The Barrie Examiner^^	ON	Barrie	Paid	M-Sa	CCAB	6,553	5,974	-	-	-	44,729	6,553	5,974	44,729				83,466	13,911	-
The Intelligencer	ON	Belleville	Paid	M-Sa	CCAB	7,631	7,824	-	320	311	-	7,951	8,135	-	394	415		7,982	7,982	2,385
The Expositor	ON	Brantford	Paid	M-Sa	CCAB	13,677	14,222	-	8,391	578	-	22,068	14,800	-	499	505		125,140	20,857	3,000
Brockville Recorder and Times	ON	Brockville	Paid	T-Sa	CMCA	9,615	9,615	-				9,615	9,615	-				48,075	9,615	-
The Chatham Daily News	ON	Chatham	Paid	M-Sa	CCAB	6,109	6,190	-	159	150	-	6,268	6,340	-	244	267		37,680	6,280	1,487
NorthumberlandToday^^	ON	Cobourg/Port Hope	Paid	M-F	CMCA	3,314	-	-	-	-	17,711	3,314	-	17,711	24			34,281	6,856	120
Standard-Freeholder	ON	Cornwall	Paid	M-Sa	CCAB	8,474	8,674	-	4,942	1,646	-	13,416	10,320	-	347	441		77,400	12,900	2,176
Fort Frances Daily Bulletin	ON	Fort Frances	Paid	M-F	PS	2,574	-	-	-	-	-	2,574	-	-				12,871	2,574	-
Guelph Mercury	ON	Guelph	Paid	M-Sa	CCAB	10,059	10,735	-	2,377	1,579	-	12,436	12,314	-	1,529	1,031		74,494	12,416	8,676
The Spectator	ON	Hamilton	Paid	M-Sa	CCAB	77,014	82,912	-	24,447	21,297	-	101,461	104,209	-	17,895	17,391		611,514	101,919	106,866
Daily Miner and News	ON	Kenora	Paid	T-F	PS	2,660	-	-	-	-	-	2,660	-	-				10,640	2,660	-
The Kingston Whig-Standard	ON	Kingston	Paid	M-Sa	CCAB	16,880	19,041	-	1,832	1,595	-	18,712	20,636	-	1,626	937		114,196	19,033	9,067

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						Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun			
The London Free Press	ON	London	Paid	M-Sa	CCAB	54,497	59,801		23,304	20,172		77,801	79,973	-	20,994	18,999		468,978	78,163	123,969
Metro London	ON	London	Free	M-F	CCAB				37,300			37,300	-					186,500	37,300	-
National Post	ON	National	Paid	M-Sa	AAM	93,748	94,283		69,316	72,957		163,063	167,240	-	41,455	30,140		982,555	163,759	237,415
The Globe and Mail	ON	National	Paid	M-Sa	AAM	259,659	317,971		86,826	88,970		346,485	406,941	-	123,185	114,217		2,139,363	356,561	730,142
Niagara Falls Review	ON	Niagara Falls	Paid	M-Sa	CCAB	8,655	8,675		12,111	6,575		20,766	15,250	-	6,124	6,415		119,080	19,847	37,035
The North Bay Nugget	ON	North Bay	Paid	M-Sa	CCAB	9,382	9,893		271	284		9,653	10,177	-	418	415		58,442	9,740	2,505
The Packet & Times	ON	Orillia	Paid	M-Sa	CCAB	9,157	6,139					9,157	6,139	-				51,924	8,654	-
Le Droit	ON	Ottawa/Gatineau	Paid	M-Sa	AAM	30,669	32,304		4,489	2,549		35,158	34,853	-	4,482	4,730		210,641	35,107	27,140
Ottawa Citizen	ON	Ottawa/Gatineau	Paid	M-Sa	AAM	94,449	96,995		16,960	7,004		111,408	103,999	-	26,147	11,098		661,039	110,173	141,833
The Ottawa Sun	ON	Ottawa/Gatineau	Paid	M-Su	CCAB	31,490	26,941	29,398	11,221	9,882	9,300	42,711	36,823	38,698	5,939	5,873	5,877	289,076	41,297	41,445
Metro Ottawa	ON	Ottawa/Gatineau	Free	M-F	CCAB				49,777			49,777	-					248,885	49,777	-
The Sun Times^^	ON	Owen Sound	Paid	M-Sa	CCAB	13,138	13,483				113,253	13,138	13,483	113,253				192,425	32,071	-
The Daily Observer (Pembroke)	ON	Pembroke	Paid	T-Sa	CCAB	4,698	4,992					4,698	4,992	-				23,784	4,757	-
The Peterborough Examiner	ON	Peterborough	Paid	M-Sa	CCAB	10,504	10,936		7,958	711		18,462	11,647	-	608	634		103,957	17,326	3,674
The Observer (Sarnia)	ON	Sarnia	Paid	M-Sa	CCAB	10,501	11,499		118	112		10,619	11,611	-	292	293		64,706	10,784	1,753
The Sault Star	ON	Sault Ste. Marie	Paid	M-Sa	CCAB	11,174	11,277		4,102	570		15,276	11,847	-	259	242		88,227	14,705	1,537
The Simcoe Reformer^^	ON	Simcoe	Paid	M-Sa	CCAB	9,125	9,125				19,973	9,125	9,125	19,973				65,598	10,933	-
The Standard	ON	St. Catharines	Paid	M-Sa	CCAB	15,209	16,552		18,682	8,645		33,891	25,197	-	9,057	8,861		194,652	32,442	54,146
St. Thomas Times-Journal	ON	St. Thomas	Paid	T-Sa	CCAB	4,628	4,818					4,628	4,818	-				23,330	4,666	-
The Beacon Herald	ON	Stratford	Paid	M-Sa	CMCA	6,444	6,444	-	236	236	-	6,680	6,680	-	214	214		40,080	6,680	1,284
The Sudbury Star	ON	Sudbury	Paid	M-Sa	CCAB	10,534	11,410		595	498		11,129	11,908	-	421	422		67,553	11,259	2,527
The Chronicle-Journal	ON	Thunder Bay	Paid	M-Su	AAM	19,544	20,370	18,117	3,143	1,690	1,509	22,687	22,060	19,626	26	27	28	155,118	22,160	185
The Daily Press (Timmins)	ON	Timmins	Paid	M-Sa	CCAB	7,118	7,136					7,118	7,136	-				42,726	7,121	-
The Toronto Sun	ON	Toronto	Paid	M-Su	CCAB	114,247	103,871	130,583	35,105	33,165	62,244	149,352	137,036	192,827	19,455	19,200	19,046	1,076,623	153,803	135,521
Toronto Star	ON	Toronto	Paid	M-Su	CCAB	220,231	342,306	242,104	129,991	121,207	66,881	350,222	463,513	308,985	41,414	40,740	40,804	2,523,608	360,515	288,614
24 Hours Toronto	ON	Toronto	Free	M-F	CCAB				258,007			258,007	-					1,290,035	258,007	-
Epoch Times (Toronto)	ON	Toronto	Free	M-F	CCAB				9,847			9,847	-					49,235	9,847	-
Metro Toronto	ON	Toronto	Free	M-F	CCAB				233,051			233,051	-					1,165,255	233,051	-
Waterloo Region Record	ON	Waterloo	Paid	M-Sa	CCAB	49,167	51,719		11,527	7,636		60,694	59,355	-	8,994	6,319		362,825	60,471	51,289
The Tribune (Welland)	ON	Welland	Paid	M-Sa	CCAB	8,347	8,381		7,308	3,730		15,655	12,111	-	4,479	3,897		90,386	15,064	26,292
The Windsor Star	ON	Windsor	Paid	M-Sa	AAM	44,050	47,106		8,227	6,308		52,276	53,414	-	12,649	9,002		314,794	52,466	72,247
The Sentinel-Review	ON	Woodstock	Paid	M-Sa	PS	7,700	7,700					7,700	7,700	-				46,200	7,700	-
The Guardian	PE	Charlottetown	Paid	M-Sa	CCAB	15,036	16,270		1,021	507		16,057	16,777	-	83	83		97,062	16,177	498
The Journal-Pioneer	PE	Summerside	Paid	M-Sa	CCAB	6,333	6,440		215	170		6,548	6,610	-	15	15		39,350	6,558	90
Le Quotidien	QC	Chicoutimi	Paid	M-Su	AAM	24,840	27,461	27,215	1,739	1,516	4,911	26,578	28,977	32,125	3,327	3,327	2,938	193,992	27,713	22,900
La Voix de l'Est	QC	Granby	Paid	M-Sa	AAM	13,007	14,671		3,226	591		16,233	15,261	-	1,229	1,315		96,424	16,071	7,460
La Presse	QC	Montreal	Paid	M-Sa	AAM	177,845	233,369		63,814	58,605		241,659	291,974	-	88,212	94,722		1,500,269	250,045	535,782
Le Devoir	QC	Montreal	Paid	M-Sa	AAM	29,532	47,565		2,371	4,177		31,902	51,742	-	6,950	8,237		211,252	35,209	42,987
The Gazette	QC	Montreal	Paid	M-Sa	AAM	80,621	99,568		21,140	16,437		101,761	116,005	-	26,594	24,737		624,807	104,135	157,707
Le Journal de Montréal	QC	Montreal	Paid	M-Su	CCAB	192,192	208,718	194,320	85,492	82,362	79,861	277,684	291,080	274,181	68,519	67,967	67,732	1,953,681	279,097	478,294
Journal Metro	QC	Montreal	Free	M-F	CCAB				172,002			172,002	-					860,010	172,002	-
Montreal 24 heures	QC	Montreal	Free	M-F	CCAB				145,683			145,683	-					728,415	145,683	-
Le Soleil	QC	Quebec City	Paid	M-Su	AAM	69,028	82,856	72,013	6,702	14,614	44,500	75,730	97,470	80,507	7,144	7,164	7,173	556,624	79,518	50,057
Le Journal de Québec	QC	Quebec City	Paid	M-Su	CCAB	83,246	91,461	83,498	73,322	75,710	74,885	156,568	167,171	158,383	67,141	66,716	66,717	1,108,394	158,342	469,138
La Tribune	QC	Sherbrooke	Paid	M-Sa	AAM	27,736	32,634		3,208	611		30,944	33,245	-	1,511	1,942		187,963	31,327	9,497
The Record (Sherbrooke)	QC	Sherbrooke	Paid	M-F	AAM	4,019			295			4,313	-	-	261			21,565	4,313	1,305
Le Nouvelliste	QC	Trois-Rivieres	Paid	M-Sa	AAM	39,692	42,137		3,424	1,976		43,116	44,113	-	6,027	6,907		259,693	43,282	37,042
The Times-Herald	SK	Moose Jaw	Paid	M-Sa	PS	4,473	4,473		3,979	3,979		8,452	8,452	-	4,064	4,064		50,712	8,452	24,384
Prince Albert Daily Herald	SK	Prince Albert	Paid	M-Sa	CCAB	5,197	5,440					5,197	5,440	-				31,425	5,238	-
The Leader-Post	SK	Regina	Paid	M-Sa	AAM	34,636	36,241		4,622	3,748		39,258	39,989	-	8,083	6,222		236,276	39,379	46,637
Metro Regina	SK	Regina	Free	M-F	CCAB				21,316			21,316	-					106,580	21,316	-
The StarPhoenix	SK	Saskatoon	Paid	M-Sa	AAM	40,134	41,435		4,811	3,282		44,945	44,717	-	8,178	5,283		269,442	44,907	46,173
Metro Saskatoon	SK	Saskatoon	Free	M-F	CCAB				19,602			19,602	-					98,010	19,602	-
The Whitehorse Star	YK	Whitehorse	Paid	M-F	AAM	1,510			416			1,926	-					9,628	1,926	-
<b>TOTAL DAILY NEWSPAPERS</b>	<b>112</b>					<b>3,105,518</b>	<b>3,402,168</b>	<b>1,098,199</b>	<b>2,499,055</b>	<b>912,603</b>	<b>679,015</b>	<b>5,604,532</b>	<b>4,314,730</b>	<b>1,765,099</b>	<b>946,161</b>	<b>827,312</b>	<b>306,687</b>	<b>34,004,893</b>	<b>5,684,262</b>	<b>5,862,720</b>

# Newspapers Canada Annual Circulation Report 2013

AAM Snapshot Average March-September 2013/CMCA/CCAB 12 months ending December 2013																				
Newspaper	Prov	Market	Paid/F ree	Freq.	Audit Basis	Paid Circulation			Non Paid Circulation (Qualified/Sponsored/Free/Controlled)			Total Circulation (Print/Digital)			Digital Circulation* (already included in Total Circ)			Weekly Total (Print/Digital)	Daily Avg. (Print/Digital)	Total Weekly Digital ONLY*
						Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun	Avg Wkday	Sat	Sun			
<p><b>Report Notes:</b></p> <p>*Digital circulation is combined Paid and Non-Paid - <b>already included</b> in Total Circulation column.</p> <p>Daily newspapers defined as publications with minimum four days per week publishing schedule.</p> <p>All AAM data calculated as an average from March 30, 2013 and September 30, 2013 Snapshot report.</p> <p>AAM Qualified Circulation = non paid circulation + sponsored by 3rd party - change to reporting effective Sept 30, 2013 Snapshot report.</p> <p>CCAB and CMCA data is based on December 31, 2013 unless otherwise stated.</p> <p>PS denotes Publisher's Statement - no audit available.</p> <p>Sing Tao (50% owned by Torstar) excluded from circulation analysis - no data available.</p> <p><b>* 2013 Changes</b></p> <p><b>Changes to publishing frequency:</b> t.o.night moved to weekly (Jan 2013), Daily Graphic (Portage la Prairie) moved to weekly (March 2013), Amherst Daily News (NS) moved to weekly (Aug 2013)</p> <p><b>Ceased publication:</b> Cowichan Valley News Leader Pictorial Daily (March 2013), Fraser Valley Daily (May 2013), Campbell River/Comox Daily (December 2013), Victoria Daily (November 2013), Golden Ears Daily (November 2013) 24 Hours Ottawa, Calgary, Edmonton (July 2013)</p> <p><b>2014 Changes:</b></p> <p>Kamloops Daily News ceased publishing (1/2014), Dawson Creek Daily News merged with Alaska Highway News (2/2014)</p> <p>The following free distribution daily newspapers ceased publishing March 28, 2014: Nanaimo News Bulletin Daily, the Vernon Morningstar Daily and the Peace Arch News Daily</p> <p><b>Colour denotes that data requires explanation - see below:</b></p> <p><b>Data available for March 31 2013 Snapshot only:</b> The Record (Sherbrooke), Daily Gleaner (Fredericton), NB Telegraph Journal, Times Transcript (Moncton)</p> <p><b>2012 CCAB Audit Reports:</b> 24 Hours Toronto, 24 Hours Vancouver</p> <p><b>2011 CCAB Audit Report:</b> Prince Albert Daily Herald</p> <p><b>2010 CCAB Audit Reports:</b> Barrie Examiner, Brockville Recorder &amp; Times, Orillia Packet &amp; Times, Owen Sound Sun Times, Pembroke Daily Observer, Simcoe Reformer, St. Thomas Times Journal, Montreal 24 heures</p> <p><b>Publisher's Statement only (PS):</b> Kenora Daily Miner &amp; News, L'Acadie Nouvelle, Woodstock Sentinel Review</p> <p><b>^^ Non paid weekday distribution shown in Sunday column:</b> Northumberland Today - Thursday controlled circulation</p>																				

# 2013 Ownership Groups - Canadian Daily Newspapers (113 papers)

## ALTA Newspaper Group/Glacier (3)

Lethbridge Herald #  
 Medicine Hat News #  
 The Record, Sherbrooke

## Black Press (7)

Red Deer Advocate #  
 The Trail Times  
 Cranbrook Daily Townsman #  
 The Daily Bulletin, Kimberley #  
 \*Nanaimo News Bulletin Daily  
 \*Peace Arch News Daily (White Rock)  
 \*The Morning Star Daily (Vernon)

## Brunswick News Inc. (3)

Times & Transcript, Moncton #  
 The Daily Gleaner, Fredericton #  
 The Telegraph-Journal, Saint John #

## Continental Newspapers Canada Ltd. (3)

Penticton Herald  
 The Daily Courier, Kelowna  
 The Chronicle Journal, Thunder Bay

## F.P. Canadian Newspapers LP (2)

Winnipeg Free Press  
 Brandon Sun

## Glacier Media (7)

Alaska Highway News, Fort St. John  
 Dawson Creek Daily News  
 The Kamloops Daily News  
 The Citizen, Prince George  
 Nanaimo Daily News  
 Times Colonist, Victoria #  
 Alberni Valley Times, Port Alberni

*black - paid daily newspapers (94)*

*blue - free daily newspapers (19)*

## Globe and Mail Inc. (1)

The Globe and Mail #

## Halifax Herald Ltd. (1)

The Chronicle-Herald, Halifax #

## Independent (6)

\*L'Acadie Nouvelle, Caraquet  
 \*Le Devoir, Montreal  
 The Whitehorse Star #  
 Fort Frances Daily Bulletin  
 \*Epoch Times, Vancouver  
 \*Epoch Times, Toronto

## Postmedia Network Inc. (10)

The Gazette, Montreal #  
 Ottawa Citizen #  
 National Post #  
 The Windsor Star #  
 The Leader-Post, Regina #  
 The StarPhoenix, Saskatoon #  
 Calgary Herald #  
 Edmonton Journal #  
 The Vancouver Sun #  
 The Province, Vancouver #

## Power Corp. of Canada (7)

La Presse, Montreal  
 Le Nouvelliste, Trois-Rivieres  
 La Tribune, Sherbrooke  
 La Voix de l'Est, Granby  
 Le Soleil, Quebec  
 Le Quotidien, Chicoutimi  
 Le Droit, Ottawa/Gatineau

## Quebecor/Sun Media (38)

Le Journal de Montréal #  
 Le Journal de Québec #  
 The Brockville Recorder & Times  
 The London Free Press  
 Beacon-Herald, Stratford  
 The Simcoe Reformer  
 The Sentinel Review, Woodstock  
 Winnipeg Sun #  
 The Toronto Sun #  
 The Edmonton Sun #  
 The Calgary Sun #  
 The Ottawa Sun #  
 St. Thomas Times-Journal  
 Daily Herald-Tribune, Grande Prairie  
 Fort McMurray Today  
 Daily Miner & News, Kenora  
 The Barrie Examiner  
 The Chatham Daily News  
 Northumberlandtoday.com  
 Cornwall Standard-Freeholder  
 The Kingston Whig-Standard  
 St. Catharines Standard  
 The Expositor, Brantford  
 Niagara Falls Review  
 The Tribune, Welland  
 The North Bay Nugget  
 The Intelligencer, Belleville  
 The Observer, Sarnia  
 The Sault Star, Sault Ste Marie  
 The Sudbury Star  
 The Daily Press, Timmins  
 The Sun Times, Owen Sound  
 The Packet & Times, Orillia  
 The Daily Observer, Pembroke  
 The Peterborough Examiner  
 \*24 Hours Vancouver  
 \*24 Hours Toronto  
 \*Montreal 24 heures

## TC Media (11)

Cape Breton Post  
 The Evening News, New Glasgow  
 Truro Daily News #  
 The Telegram, St. John's  
 The Guardian, Charlottetown #  
 The Journal Pioneer, Summerside PE #  
 The Western Star, Corner Brook  
 The Times-Herald, Moose Jaw  
 Prince Albert Daily Herald  
 \*Metro Halifax (with Metro Intl SA)  
 \*Journal Metro, Montreal

## Torstar Corp. (13)

Toronto Star #  
 The Hamilton Spectator  
 Guelph Mercury  
 The Record, Grand River Valley  
 \*Metro Calgary (with Metro Intl SA)  
 \*Metro Edmonton (with Metro Intl SA)  
 \*Metro Vancouver (with Metro Intl SA)  
 \*Metro Winnipeg (with Metro Intl SA)  
 \*Metro London (with Metro Intl SA)  
 \*Metro Ottawa (with Metro Intl SA)  
 \*Metro Toronto (with Metro Intl SA)  
 \*Metro Regina (with Metro Intl SA)  
 \*Metro Saskatoon (with Metro Intl SA)

## Sing Tao Newspapers (1)

Sing Tao Daily (50% Torstar)

### Notes:

*24 Hours Ottawa, Calgary, Edmonton closed (8/13)*

*Campbell River/Comox Valley Daily closed 12/20/13*

*Cowichan News Leader Pictorial Daily closed (03/13)*

*Fraser Valley Daily closed 5/31/13*

*Golden Ears Daily, Victoria News Daily closed 11/29/13*

*Amherst Daily News changed to weekly (7/13)*

*Daily Graphic changed to weekly (03/13)*

*t.o.night changed to weekly (01/13)*

*The Gazette(London) re-classified as campus pub.*

## 2013 Ownership by Province - Daily Newspapers

Owner	AB	BC	MB	NB	NL	NS	ON	PE	QC	SK	YT	National	Total
Alta Newspaper Group	2								1				3
Black Press Ltd.	1	6											7
Brunswick News Inc.				3									3
Continental Newspapers Canada Ltd.		2					1						3
FP Newspapers Inc.			2										2
Gesca Ltée							1		6				7
Glacier Media Inc.		7											7
Globe and Mail Inc.												1	1
Independent *		1		1		1	2		1		1		7
Postmedia Network Inc.	2	2					2		1	2		1	10
Sing Tao Newspapers							1						1
Sun Media Inc.	4	1	1				29		3				38
TC Media					2	4		2	1	2			11
Torstar Corporation	2	1	1				7			2			13
<b>Total</b>	<b>11</b>	<b>20</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>43</b>	<b>2</b>	<b>13</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>113</b>

Source: Newspapers Canada database, May 2014

Note: Includes paid and free circulation daily newspapers

\* Fort Frances Daily Bulletin included beginning 2011 (4 days/week)



## Daily Newspapers in Canada - Metered Access/Paywalls

Newspaper	Language	Prov.	Market	Freq.	Owner	Paywall
The Whitehorse Star	English	YK	Whitehorse	M-F	Independent	2004
Times Colonist, Victoria	English	BC	Victoria	T-Su	Glacier Media	May-11
The Gazette, Montreal	English	QC	Montreal	M-Sa	Postmedia Network Inc.	May-11
Red Deer Advocate	English	AB	Red Deer	M-Sa	Black Press	Jun-11
The Daily Gleaner, Fredericton	English	NB	Fredericton	M-Sa	Brunswick News Inc.	Nov-11
Times-Transcript, Moncton	English	NB	Moncton	M-Sa	Brunswick News Inc.	Nov-11
New Brunswick Telegraph Journal	English	NB	Saint John	M-Sa	Brunswick News Inc.	Nov-11
Cranbrook Daily Townsman	English	BC	Cranbrook	M-F	Black Press	Feb-12
The Daily Bulletin, Kimberley	English	BC	Kimberley	M-F	Black Press	Feb-12
The Vancouver Sun	English	BC	Vancouver	M-Sa	Postmedia Network Inc.	Aug-12
The Province, Vancouver	English	BC	Vancouver	Su-F	Postmedia Network Inc.	Aug-12
Ottawa Citizen	English	ON	Ottawa/Gatineau	M-Sa	Postmedia Network Inc.	Aug-12
Le Journal de Montréal	French	QC	Montreal	M-Su	Quebecor/Sun Media	Sep-12
Le Journal de Québec	French	QC	Quebec City	M-Su	Quebecor/Sun Media	Sep-12
The Globe and Mail	English	ON	National	M-Sa	Globemedia Inc.	Oct-12
The Calgary Sun	English	AB	Calgary	M-Su	Quebecor/Sun Media	Dec-12
The Edmonton Sun	English	AB	Edmonton	M-Su	Quebecor/Sun Media	Dec-12
Winnipeg Sun	English	MB	Winnipeg	M-Su	Quebecor/Sun Media	Dec-12
The Ottawa Sun	English	ON	Ottawa/Gatineau	M-Su	Quebecor/Sun Media	Dec-12
The Toronto Sun	English	ON	Toronto	M-Su	Quebecor/Sun Media	Dec-12
Medicine Hat News	English	AB	Medicine Hat	M-Sa	Glacier/AB Newspaper Group	Apr-13
Calgary Herald	English	AB	Calgary	M-Sa	Postmedia Network Inc.	May-13
The Edmonton Journal	English	AB	Edmonton	M-Sa	Postmedia Network Inc.	May-13
National Post	English	ON	National	M-Sa	Postmedia Network Inc.	May-13
The Windsor Star	English	ON	Windsor	M-Sa	Postmedia Network Inc.	May-13
The Leader-Post, Regina	English	SK	Regina	M-Sa	Postmedia Network Inc.	May-13
The StarPhoenix, Saskatoon	English	SK	Saskatoon	M-Sa	Postmedia Network Inc.	May-13
The Guardian, Charlottetown	English	PE	Charlottetown	M-Sa	TC Media	May-13
Lethbridge Herald	English	AB	Lethbridge	M-Su	Glacier/AB Newspaper Group	Jun-13
The Daily News, Truro	English	NS	Truro	M-Sa	TC Media	Jul-13
The Chronicle-Herald, Halifax	English	NS	Halifax	M-Su	Halifax Herald Ltd.	Aug-13
Toronto Star	English	ON	Toronto	M-Su	Torstar Corporation	Aug-13
The Journal-Pioneer, Summerside	English	PE	Summerside	M-Sa	TC Media	Nov-13
<i>The Western Star, Corner Brook</i>	<i>English</i>	<i>NL</i>	<i>Corner Brook</i>	<i>M-Sa</i>	<i>TC Media</i>	<i>Jan-14</i>
<i>Cape Breton Post, Sydney</i>	<i>English</i>	<i>NS</i>	<i>Sydney</i>	<i>M-Sa</i>	<i>TC Media</i>	<i>Feb-14</i>
<i>The Trail Times</i>	<i>English</i>	<i>BC</i>	<i>Trail</i>	<i>T-F</i>	<i>Black Press</i>	<i>Mar-14</i>
<i>The Telegram, St. John's</i>	<i>English</i>	<i>NL</i>	<i>St. John's</i>	<i>M-Su</i>	<i>TC Media</i>	<i>Apr-14</i>
<b>Total Newspapers with Paywalls in 2013</b>						<b>33</b>

# Circulation Terminology

## Audit Services

### **Alliance for Audited Media (AAM)**

<http://www.auditedmedia.ca/>

The Alliance for Audited Media is the new Audit Bureau of Circulations. AAM is a tripartite membership organization of North America's leading advertisers, advertising agencies and content providers committed to providing independently verified data and information critical to evaluating and purchasing media.

### **Canadian Circulation Audit Board (CCAB)**

<http://www.bpaww.com/>

The Canadian Circulation Audit Board (CCAB) is a tripartite membership organization founded in the fall of 1936 to offer choice to business publications in pursuit of a more efficient circulation audit. CCAB is part of BPA Worldwide, a global industry resource for verified audience data and media knowledge.

### **Canadian Media Circulation Audit (CMCA)**

<http://www.circulationaudit.ca/>

Canadian Media Circulation Audit (CMCA) is the only circulation audit provider in Canada that is 100-percent Canadian-owned and operated. CMCA reports provide advertisers, agencies and media buyers with credible, relevant data to make informed buying decisions.

## Paid Circulation

**AAM** - Paid circulation includes print and digital individual subscriptions, single copy, group and hotel copies of newspapers which have been individually paid for by the purchasers, not for resale, at not less than one cent per copy or per subscription.

<http://www.auditedmedia.ca/news/blog/2013/november/faqs-about-the-new-canadian-newspaper-report.aspx>

**CCAB** – Paid circulation includes copies paid for by individual recipient including home delivery, single copy, hotel and e-edition copies.

**CMCA** – Paid circulation is defined as any copies that have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration. Paid circulation includes carrier deliveries, dealer sales, bulk sales and counter sales. Bulk sales include copies bought by a third party, such as an advertiser, sponsor/donor, or municipality as well as educational copies for delivery to students or schools and for the purposes of teaching students.

## **Non-Paid Circulation**

**Qualified Circulation - AAM** – Qualified circulation is a new category in 2013 that includes all non-paid print and digital circulation and those copies purchased by sponsors or other third parties. Qualified circulation can include education copies (used in the classroom), copies available for use or pick-up by consumers in public locations and copies served to employees, retired employees, independent agents and correspondents.

<http://www.auditedmedia.ca/news/blog/2013/september/a-look-at-the-new-qualified-circulation-category-for-canadian-newspapers.aspx>

**Sponsored by Third Party or Free - CCAB** – This category of non-paid circulation was introduced in 2009 and includes home delivery, single copy, e-editions and educational copies in either print or digital formats.

**Controlled Circulation – CMCA** – This includes all copies distributed free to designated areas and/or by an address list as well as newspapers picked up by individual readers at the newspaper office.

## **Digital Circulation**

**AAM** - Digital editions are categorized as Paid if they are accessed by subscribers (individual subscriptions, single copy, group or hotel). Digital editions sold in a bundle are counted as paid when the editions are priced separately or accessed by consumers. Digital editions categorized as Qualified include non-paid access by individuals, for education or by employees.

<http://www.auditedmedia.ca/news/blog/2013/november/faqs-about-the-new-canadian-newspaper-report.aspx>

**CCAB** – E-editions include any newspaper delivered periodically in a digital format with metered navigation, that is edited, designed, and contains date-stamped content that includes advertising. Digital E-editions may be reported as paid for by individual recipients or sponsored by third parties or free. Educational E-editions are included in the sponsored by third party or free category.

**CMCA** - An electronic edition may be included in a publisher's circulation statement provided it is an exact digital replica of the print edition. Electronic editions may be included in both Paid and Controlled Circulation categories. A subscription to both the print and electronic editions shall be counted as one subscription.

## **Replica Digital Edition**

Replica digital editions maintain the same identity as the print edition. Replicas have the same name/logotype and consistent editorial and advertising content as print.

## **Non-replica Digital Edition**

Non-replica digital editions are editorially homogeneous with the print edition, but advertising content may differ. Non-replica editions include platforms such as tablet apps, mobile apps and restricted-access websites.