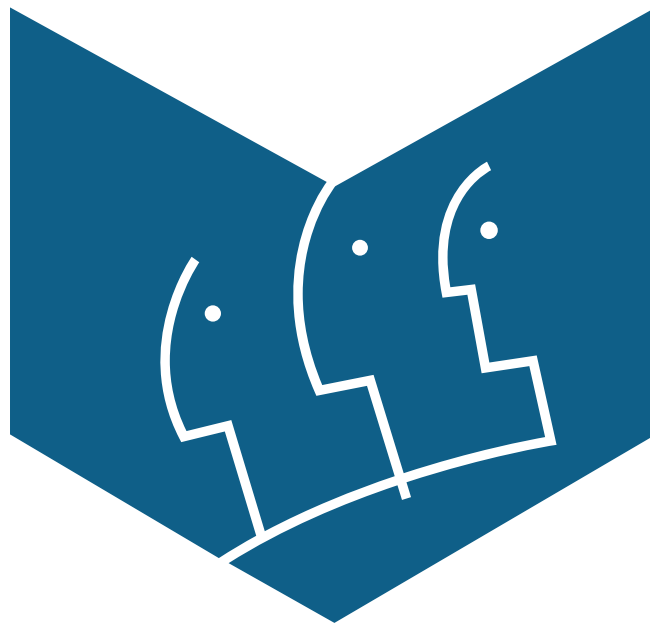




# SNAPSHOT 2005

*ONE* easy way to reach Canadians



*CommunityMedia*

CANADA

**866-669-2262**

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### Membership

**708** CCNA members  
**829** total editions per week

### Circulation

**1,306,804** total weekly paid circulation  
**11,103,356** total weekly controlled circulation  
**7,759,001** total weekly first-edition circulation  
**12,410,160** total weekly circulation (all editions)

### Number of editions

**616** weekly  
**65** twice weekly  
**26** three editions weekly

### Tabloid vs. Broadsheet

**568** tabloid  
**140** broadsheet

### Paid vs. Controlled Circulation

**388** paid (at least 70% paid circulation)  
**320** controlled (less than 70% paid circulation)

### Average Circulation

**2,683** average paid circulation  
**20,994** average controlled circulation  
**14,970** average circulation per edition

## About the CCNA

**The Canadian Community Newspapers Association (CCNA) is the national voice of the community press in Canada.**

CCNA was founded in 1919 as the Canadian Weekly Newspapers Association (CWNA). The creation of the CWNA was an expansion of the role weekly newspapers had in forming the Canadian Press Association, which received its charter in 1859. Membership in CCNA is based on eligibility criteria established by CCNA's federation of affiliated associations. Publications which do not meet the criteria have the option of becoming sustaining members.

Today, CCNA celebrates 86 years of representing the interests of the community newspaper industry to government, business and other outside stakeholders. CCNA and its affiliated associations strive to build the community newspaper brand in the media marketplace. CCNA also provides services to members to aid them in the operation of their businesses. Programs and member services include government lobbying, industry promotion, annual conventions and competitions, professional development opportunities, and circulation verification.

## Circulation by province

PROV	TITLES	TOTAL CIRC	AVG CIRC
BC	104	1,934,328	18,599
AB	107	606,718	5,670
SK	84	291,434	3,469
MB	45	372,981	8,288
ON	279	3,980,101	14,266
QC	21	225,488	10,738
NB	16	83,733	5,233
NS	24	119,273	4,970
NL	16	94,241	5,890
PE	2	11,372	5,686
NU	2	7,397	3,699
NT	7	26,540	3,791
YT	1	5,395	5,395
<b>NATIONAL</b>	<b>708</b>	<b>7,759,001</b>	<b>10,959</b>

*\*as of January 1, 2005*



# ComBase

## *Readership at a glance*

ComBase is North America's largest media study, measuring newspapers of all types in more than 400 Canadian markets. It offers unparalleled opportunities to analyze cities, towns and villages that have been a mystery to media and advertising planners for years.

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.

### National Overview: Weeklies v. Dailies

- 71% of adults read a community newspaper (weekday or weekend)
  - 70% readership among men and 72% readership among women
- 61% of adults read a daily newspaper (weekday or weekend)
  - 64% readership among men and 58% readership among women

### Exclusive Community Newspaper Readers

- these readers tend to be female
- exclusive community newspaper readers also tend to be light TV watchers (4 hours or less per week)
- they are also more likely to not have listened to the radio yesterday (29% of exclusive community newspaper readers did not listen to the radio yesterday)

### Other Media Habits

- 26% of adults nationally report not listening to the radio yesterday
- another 9% of adults nationally report listening to *only* CBC stations yesterday (no commercial advertising)
- 35% of national adults can't be reached by radio
- of all the CBC-only listeners, 70% can be reached with community newspapers and 21% can *only* be reached with community papers (they aren't reading the daily newspaper)
- 42% of adults are only watching TV for less than 9.5 hours weekly, and 68% of these adults can be reached with their community newspaper

Nationally, 26% of adults report *only* reading their community newspaper—this represents almost 1.5 million adults who can't be reached with daily newspapers (Exclusive Community Newspaper Readers)—23% exclusive readership among men, and 29% exclusive readership among women.

	Any Community Paper	Any Daily Paper	Only Community papers
Atlantic	54%	47%	27%
Ontario	77%	58%	29%
Quebec	55%	67%	18%
Manitoba	77%	59%	27%
Saskatchewan	82%	38%	48%
Alberta	78%	58%	30%
British Columbia	79%	63%	27%
North	82%	27%	57%



## Who owns what?

Corporate Owner	Number of Titles	Number of Editions	Total Circulation	Average Circulation per edition
Sun Media Corp.	76	80	621,883	7,774
Black Press Group Ltd.	66	95	211,3837	22,251
Torstar Corp.	70	116	4,298,842	65,655
G.T.C. Transcontinental Group Ltd.	32	35	327,741	9,364
Osprey Media Group Inc.	31	36	596,876	16,580
Glacier Ventures International Corp.	21	21	115,037	5,478
CanWest Global Communications Corp.	18	34	1,431,893	42,115
Great West Newspaper Group Ltd.	14	15	19,0296	12,686
Runge Publishing Inc.	12	14	102,093	7,292
Brunswick News Inc.	10	10	52,366	5,237
Unknown/Independent	18	19	235,256	69,242
Publishing Groups (43 groups with 2-9 titles each)	137	143	1,160,970	8,119
Independent Single (1 paper per owner)	208	214	1,239,490	5,792
<b>TOTAL</b>	<b>713</b>	<b>832</b>	<b>12,486,580</b>	<b>15,008</b>

*\*as of August 15, 2005*