



# Snapshot 2007

*A profile of community newspapers*

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## Quick facts

### Membership

742 CCNA members

869 total editions per week

### Circulation

1,134,645 total weekly paid circulation

12,771,909 total weekly controlled circulation

9,088,638 total weekly first-edition circulation

13,906,554 total weekly circulation (all editions)

### Number of editions

646 weekly

67 twice weekly

29 three editions or more weekly

### Tabloid vs. Broadsheet, all editions

710 tabloid

159 broadsheet

### Paid vs. Controlled Circulation editions

389 paid (at least 70% paid circulation)

480 controlled (less than 70% paid circulation)

### Average Circulation

2,699 average total circulation per paid edition

26,785 average total circulation per controlled edition

16,003 average total circulation per edition



Community Media Canada is a gateway to Canadians. From the farthest reaches of the North to urban centres, we have the best media reach and coverage of local events. Together, our papers have Canada covered more comprehensively than any other medium.

Community Media Canada is the trade name of the Canadian Community Newspapers Association, which has represented the interests of local publishers across Canada for close to 90 years.

## Circulation by province\*

Prov.	Titles	Editions	Total circ. all editions	Median circulation	Lowest circulation	Highest circulation
BC	107	162	4,127,831	18,611	776	113,584
AB	109	114	874,205	3,889	515	136,477
SK	89	89	369,329	1,700	190	30,922
MB	45	46	395,106	3,454	875	56,666
ON	301	358	7,437,634	9,781	300	171,000
QC	21	25	301,621	5,277	619	51,979
NB	17	17	111,872	5,300	2,603	15,533
PE	3	3	13,923	5,400	2,456	6,067
NS	25	26	126,674	3,215	1,504	26,612
NL	15	16	86,546	3,269	1,019	37,730
YT	1	3	18,104	5,613	5,248	7,243
NT	6	7	28,799	2,333	1,346	9,952
NU	3	3	14,910	6,147	1,781	6,982
National	742	869	13,906,554	5,890	190	171,000

\*as of January 1, 2007

## Why community?

### National overview: weeklies v. dailies

- ▶ 74% of adults read a community newspaper (weekday or weekend) 72% readership among men and 75% readership among women
- ▶ 57% of adults read a daily newspaper (weekday or weekend) 59% readership among men and 54% readership among women

### More exclusive readers – 29 per cent

- ▶ these readers tend to be female
- ▶ exclusive community newspaper readers also tend to be light TV watchers (3 hours or less per week)
- ▶ they are also more likely to not have listened to the radio yesterday (31% of exclusive community newspaper readers did not listen to the radio yesterday)

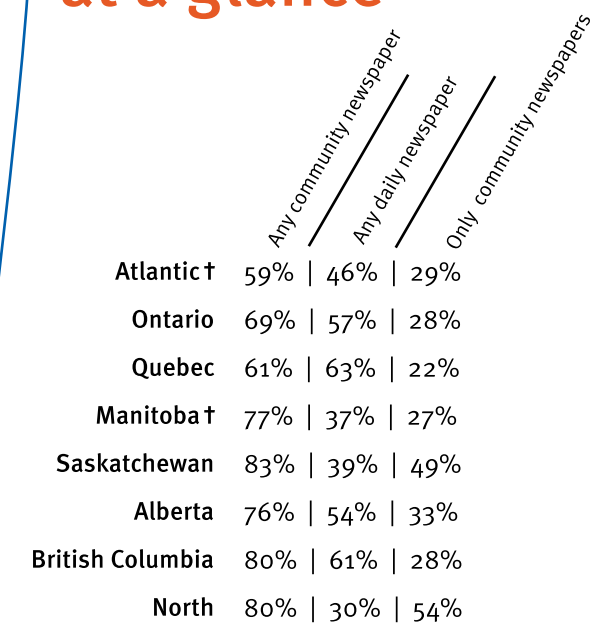
### Better shelf life

- ▶ Community newspapers stay around the house longer

### Media habits

- ▶ 27% of adults nationally report not listening to the radio yesterday
- ▶ another 7% of adults nationally report listening to *only* CBC stations yesterday (no commercial advertising)
- ▶ 34% of national adults cannot be reached by radio
- ▶ of all the CBC-only listeners, 76% can be reached with community newspapers and 27% can *only* be reached with community newspapers (they are not reading the daily newspaper)
- ▶ 40% of adults are only watching TV for less than 9 hours weekly, and 71% of these adults can be reached with their community newspaper

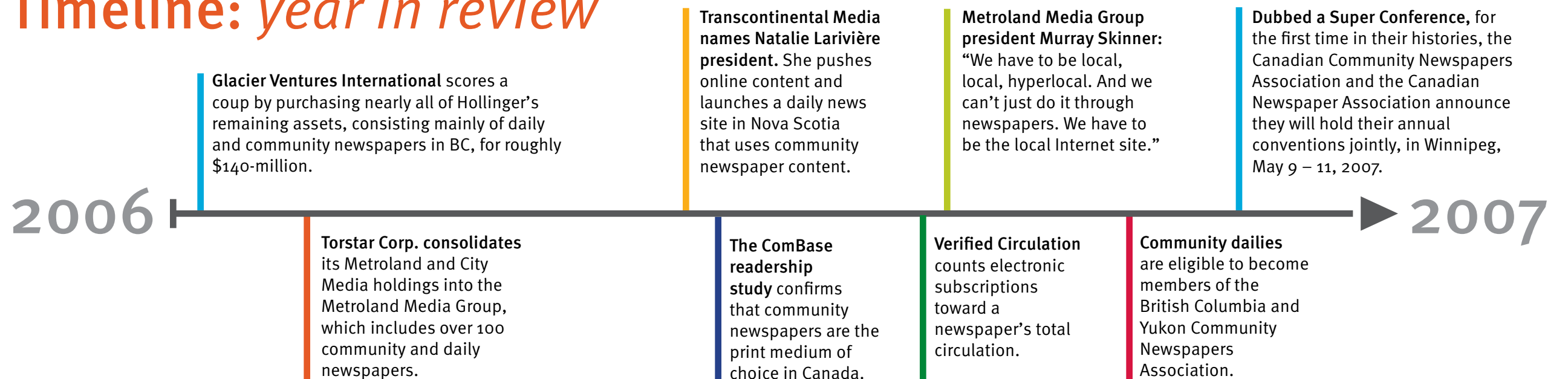
## Readership at a glance



Source: ComBase 2005/2006 two-year study † ComBase 2003 one-year study

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.

## Timeline: year in review



# Who owns what?

Corporate Owner	Titles	+/- since 2006	Editions	Total circulation	Average circulation
Independent owners (1 title per owner)	193	—	200	1,396,563	6,983
Publishing groups (41 groups with 2-9 titles)	123	-17	125	882,623	7,061
Metroland Media Group Ltd.	97	+8	142	4,749,957	33,450
Bowes Publishers Limited	80	+6	86	832,491	9,680
Black Press Group Ltd.	68	+1	105	2,503,569	23,844
Glacier Ventures International Corp.	37	+9	42	278,118	6,622
G.T.C. Transcontinental Group Ltd.	36	+3	37	377,094	10,192
Osprey Media Group Inc.	29	-4	34	413,654	12,166
CanWest Global Communications Corp.	18	—	34	1,510,259	44,419
Great West Newspaper Group Ltd. †	17	+1	18	210,461	11,692
Brunswick News Inc.	13	+1	13	95,220	7,325
Multimedia Nova Corp.	12	+5	14	414,420	29,601
Performance Printing Ltd.	10	+4	10	200,666	20,067
Department of National Defence	6	—	6	28,959	4,827
Unknown	3	-17	3	12,500	4,167
<b>Total</b>	<b>742</b>	<b>—</b>	<b>869</b>	<b>13,906,554</b>	<b>16,003</b>

*\*as of January 1, 2007*

† Glacier Ventures International Corp. is a 50-per-cent shareholder of Great West Newspaper Group Ltd.

## State of the industry

**Community newspapers are a growing medium across Canada.** As circulation at daily newspapers declines, community newspapers are growing, since they maintain their monopoly on truly local content. This fact has not gone unnoticed by major corporate stakeholders.

“Strong growth at Metroland [Community Newspaper Division] led our newspaper results,” noted Torstar Corp. CEO Robert Prichard while announcing its 2006 third quarter results.

Recent data shows that advertising in community newspapers exceeds \$1 billion annually. Revenue from flyer distribution—a closely aligned sector—is also on the rise. In fact, since 2000, industry revenue has increased 26 per cent.\*

High-quality local news is the signature of the community press. Most papers are printed on high-quality presses, and there has been significant investment in improved printing facilities over the past year. Even as media consolidate, the specialty market for local news will not disappear. Week after week, more readers will pick up their community newspaper for news that hits home.

*\*Source: Statistics Canada, 2005 Survey of Newspaper Publishers*

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