

Snapshot 2002

The Developing Picture of the Canadian Community Newspaper Industry

A compendium of what we know... and don't know... about community newspapers

Benjamin Disraeli is credited with saying that there are three kinds of lies: lies, damned lies, and statistics. That could have made a memorable title for our eight-page overview of the community newspaper sector in Canada, but in the end we felt that Snapshot 2002 was somewhat less colourful and a safer choice.

Snapshot 2002 is a collection of what we know about our sector as well as an inventory of what we know we really don't know. In other words, it's a benchmark of where we are today and a wish list of information we want to uncover. Some of this information comes from CCNA and its regional affiliates while some is culled from various other sources.

The information will be new to some, old-hat to others.

For instance:



Question: How many community newspapers are there in Canada and who owns them? The answers are on page 5. The truth is, we know how many members we have and who owns them, but we're less sure about the non-members. There is no single definition of community newspaper at CCNA and we haven't done the work to analyze the content and ownership of the non-members. We're working on it.

Question: What is the split between paid-circulation and free-circulation in the CCNA membership? The answer to that is on page 3 and it could be surprising to you. Of the 11.2 million copies circulated each week by our membership, some 11.1 per cent is paid circulation while the remainder is free.

Question: Comparing consumer magazines to community newspapers, which sector has the largest Net Advertising Volume? This answer may surprise you also. At an estimated \$820 million in the year 2000, the community newspaper sector has almost double the ad sales volume as consumer magazines (\$434 million). See page 4 for the whole story.

Then there are the questions for which we don't have the answers yet. Of our total weekly circulation, how many are mailed and how many are delivered by carriers? How much does our sector spend on distribution each year? How much is spent on printing? What is the average gross margin, net profit, EBITDA? How much do we pay our editors and reporters?

We'll work on those questions, with the help of our membership. In the meantime, browse the information we do have and get to know our industry a bit better.

It is only a snapshot perhaps, but a good start. And it's okay to keep Disraeli's dictum in mind when you read this material.

Serge Lavoie
CCNA Executive Director

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2001 Community Newspaper Readership Statistics*

	READ PAST MONTH (%)		READ PAST WEEK (%)	
	English	French	English	French
Adults 18+	71.1	81.1	58.7	73.1
18-24	63.1	73.9	41.9	58.4
25-34	66.5	78.1	53.0	66.8
35-49	74.2	83.7	61.8	75.8
50-64	73.7	82.8	63.5	77.5
65+	72.8	82.0	66.1	79.4
Atlantic Canada	58.4	72.0	44.9	55.5
Quebec	64.6	79.9	53.1	71.8
Ontario	66.6	74.8	53.5	59.4
Manitoba	75.2		65.8	
Saskatchewan	68.9		56.5	
Alberta	71.9		53.0	
British Columbia	82.5		72.5	
HOUSEHOLD INCOME				
\$75,000+	70.6	81.8	56.7	71.1
\$50,000-\$74,999	72.7	80.6	60.4	72.9
\$35,000-\$49,999	68.9	77.0	58.0	67.2
\$20,000-\$24,999	66.1	83.3	57.3	73.7
Under \$20,000	62.5	78.4	50.6	74.8
Male	66.7	76.7	54.1	67.2
Female	72.4	82.0	59.0	74.2
HIGHEST LEVEL OF EDUCATION COMPLETED				
No certificate or diploma	61.7	76.0	50.0	69.5
Secondary/high school grad	71.8	80.9	58.9	73.3
Trade certificate/diploma	75.5	79.1	62.2	70.8
University/other certificate	75.5	84.0	63.4	74.5
Bachelor's degree	67.3	84.2	52.7	66.1
Post grad+ degree	69.8	72.7	51.0	60.0
Own home	74.0	81.5	61.4	73.8
Rent home	58.7	75.6	44.5	65.1
Employed full-time	72.7	80.6	58.6	70.6
Employed part-time	66.3	79.2	49.4	68.9
COMMUNITY SIZE*+				
1MM+	66.3	75.3	53.4	65.6
100M-1MM	62.7	74.5	47.9	59.8
30-100M	72.6	74.8	60.1	73.0
CHILDREN IN HOUSEHOLD				
1+18 years	70.6	78.4	55.1	69.3
1+ age 12-17	68.5	75.3	51.9	64.9
1+ age 3-11	72.3	83.3	58.1	75.7
1+3 years	69.3	77.8	55.7	70.1
1+12 years	71.7	82.1	57.2	74.1

*+ Adults who live in communities with a population of under 30,000 are more likely than the market average to have read a community newspaper in the past 7 days.

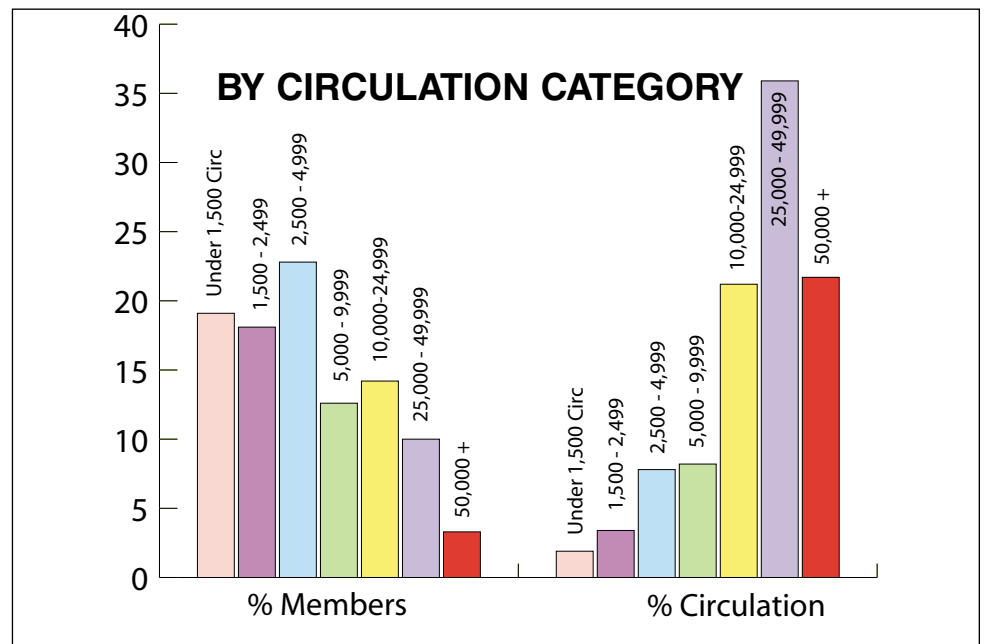
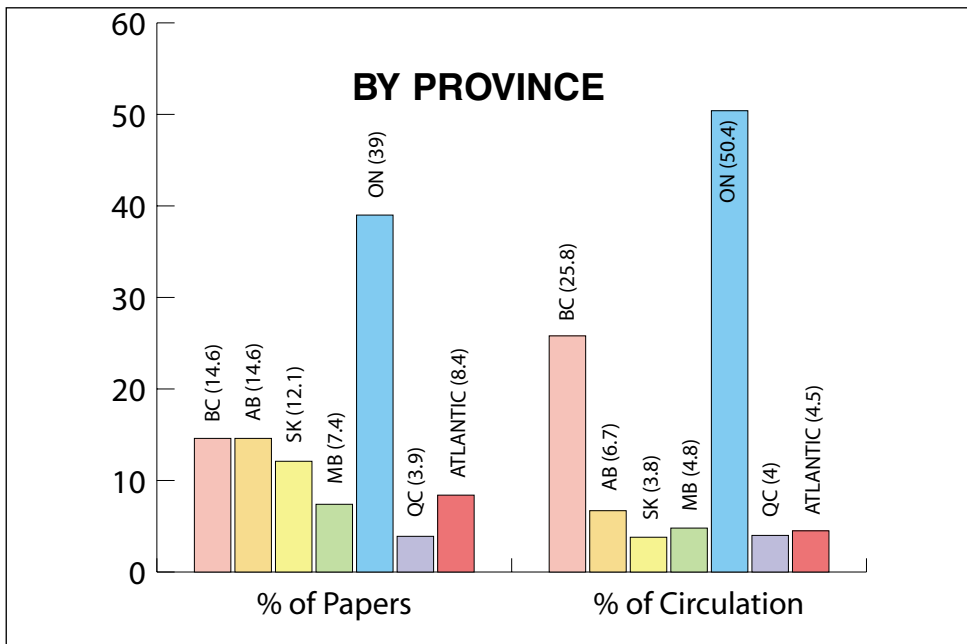
* Source: PMB 2001 / Canadian Media Director's Council Media Digest 2001-2002.

Circulation

DECEMBER 2001 - JANUARY 2002

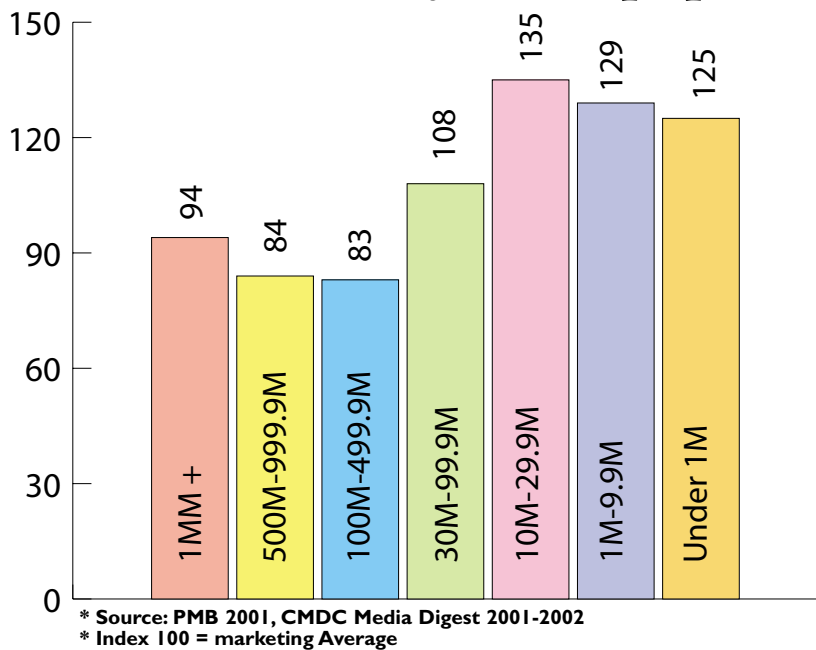
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More than 60% of members have circ under 5,000



Reflecting the small town and small business roots of the membership, the charts above illustrate graphically what is generally known: the majority of members have small circulation papers serving small markets. In fact, some 18% of members represent just two per cent of circulation as a total. Conversely, three per cent of members – primarily in large urban markets such as Toronto, Vancouver and Montreal – have in excess of 20% of circulation. The urban/rural split is most strikingly illustrated in the comparison between British Columbia and Alberta. Each province has an almost identical number of members, but BC weighs in at more than 25% of the circulation versus just eight per cent in Alberta.

Smaller markets love their community newspapers



Data supplied by the Print Membership Bureau suggests that readers in smaller communities are more likely to read community newspapers than those in larger markets. While this may be true, it bears noting that data also suggests that readers in smaller markets are more likely to have access to a community newspaper than a daily newspaper. In addition, the PMB study is concentrated primarily in Canada's largest markets. The sample size in small markets is likely inadequate on which to base this conclusion.

The real answer will come when CCNA launches ComBase (in late 2002) and measures community newspaper readership title by title. Stay tuned.

Majority of members serve markets with under 5,000 households

MEMBER NEWSPAPERS BY HOUSEHOLDS IN MARKET

ALL NUMBERS EXPRESSED AS A PERCENTAGE

	<1.5M	1.5M-2.5M	2.5M-5M	5M-10M	10M-25M	25M+
BC	17.0	11.0	18.0	14.0	13.0	27.0
AB	45.0	31.0	19.0	1.0	5.0	0.0
SK	79.0	9.5	6.0	3.5	1.0	0.0
MB	74.0	6.5	11.0	0.0	0.0	8.5
ON	31.0	11.5	14.0	15.0	8.0	20.5
QC	16.0	8.0	8.0	20.0	16.0	32.0
ATLANTIC	23.0	26.0	25.0	19.0	0.0	7.0

Another take on the urban/rural split is illustrated in the table above. The smallest markets, as defined by the number of households, are clustered in the three Prairie provinces. In fact, fully 79% of CCNA members in Saskatchewan serve markets with fewer than 1,500 households. Manitoba is close behind with 74% of members serving markets of that size. By contrast, British Columbia shows a more even distribution of market sizes with only 17% of members serving 1,500 households or less. Not surprisingly, when circulation figures are compared to households served, it becomes clear that many member papers serve more than one market in order to arrive at a more viable trading area.

Verified Circulation participation at all-time high

VC currently audits 549 publications as of Nov. 7, 2001.

The VC program is a comprehensive newspaper auditing system designed for the community press in Canada. VC is a self-administered program (i.e. the member newspaper collects its own circulation data according to the VC rules and regulations).

These data are reported to VC every six months. Once per year, a thorough and rig-

orous audit of the data is performed by the VC Circulation Auditor or a Chartered Accountant.

That number breaks down as follows: AB: 101, BC: 78, MB: 48, NB: 5, NF: 16, NS: 20, NT: 9, ON: 198, PE: 2, QC: 13 and SK: 59.

A vote by CCNA's Board of Directors will widen the program's client base while still showing preference for voting members of CCNA through special pricing.

Currently, general members of CCNA have full access to the VC program.

General members are those that meet the membership criteria of one of the seven regional associations that make up CCNA.

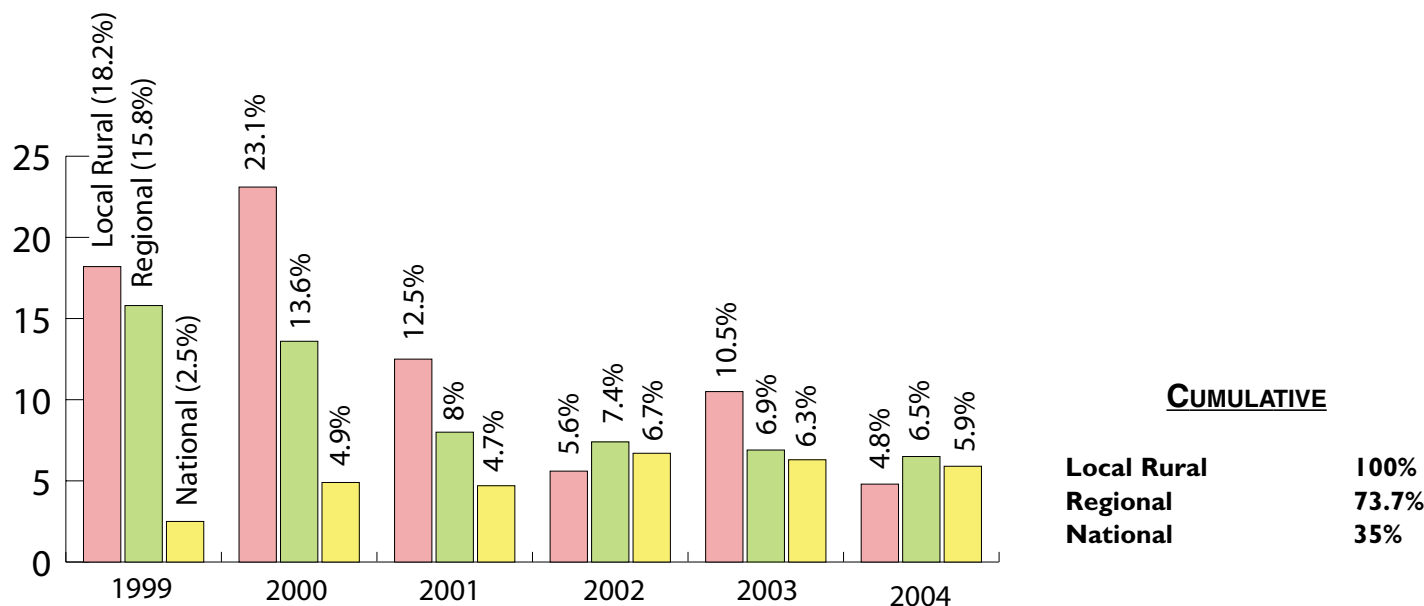
More information about the VC program can be found at www.communitynews.ca/vc-audit.

Sustaining members, those that do not meet the general member criteria, pay a

yearly fee. The recommendations that the Board approved require that all VC clients have some form of membership either in CCNA or one of the seven regional associations. The recommendations outline four basic categories of eligible publications: full voting membership, vertical publications owned by full general members, sustaining, non-voting members of CCNA and regional associate members.

Distribution

Publications Mail increases (actual and proposed)



The costs of mailing paid subscriber community newspapers and magazines have spiralled over the past three years and proposals for the next three years show no real improvement. Users of Canada Post's Publications Mail, especially those mailing in rural

or regional settings, saw costs increase as much as 23% in one year. Factoring in the next three years of increases, the cost of mailing a typical 75-gram newspaper will have increased by 100% locally and 73.7% regionally. The real concern is the impact on

the Publications Assistance Program sponsored by the federal Department of Canadian Heritage. The fund is expected to move into a deficit position this year, leading to even larger increases for participants of the program.

Just the Factoids

CIRCULATION AND DISTRIBUTION STATS ABOUT COMMUNITY NEWSPAPERS

The following is an analysis of circulation stats culled from the CCNA membership database as of October, 2001.

- Total number of full members: 677
- Total number of editions published by those members: 800
- Total newspapers in broadsheet format: 171
- Total in tabloid: 629
- Total number of papers publishing single weekly edition: 677
- Total number of papers publishing two editions weekly: 105
- Total number publishing three editions weekly: 28
- Total weekly circulation of all editions combined: 11,230,417
- Total circulation annually, assuming 52 issues per year: 583,981,684
- Total of weekly circulation shown as Paid: 1,245,138
- Total of circulation shown as Free or Controlled: 9,985,264
- Total number of papers with 70% or more Paid circulation: 371
- Average weekly circulation for those Paid newspapers: 2,676
- Total number of papers with 70% or more Free circulation: 350
- Average weekly circulation for those Free newspapers: 26,978
- Average weekly circulation for all newspapers: 14,091
- Median weekly circulation for all newspapers: 4,527
- Lowest reported weekly circulation, Paid or Free: 224 (Paid)
- Highest reported weekly circulation, Paid or Free: 122,824 (Free)
- Total Paid newspapers audited by Verified Circulation: 357
- Total Free newspapers audited by Verified Circulation: 192
- Total community newspapers participating in Publications Assistance Program in 2001: 408
- Total annual copies circulated with PAP grant: 26,870,567
- Total value of PAP grant, all community papers: \$4,144,444
- Average subsidy per community newspaper: 20 cents
- Average subsidy per trade publication: 28 cents; per scholarly publication: 58 cents

Publications Assistance Program Vital to Community Newspapers

PAP AVERAGE SUBSIDY PER COPY

(REPRESENTS FIGURES FOR TITLES DRAWING FROM THE PROGRAM AS OF MARCH 31, 2001)

Type of Publication	Category	# titles in PAP	Annual subsidized circulation	Average cost per copy paid by publication	Average PAP subsidy per copy*	Subsidy as % of PAP allocation
Periodicals Totals		698	172,649,012	\$0.11	\$0.25	80%
	Business and trade	65	8,189,956	\$0.11	\$0.28	4%
	Farm	25	4,424,913	\$0.10	\$0.27	2%
	General Interest	116	113,733,233	\$0.11	\$0.22	46%
	Religious	97	13,335,182	\$0.09	\$0.30	7%
	Scholarly	145	225,222	\$0.13	\$0.58	0%
	Special Interest	250	32,740,506	\$0.12	\$0.33	20%
Newspapers Totals		428	37,775,360	\$0.10	\$0.26	18%
	Ethnic Weekly	19	1,857,186	\$0.09	\$0.37	1%
	Minority official language	12	760,035	\$0.09	\$0.28	0%
	Regional/National	10	8,885,640	\$0.11	\$0.42	7%
	Small community weekly	386	26,218,815	\$0.09	\$0.20	10%
	Other	1	53,684	\$0.09	\$0.39	0%
Newsletters Totals		73	2,686,647	\$0.09	\$0.28	1%
	Commercial newsletters	73	2,686,647	\$0.09	\$0.28	1%
Grand Total		1199	213,111,019			

* Represents both Canada Post and PCH contribution amounts. PCH contribution is equivalent to approximately 76.4%.

Although only 11% of circulation by CCNA members is paid, some 400 publications rely on the federal government's Publications Assistance Program to achieve affordable distribution in rural areas and small markets. As can be seen in the table above, community newspapers receive approximately 10% of the total \$46.4 million

PAP fund. This amount subsidizes the mailing of 26.2 million copies annually, with each copy receiving an average 20-cent subsidy, the lowest subsidy per copy of all eligible publication types.

In all, the program benefits 1,200 publications mailing 213 million copies. The distribution of the subsidy is far from even, howev-

er.

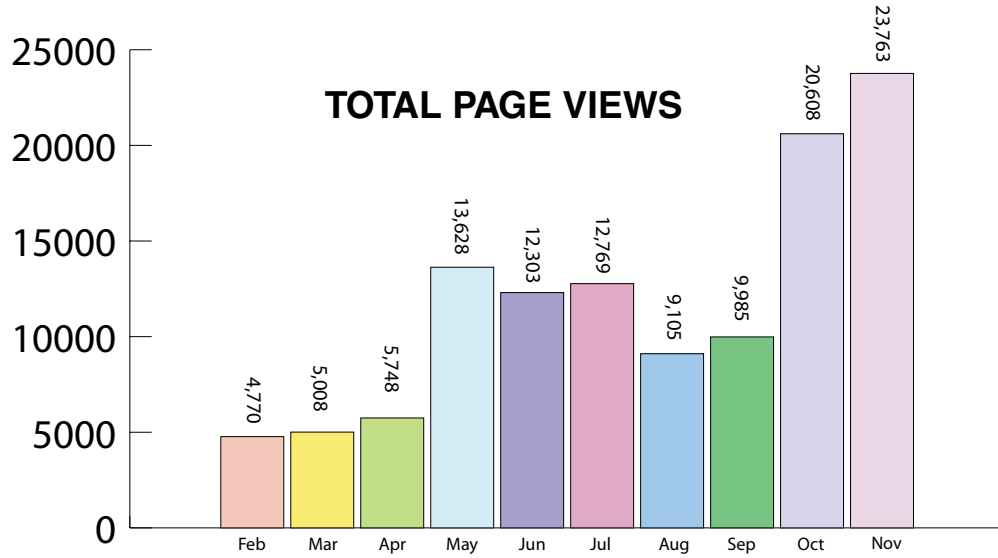
Department of Canadian Heritage officials calculate that 64% of all subsidy dollars go to less than 5% of eligible publications. In fact, the top two recipients, *Macleans* and *TV Guide*, together received some \$6 million in subsidy, 50% more than all community newspapers combined.

Media Stats

DECEMBER 2001 - JANUARY 2002

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2001
CCNA Web Site Statistics



CCNA began compiling web site statistics in February, 2001

TOTAL PAGE VIEWS

118,002

TOTAL VISITS

52,196

AVERAGE VIEWS PER VISITOR

2.8

AVERAGE VISITS PER VISITOR

1.2

AVERAGE VISIT LENGTH

4:25

NET ADVERTISING VOLUME

CANADA - MILLIONS OF DOLLARS (DOMESTIC CURRENCY)

NOVEMBER 2001

MEDIUM		1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Television	Total	1,616	1,733	1,707	1,771	1,850	1,982	2,103	2,312	2,387	2,456
	National	859	890	898	889	986	1,001	1,097	1,209	1,211	1,231
	Local	357	367	375	386	363	372	388	398	407	384
	Network	330	392	338	388	369	440	423	452	449	444
	Specialty	70	83	95	109	122	155	184	241	304	381
	Infomercial	-	-	-	-	10	14	12	12	15	17
Daily Newspaper	Total	2,002	1,910	1,863	1,832	1,900	1,960	2,304	2,379	2,428	2,580
	National	420	401	391	385	399	450	529	546	557e	592e
	Local	1,021	974	950	934	969	865	1,017	1,050	1,072e	1,139
	Classified	561	535	522	513	532	645	758	783	799e	849e
Community Newspaper	Total	490	570	553	562	579	597	634	764	787	820e
	National	49	57	55	56	58	60	70	103	106e	110e
	Local	441	513	498	506	521	537	564	661	681e	710e
Radio	Total	741	749	722	741	748	792	856	930	964	1,014
	National	168	175	167	169	170	187	203	233	238	233
	Local	573	574	555	572	578	605	652	697	726	781
General Magazines	Total	256	340	339	327	316	318	347	381	389	434
Trade Magazines	Total	174	243	242	235	229	233	252	277	283e	295e
Other Print	Total	39	50	49	48	47	48	48	49	49e	50e
Outdoor	Total	108	116	123	132	167	200	220	250	269	293
Major Media Subtotal		5,426	5,711	5,597	5,649	5,836	6,130	6,764	7,341	7,556	7,943e
Catalogue/ Direct Mail	Total	906	949	984	1,071	991	1,110	1,168	1,251	1,190	1,200e
	Internet	-	-	-	-	-	-	10	25	56	110
Yellow Pages	Total	838	862	855	847	864	892	899	935	975	1,000e
Total Advertising	Total	7,170	7,522	7,436	7,567	7,691	8,132	8,841	9,552	9,777	10,253e

Sources compiled by TVB, with information from:

Television: Statistics Canada, CRTC; **Daily Newspapers:** CNA for Total, estimates for breakdown; **Community Newspapers:** CCNA/Les Hebdomadaires du Quebec; **Radio:** Statistics Canada; **General Magazine:** Magazines Canada; **Trade Magazines:** Statistics Canada/Industry estimates; **Other Print:** Industry estimates; **Outdoor:** ACN; **Direct Mail:** Canada Post; **Internet:** IAB; **Yellow Pages:** TeleDirect.

"e" represents Industry estimates. Broadcast revenue is based on the broadcast calendar ie. in each year indicated, the figures represent the revenue from September 1 of the previous year to August 31 of the indicated year. All other figures are based on revenue for the indicated calendar year.

CCNA WEB SITE STATS

BROWSER

Internet Explorer Total 74.77%
 v6.x 5.39%
 v5.x 85.39%
 v4.x 6.16%
 v3.x 3.05%

Netscape Total 24.35%
 v6.x 1.99%
 v5.x 0.39%
 v4.x 95.61%
 v3.x 2.01%
 v0.x 0.01%

Other 0.88%

PLATFORM

Windows Total 89.09%
 Windows 2000 12.63%
 Windows NT 11.81%
 Windows Me 9.9%
 Windows 98 48.8%
 Windows 95 16.76%
 Windows 3.x 0.1%

Macintosh Total 10.58%
 Power PC 97.25%
 68k 2.51%
 OS8 PowerPC 0.24%

Other 0.33%

MOST REQUESTED PAGES

Index (Main) 38.82%
 Newspaper Database 21.8%
 New Release Service 18.1%
 News Archives 10.24%
 Ownership Feature 6.82%
 Other 4.22%

TOP REFERRING DOMAINS

www.google.com 23.25%
 search.yahoo.com 11.20%
 ca.search.yahoo.com 4.54%
 www.jeffgaulin.com 4.21%
 Other 56.8%

Ownership

Corporate consolidation rises slightly

Corporate consolidation within the CCNA membership has risen by only seven newspapers within the past two years.

That is the conclusion arising from CCNA's popular "Who Owns What" study.

Total corporate consolidation levels have increased three percentage points during the past two years, from 38 per cent in December, 1999 to 41 per cent in November, 2001.

In 1999, eight corporate groups owned 264 CCNA member newspapers and in November 2001, 10 corporate groups owned 271 member papers – a gain of seven newspapers. In that same period, total newspapers in Canada went from 1,141 to 1,061 (see reasons below), causing the percentage increase.

It has been eight months since the *Publisher* printed its update to the popular "Who Owns What" feature (April, 2001). In that time, many changes have taken place in the community newspaper industry, including a

\$220-million deal that saw Hollinger Inc. sell its 28 remaining Ontario newspaper assets to the Sifton family-controlled Osprey Media Group.

Since 1999, CCNA membership has decreased by nine newspapers, from 678 in November 1999 to 669 in November 2001. This includes a drop from 671 (April, 2001) to 669 (November 2001).

A nine-newspaper drop in membership in BCYCNA during the past eight months was offset by a nine-paper increase throughout the rest of Canada. In B.C., two newspapers were eliminated through amalgamation, four papers are still operating but no longer part of the association and three papers are no longer publishing.

Despite the nine-member drop from 1999 to 2001, total member circulation only declined 60,435 copies from 1999.

Once again Quebecor/Bowes is the largest owner of community newspapers in

Canada with 127. Black Press is the second-largest owner (64), quickly followed by Transcontinental Weeklies (62) and Metroland (60).

For the purposes of this profile, the term 'community newspaper' refers to newspapers that meet the general membership criteria for the Canadian Community Newspapers Association (CCNA) and its regional associations. This includes papers that contain editorial content, but does not include shoppers, farm publications, or other advertising media.

All information is reported as of Nov. 1, 2001.

Information in the tables can be read as follows. The number of newspapers under the TOTAL column in each province represents the total number of newspapers within the province and the number under the CCNA column represents the number of TOTAL column newspapers that are CCNA

members. For example, of the 60 Black Press newspapers in British Columbia (total), 51 are members of CCNA.

There have been changes to the way the information for this profile is collected. In the past, total newspaper information was taken from Bowden's Media Monitoring database and the various regional associations. As of Nov. 1, 2001, total newspaper information is taken from Canadian Advertising Rates and Data (CARD) and the various regional associations in order to reflect a more accurate total number of newspapers in each province and in Canada as well as to obtain more information about non-member newspapers. This switch resulted in a lower number of total newspapers in Canada, down from 1,092 (Bowdens) to 1,061 (CARD).

Total circulation data was taken from information supplied by CCNA's database and regional associations.

For the first time, Northern Canada has been broken out into its own section. This was done to more accurately reflect the total number of newspapers in Northern Canada. The papers in this section are counted in whatever association they belong to in the CCNA Membership Statistics chart.

The information in this study represents each member's primary publication of the week. All numbers used were vetted through the respective regional associations and the actual number of newspapers may not reflect the most recent databases.

CCNA will continue to monitor media ownership on a regular basis throughout the year. Information in this ownership study should be considered a 'snapshot' of the community newspaper industry in Canada. That snapshot is constantly being refined as each ownership study is completed.

The latest ownership information is always available at CCNA's web site at www.communitynews.ca/ownership. CCNA's membership database is available at www.communitynews.ca/database.

CCNA Membership Statistics as of November 2001

	BCYCNA	AWNA	SWNA	MCNA	OCNA	QCNA	ACNA				TOTALS
							NS	NB	NF	PE	
TOTAL MEMBERS	107	103	83	49	261	22	22	12	16	2	677
FORMAT											
Tabloid	91	91	77	46	175	20	11	3	5		519
Broadsheet	16	12	6	3	86	2	11	9	11	2	158
CIRCULATION											
under 2,000	19	29	51	22	59	4	3		1	1	189
2,000 - 3,499	16	28	18	7	54	4	8	3	7		145
3,500 - 4,499	4	14	4	2	24	2	4	2	2		58
4,500 - 6,499	9	11	3	7	22	2	4	4	5		67
6,500 - 9,999	6	8	2	3	17	4	2	3		1	46
over 10,000	53	13	5	8	85	6	1		1		172
TOTAL CIRCULATION	2,287,722	501,281	229,816	350,796	3,309,156	224,288	102,154	58,220	101,888	6,836	7,172,157

Summary of Ownership of Community Newspapers by Company

	BC		AB		SK		MB		ON		PQ		ATLANTIC CANADA				NORTHERN CANADA			TOTALS				
	TOTAL	CCNA	TOTAL	CCNA	TOTAL	CCNA	TOTAL	CCNA	TOTAL	CCNA	TOTAL	CCNA	NS	NB	NF	PE	YK	NT	NU	TOTAL	CCNA			
													TOTAL	CCNA	TOTAL	CCNA	TOTAL	CCNA	TOTAL	CCNA	TOTAL	CCNA		
MAJOR CORPORATE OWNERS																								
Black Press	60	51	4	4																	64	55		
CanWest Global	24	15		1					15	15			1	1							41	31		
Great West Newspaper Group			17	11																	17	11		
Metroland								60	56												60	56		
Monteregiens										15	1										15	1		
Osprey Media								14	14												14	14		
Quebecor/Bowes	6	5	37	31	3	3	10	10	20	20	51										127	69		
Robinson-Blackmore														16	15						16	15		
Hollinger	16	6									2	2									18	8		
Transcontinental Weeklies							5	5	3	2	54	4									62	11		
INDEPENDENT - GROUP	50	9	77	27	84	47	39	7	243	72	68	3	28	16	20	11	4	3	2	2	1	7	4	
INDEPENDENT - SINGLE TITLE		10		27		33		23		79		12		6		3								
TOTAL	156	96	135	100	88	83	54	45	355	258	190	22	28	22	21	15	20	17	3	2	2	1	7	6
																					2	1	2	2
																					627	198		
																					1061	669		

* Papers located in YK, NT and NU are placed back into the associations they belong to in the CCNA Statistics Summary chart.

* Three papers (the Lloydminster Meridian Booster, the Flin Flon Northern Visions Gazette and the Iqaluit Eastern Arctic Nunatsiag News) claim membership in two different regional associations. The Booster (SWNA, AWNA) was counted in Alberta because its corporate address is located there. The Gazette was counted in Saskatchewan because its corporate address is located there. The News (OCNA, QCNA) was counted in Ontario because while the News is a full voting member of OCNA, it is an associate member of CCNA.

Snapshot 2002

The Developing Picture of the Canadian Community Newspaper Industry

WHAT IS COMBASE?

When completed, ComBase, or the Community Newspaper Research Database, will be North America's largest media study - measuring newspapers of all types in more than 600 Canadian markets. It will offer unparalleled opportunities to analyze cities, towns and villages that have been a mystery to media and advertising planners.

ComBase is an initiative of the Canadian Community Newspapers Association and its nearly 700 members Canada-wide. It is the principal readership research conducted on behalf of the community newspaper industry in Canada. The purpose of the research is to provide consistent and accurate market-by-market information to assist in the buying and selling of community newspaper advertising space.

WHO IS DOING THE PILOT STUDY?

Thompson-Lightstone has been chosen as the supplier to conduct the five-market pilot study leading up to Canada's largest and most complex readership study, ComBase. Thompson Lightstone & Company, a Toronto-based research firm, is one of Canada's largest market research companies. Founded 1977 by Ian Lightstone and Ivor Thompson, it now boasts more than 50 full-time employees in Toronto, 15 in its associated company in Montreal (Centre des Recherches Contemporaines) and 350 CATI-equipped interviewing stations and is considered a recognized leader in its field.

HOW DO I GET MEASURED?

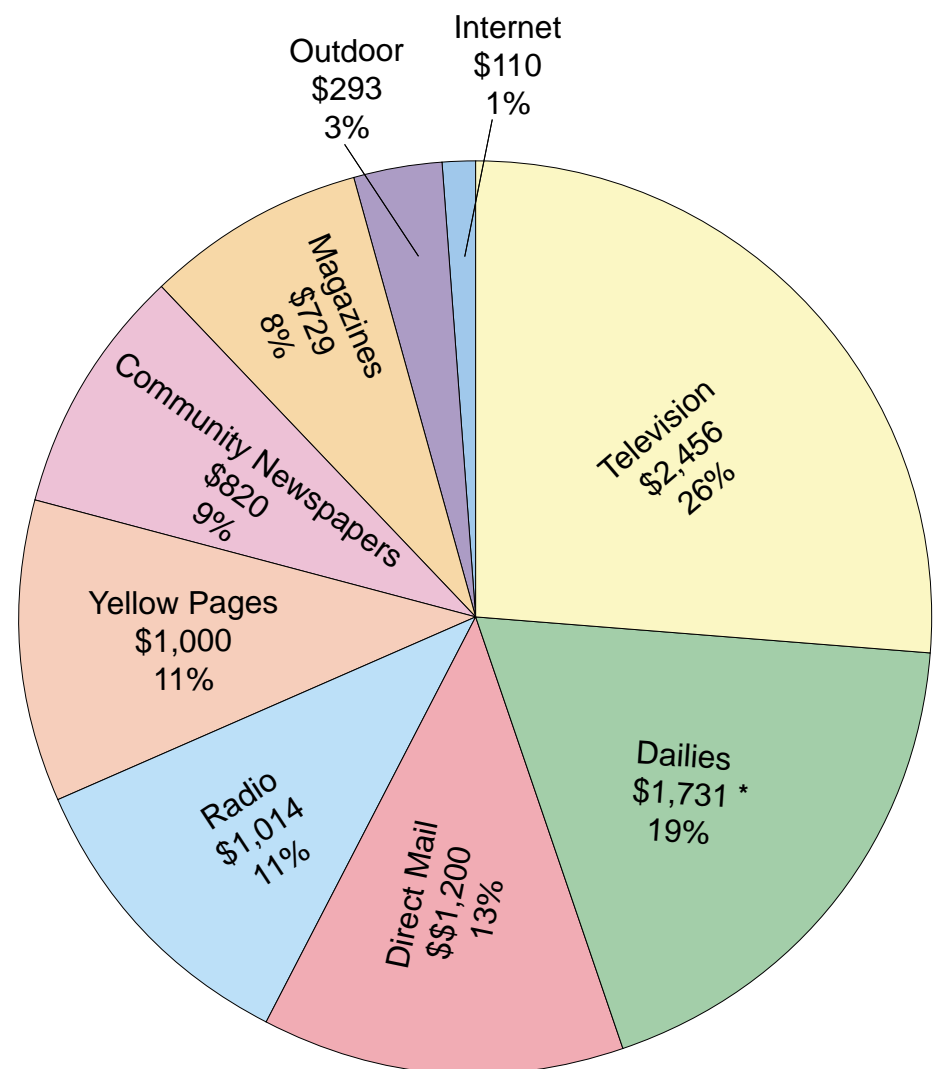
If you're interested in having your newspaper measured for the 2002 study, please call Elena Dunn at ComBase at 604-669-0209 for costs and timing. You must be a member of a provincial association and/or CCNA as of Dec. 31, 2001, to be measured.

Cost analysis versus other media studies

Study (Year Began)	# Interviews	Estimated Cost/ Interview	# Markets	Estimated Total Cost
NADBank (1984)	25,025	\$150	27	\$3.75 mil
PMB (1979)	24,000	\$250	National (17)	\$6 mil
BBM Radio (1944)	54,000	\$52	130	\$2.8 mil
ComBase (2002)	54,874	\$56.72	692	\$3.112 mil

Source: ComBase Project Manager Elena Dunn

2000 What's the potential benefit? Slicing up the \$10.2 billion ad pie



(All numbers in millions)

- 1 per cent more National dollars means \$53.7 million for community newspaper industry*
- 1 per cent more Local dollars means \$32.5 million*
- 1 per cent more taken away from dailies* and radio means \$27.5 million

* Does not include classified.

ComBase Questionnaire

The questionnaire used for ComBase was originally 30 minutes long, but was reduced to 15 minutes through monitoring and fine tuning.

The questionnaire covers the following topics:

MEDIA RELIANCE

- # of Television viewing hours per weekday, weekend
- # of Radio listening hours per weekday, weekend
- Market verification (postal code)

COMMUNITY NEWSPAPER READERSHIP

- Read within the last publishing period
- Read longer ago
- Never read
- Saturday/ Sunday editions treated as weekend editions, measured separately

NEWSPAPER READERSHIP (ALL)

- Number of last four (five if daily) issues read
- Overall rating of newspapers read
 - (if read more than one paper) preference for which paper
- Sectional readership of community newspapers in general
- Daily newspapers - weekday (read yesterday)
 - (if reader) proportion of last issue read
- Number of last five weekday issues read
- Daily newspapers - weekend (read last weekend)
 - Number of last four weekend issues read
- Sectional readership of daily newspapers in general

MEDIA RELEVANCE

- Radio stations listened to

DEMOGRAPHICS

- Language
- Age
- Own/ rent home
- Type of dwelling
- Education
- Marital status
- Employment status
- Occupation
- Decision making influence
- Household composition
- Household income, personal income

Snapshot 2002

The Developing Picture of the Canadian Community Newspaper Industry

COMBASE GLOSSARY TERMS

What's in a name?

Since ComBase is so complex, it is useful to define the terms of reference for the study. This is a sampling of some of the most obscure terms. The full ComBase glossary is available at www.combase.ca.

CANADA POST TERMS

FSA - Forward Sortation Area - this is a Canada Post term for the first three letters of the Postal Code. It is used to send mail to a central sorting station. There are 1,477 FSAs in Canada.

LDU - Local Delivery Unit - the last three digits of a Postal Code indicates a very precise location such as one side of a street. There are 680,910 Postal Codes in Canada (six-digit).

STATISTICS CANADA TERMS

CA - Census Agglomeration - is a large urban area together with the adjacent urban and rural fringes with an urban core population of at least 10,000 people. However, if the urban core population declines below 10,000 from one census to another, the CA is retired. Like CMAs, CAs are divided into Census Tracts.

CMA - Census Metropolitan Area - a Statistics Canada term for a very large urban area (known as urban core) together with adjacent urban and rural areas (known as urban and rural fringes) that have a high degree of social and economic integration with the urban core. A CMA has an urban core population of at least 100,000. Once an area becomes a CMA, it is retained as a CMA even

if the population of its urban core declines below 100,000. All CMAs are divided into Census Tracts).

EA - Enumeration Area - (49,361 in Canada) is defined by Statistics Canada as the geographic area canvassed by one census representative. It is the smallest standard geographic area for which census data (such as population projections) are reported. All the territory of Canada is covered by EAs.

RESEARCH TERMS

CATI - Computer Assisted Telephone Interviewing - firms who do large volumes of telephone studies generally employ CATI. The questionnaire is programmed into a central computer and shows up on the screen when the interviewer dials a telephone number. The interviewer merely enters the respondents' replies directly onto the computer as they are given.

Response Rates - are calculated from the universe (adults 18+ in the selected markets, filtered by the Postal Code) as a percentage. A 50% minimum response rate is required for ComBase markets.

Response rates are the single most important factor in ensuring that a study provides representative data of the marketplace. Low response rates usually signal biases.

Population Projection - good market research is built on

the theory that if the respondents are selected at random, that is, everyone in the population has an equal chance of being selected, and high response rates are achieved, the results will accurately reflect the population's characteristics without having to interview everyone in that population.

Sample or Sample Size - refers to the number of respondents we interview in any market. Sample Sizes have margins of error attached to them.

The smaller the sample size, the larger the margin of error associated with it. ComBase specifies a minimum of 75 sample size for any cell of analysis.

MEDIA TERMS

Reach/Frequency (R/F) - refers to a common computer calculation that shows the number and/or percent of people in the population exposed to the message (Reach) and the average number of times each person has been exposed (Frequency).

Reach can be expressed as both a percentage and a number. Media planners will speak of a certain campaign of media achieving a reach of X% with a certain level of frequency. Depending on the goal of the campaign, plans general require minimum levels of reach (normally between 50-60%) with minimum levels of frequency (usually 3 or more).

The data is calculated by software packages that manipulate audience data collected by the major media.

2002 CIDA Awards for Excellence in Writing on International Cooperation

Canadian individuals and organizations are making significant contributions to communities worldwide. Community newspapers are close to the people and can bring these stories home.

Now's the time to tell your readers about local citizens in action. The **2002 CIDA Awards for Excellence in Writing on International Cooperation** will recognize outstanding stories published in community newspapers during International Development Week, February 3 to 9, 2002 -- or anytime between April 1, 2001, and February 28, 2002. Six finalists will be honoured at CCNA's 83rd National Convention in Halifax, NS, July 4-6, 2002.

Grand Prize

The first-place winning writer in each of two circulation categories will receive an all-expense-paid visit to an International Cooperation project anywhere in the world.

Deadline

March 20, 2002. Contest is open to staff writers at all CCNA-member newspapers.

For more information

Watch for the 2002 CIDA Awards entry brochure in upcoming editions of the *Publisher*, or visit the CCNA web site at <http://www.communitynews.ca/cida-awards>. For information about local individuals and organizations involved in International Cooperation, visit CIDA's web site at <http://www.acdi-cida.gc.ca> or contact CIDA's Regional Events Office by e-mail at re_er@acdi-cida.gc.ca or by phone toll-free at 1-800-230-6349, identifying yourself as a CCNA member.



