

SNAPSHOT 2013

THE STRENGTH OF COMMUNITY NEWSPAPERS

Community Newspapers—Print and Online

Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve. And they are able to target these communities like no other medium. Every week in Canada, over 1,000 community newspapers circulate over 19 million copies in key metropolitan areas, rural and remote regions, and all areas in between.

Community newspapers command a special place in Canadian households. The role they play is vital, often being the only choice for local news and information relevant to readers in the community. On average, one-quarter of Canadians read only their community newspaper, and most readers read every issue, cover to cover.

Readership of community newspapers is solid, with 73% of adults reading a community newspaper every week. They also reach 76% of women—more than any other medium—a key demographic difficult to reach with other media.¹

Community newspapers reach all upscale demographics—professionals, well-educated, affluent consumers—as well as families with children and homeowners. Paid- and free-circulation community newspapers enjoy equally high readership.

Community newspapers are proudly committed to the environment, promoting recycling and reusing, and adopting practices to reduce their carbon footprint: using newsprint from certified Canadian suppliers—those that do not participate in illegal logging; using a more energy-efficient production process; and, using vegetable-based inks.

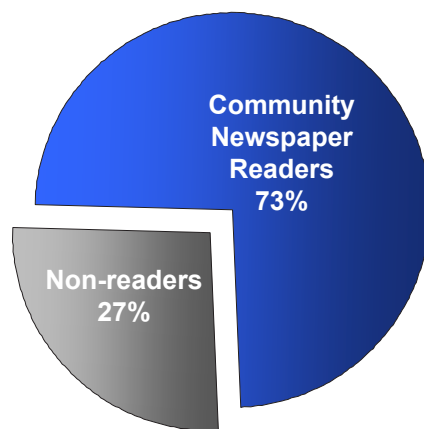
Why community newspapers?

Across Canada, community newspapers provide printed newspapers to local households one or more times each week. These newspapers are relevant. The advertising within newspaper pages is trusted more than any other medium.

Advertisers believe in community newspapers

Advertising expenditures in community newspapers are healthy and growing, according to the 2012 annual revenue study conducted on behalf of Newspapers Canada and the Canadian Community Newspapers Association (CCNA) with the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage.

In 2012 \$1.3 billion was spent on print and online advertising, a 6.4% increase over the previous year.²



Quick Facts⁴

Publications and Editions

1,019 total number of community newspaper titles

1,130 total number of community newspaper editions published

Circulation

19,612,930 number of copies circulated every week

Paid vs. Controlled Circulation

The majority of community newspaper circulation is free (controlled).

1,027,609 paid weekly circulation of community newspapers (5%)

18,585,321 free (controlled) weekly circulation of community newspapers (95%)

Format of Community Newspapers

13% of community newspapers are broadsheet format (146)

87% of community newspapers are tabloid format (984)

Ownership of Community Newspapers

59% Corporate ownership (605 titles)

41% Independent (group/single) / Unknown (414 titles)

Publishing Frequency

924 titles publish once per week (91%)

79 titles publish twice per week (8%)

16 titles publish three times per week (1%)



NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED

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Readership Facts

Readership strength: 73% of adults read a community newspaper according to a 2013 CCNA readership survey.¹

Cross-country reach: Community newspaper readership is strong across the country. The top three provinces/regions with the highest community newspaper readership are:⁵

87% in Northern Canada

85% in Manitoba

83% in Saskatchewan

Reach hard-to-access Canadians: More than a third of Canadians in non-urban centres only read a community newspaper (not other newspapers). Community newspapers reach more than three quarters of adults who are difficult to reach with broadcast.¹

Desirable audience: 74% of readers are university educated and 79% earn more than \$75,000 annually in household income.⁵

Spend time with the paper: Community newspaper readers are committed to their papers with two-thirds reading all or most of the publication.⁵

Share the paper: Readers on average share the paper with 2.3 additional readers.³

Readers want the ads: Almost half of readers indicate there are days when they read the community newspaper as much for the ads as for the news.³

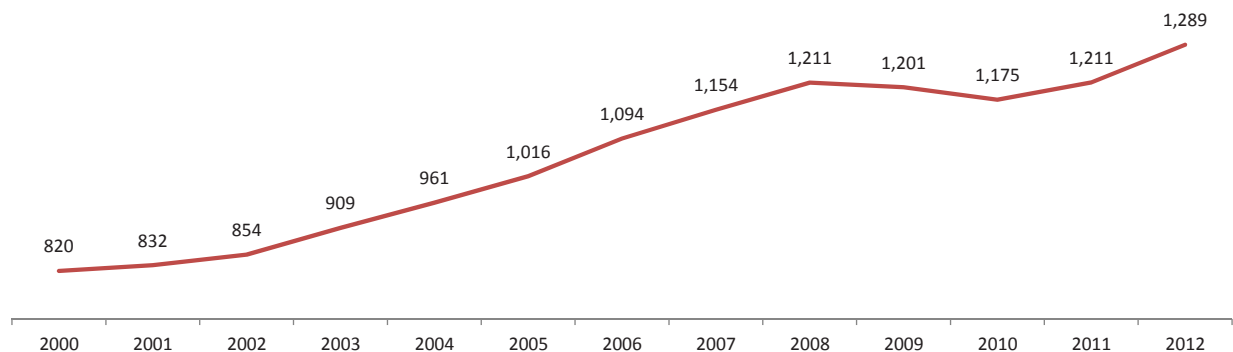
Readers want the flyers: Community newspapers are a popular vehicle for inserts and advertising supplements. More than half of community newspaper readers cite flyers as one of their main reasons for reading their community newspaper.¹

Community Newspaper Ownership⁴

Owner	# of Titles	# of Editions	Total Circulation
Independent (single title)	272	275	2,652,322
Independent groups (47 groups with 2-9 titles)	142	147	1,469,029
Black Press Group Ltd.	86	117	2,090,035
Brunswick News Inc.	20	21	283,900
Department of National Defence	12	12	63,923
FP Newspapers Inc.	8	8	208,646
Glacier Media Group	74	93	1,780,927
Great West Newspapers, LP.*	19	20	176,443
Metroland Media Group Ltd.	115	155	5,381,861
Multimedia Nova Corporation	1	1	44,065
Postmedia Network Inc.	7	7	212,216
Quebecor/Sun Media	159	167	2,529,564
TC Media	100	103	2,571,033
The Halifax Herald Ltd.	4	4	148,966
Total	1,019	1,130	19,612,930

* Glacier Ventures International Corp. is a 50% shareholder of Great West Newspapers, LP.

Community Newspaper Advertising Revenue (\$ millions)²



¹ Connecting to Canadians with Community Newspapers 2013

² CCNA Annual Revenue Study

The above studies were conducted with the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage.

³ MediaPost, "Support your local newspaper reporter", January 12, 2012

⁴ Newspapers Canada, August 2013

⁵ ComBase 2008/2009

