

# Snapshot 2020 Report

## A Look at Canada's Newspaper Industry

For more information  
visit [www.newsmediacanada.ca](http://www.newsmediacanada.ca). Questions can be  
directed to Kelly Levson, Director of Marketing and  
Research at [klevson@newsmediacanada.ca](mailto:klevson@newsmediacanada.ca)

## Total Industry Overview – Daily & Community Newspapers

### Circulation Figures by Province All Daily and Community Papers

Province/ Territory	Titles	Paid	Controlled	Total Circulation
BC	129	830,193	2,646,467	3,476,660
AB	118	1,005,527	1,199,100	2,204,627
SK	65	254,162	377,927	632,089
MB	48	538,908	872,308	1,411,216
ON	354	5,226,516	7,161,651	12,388,167
QC	243	2,852,628	8,883,350	11,735,978
NB	31	571,677	225,526	797,203
NL	12	65,373	130,878	196,251
NS	30	411,069	494,913	905,982
PE	6	93,261	9,555	102,816
NT	5	9,151	3,767	12,918
NU	3	2,107	7,092	9,199
YT	3	7,128	5,952	13,080
<b>Total</b>	<b>1,047</b>	<b>11,867,700</b>	<b>22,018,486</b>	<b>33,886,186</b>

## Community Newspaper Circulation Overview

### Circulation by Province - All Community Newspapers

Province/ Territory	Total Titles	Total Editions	Paid	Controlled	Total Circulation (all editions)	Average Circulation (per edition)
BC	126	161	56,940	2,048,746	2,105,686	13,079
AB	103	106	69,296	770,190	839,486	7,920
SK	64	64	42,851	311,740	354,591	5,540
MB	45	46	33,352	339,507	372,859	8,106
ON	324	335	219,884	5,156,899	5,376,783	16,050
QC	231	232	73,805	4,386,804	4,460,609	19,227
NB	27	28	30,568	214,465	245,033	8,751
NL	11	11	7,146	80,623	87,769	7,979
NS	29	29	32,701	418,957	451,658	15,574
PE	4	4	5,366	8,400	13,766	3,442
NT	5	6	9,255	3,905	13,160	2,193
NU	3	3	2,107	7,092	9,199	3,066
YT	2	3	3,513	5,526	9,039	3,013
<b>Total</b>	<b>974</b>	<b>1,028</b>	<b>586,784</b>	<b>13,752,854</b>	<b>14,339,638</b>	<b>13,949</b>

## Owner Type

Province/ Territory	Independent Titles	Independent Groups*	Corporate	Total Titles
BC	19	0	107	126
AB	32	13	58	103
SK	30	10	19	59
MB	11	15	24	50
ON	92	38	194	324
QC	104	53	74	231
NB	4	0	23	27
NL	2	0	9	11
NS	6	0	23	29
PE	1	3	0	4
NT	1	0	4	5
NU	1	0	2	3
YT	1	0	1	2
<b>Total</b>	<b>304</b> 31%	<b>132</b> 14%	<b>538</b> 55%	<b>974</b> 100%

## Publishing Frequency

Province/ Territory	1 Edition per Week	2 Editions per Week	3 Editions per Week	Other	Total Titles
BC	77	28	2	19	126
AB	92	3	0	8	103
SK	60	0	0	4	64
MB	41	1	0	3	45
ON	212	9	1	102	324
QC	140	1	0	90	231
NB	24	1	0	2	27
NL	9	0	0	2	11
NS	22	0	0	7	29
PE	3	0	0	1	4
NT	4	1	0	0	5
NU	3	0	0	0	3
YT	0	1	0	1	2
<b>Total</b>	<b>687</b> 70%	<b>45</b> 5%	<b>3</b> <1%	<b>239</b> 25%	<b>974</b> 100%

## Community Newspaper Ownership

### Ownership: Editions and Circulation

Owner	Number of Editions	Paid Circulation	Controlled Circulation	Total Circulation
Black Press Ltd.	114	43,549	1,332,531	1,376,080
Torstar Corporation/Metroland Media Group	76	49,712	2,328,784	2,378,496
snapt Inc.	72	0	733,000	733,000
Postmedia Network Inc.	70	27,613	1,081,718	1,109,331
Glacier Media Inc.	43	20,654	529,451	550,105
Méto Média	26	11	795,158	795,169
SaltWire Network	23	23,410	406,450	429,860
Icimédias inc.	22	8,028	580,096	588,124
Brunswick News Inc.	20	23,304	163,383	186,687
Lexis Média inc.	18	114	453,568	453,682
Canadian Forces Morale and Welfare Services (CFMWS)	16	4	76,177	76,181
Alta Newspaper Group L.P.	14	13,895	82,467	96,362
London Publishing Corporation	11	11,484	64,576	76,060
Great West Newspapers Limited Partnership	10	7,571	150,569	158,140
Aberdeen Publishing Limited Partnership	9	1,897	105,805	107,702
FP Newspapers Inc.	8	3,245	222,994	226,239
La Compagnie d'édition André Paquette Inc	8	13,418	127,482	140,900
Northern News Services Ltd.	7	11,159	5,031	16,190
Post City Magazines	7	0	165,061	165,061
Advocate Printing & Publishing	7	11,513	11,557	23,070
Okanagan Valley Newspaper Group	6	0	98,386	98,386
Epoch Times Media Inc.	2	50	29,950	30,000
Coopérative nationale de l'information indépendante (CN2i)	1	0	40,844	40,844
Independent Groups	139	74,363	2,030,975	2,105,338
Independent Single Titles	299	241,790	2,136,841	2,378,631
<b>Total</b>	<b>1,028</b>	<b>586,784</b>	<b>13,752,854</b>	<b>14,339,638</b>

Owner Type	Titles	% of Total
Corporate	590	57%
Independent - Single or Groups*	438	43%
<b>Total</b>	<b>1,028</b>	<b>100%</b>

## Community Newspaper Ownership by Province

### Ownership: Total Circulation by Province/Territory

Owner	BC	AB	SK	MB	ON	QC	NB	NL	NS	PE	NT	NU	YT	TOTAL
Aberdeen Publishing Limited Partnership	104,343	3,359												107,702
Advocate Printing & Publishing							2,516		20,554					23,070
Alta Newspaper Group L.P.		43,293	34,767			18,302								96,362
Black Press Ltd.	1,287,108	80,891											8,081	1,376,080
Brunswick News Inc.							186,687							186,687
Canadian Forces Morale and Welfare Services (CFMWS)	5,600	11,381		6,000	28,800	10,000			14,400					76,181
Coopérative nationale de l'information indépendante (CN2i)						40,844								40,844
Epoch Times Media Inc.					18,000	12,000								30,000
FP Newspapers Inc.				226,239										226,239
Glacier Media Inc.	465,353		73,040	11,712										550,105
Great West Newspapers Limited Partnership		158,140												158,140
Icimédias inc.					73,082	515,042								588,124
La Compagnie d'édition André Paquette Inc					112,300	28,600								140,900
Lexis Média inc.						453,682								453,682
London Publishing Corporation					75,169	891								76,060
Métro Média						795,169								795,169
Northern News Services Ltd.											12,285	3,905		16,190
Okanagan Valley Newspaper Group	98,386													98,386
Post City Magazines					165,061									165,061
Postmedia Network Inc.		358,277	98,560	9,635	622,758	20,101								1,109,331
SaltWire Network							1,092	59,438	369,330					429,860
snapp Inc.	68,000	10,000			615,000		10,000	10,000	20,000					733,000
Torstar Corporation/Metroland Media Group					2,378,496									2,378,496
Independent Groups (46 groups owning 2 or more titles)		46,750	14,745	96,584	360,152	1,553,841	21,700			11,566				2,105,338
Independent Single Titles	76,896	127,395	133,479	22,689	927,965	1,012,137	23,038	18,331	27,374	2,200	875	5,294	958	2,378,631
<b>Total</b>	<b>2,105,686</b>	<b>839,486</b>	<b>354,591</b>	<b>372,859</b>	<b>5,376,783</b>	<b>4,460,609</b>	<b>245,033</b>	<b>87,769</b>	<b>451,658</b>	<b>13,766</b>	<b>13,160</b>	<b>9,199</b>	<b>9,039</b>	<b>14,339,638</b>

## Number of Titles and Ownership by Province/Territory

Owner	BC	AB	SK	MB	ON	QC	NB	NL	NS	PE	NT	NU	YT	TOTAL
Aberdeen Publishing Limited Partnership	7	1												8
Advocate Printing & Publishing							2		5					7
Alta Newspaper Group L.P.		7		5		2								14
Black Press Ltd.	71	11											1	83
Brunswick News Inc.							19							19
Canadian Forces Morale and Welfare Services (CFMWS)	2	2	2		5	3			2					16
Coopérative nationale de l'information indépendante (CN2i)						1								1
Epoch Times Media Inc.					1	1								2
FP Newspapers Inc.			8											8
Glacier Media Inc.	17		8	17										42
Great West Newspapers Limited Partnership		9												9
Icimédias inc.					2	20								22
La Compagnie d'édition André Paquette Inc					6	2								8
Lexis Média inc.						17								17
London Publishing Corporation					8	1								9
Métro Média						26								26
Northern News Services Ltd.											4	2		6
Okanagan Valley Newspaper Group	3													3
Post City Magazines					7									7
Postmedia Network Inc.		27	1	2	36	1								67
SaltWire Network							1	8	14					23
snapp Inc.	7	1			60		1	1	2					72
Torstar Corporation/Metroland Media Group					69									69
Independent Groups (46 groups owning 2 or more titles)*		13	10	15	38	53				3				132
Independent Titles	19	32	30	11	92	104	4	2	6	1	1	1	1	304
<b>Total</b>	<b>126</b>	<b>103</b>	<b>59</b>	<b>50</b>	<b>324</b>	<b>231</b>	<b>27</b>	<b>11</b>	<b>29</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>974</b>

## Community Newspaper Publishing Information

### Paid and Controlled Circulation Editions

Circulation Model	# Editions	Paid	Controlled	Total Circulation	Average Total Circ Per Edition
Controlled	739	71,738	13,731,425	13,803,163	18,678
Paid	289	515,046	21,429	536,475	1,856
<b>Total</b>	<b>1,028</b>	<b>586,784</b>	<b>13,752,854</b>	<b>14,339,638</b>	<b>13,949</b>

### Format of Publication

Format	Number of Editions	% Total
Broadsheet	134	13.0%
Magazine	33	3.2%
Tabloid	861	83.8%
<b>Total</b>	<b>1,028</b>	<b>100.0%</b>

### Publication Language

Publication Language	Total Titles	% Total
English	724	74.3%
French	225	23.1%
English/French	22	2.3%
English/Aboriginal	3	0.3%
<b>Total</b>	<b>974</b>	<b>100.0%</b>



## Community Newspaper Websites

### Website by Province/Territory

Province/Territory	Total Titles	# Websites	Websites as % of Total Titles
BC	126	126	100%
AB	103	99	96%
SK	64	50	78%
MB	45	44	98%
ON	324	309	95%
QC	231	212	92%
NB	27	27	100%
NL	11	11	100%
NS	29	29	100%
PE	4	4	100%
NT	5	5	100%
NU	3	3	100%
YT	2	2	100%
<b>Total</b>	<b>974</b>	<b>921</b>	<b>95%</b>

## Daily Newspaper Circulation Overview

### Circulation by Province - All Daily Newspapers

Province/ Territory	Total Titles	Total Editions	Paid	Controlled	Total Circulation (all editions)	Average Circulation (per edition)
BC	5	29	774,836	600,145	1,374,981	47,413
AB	8	49	931,961	445,004	1,376,965	28,101
SK	3	17	211,637	66,521	278,158	16,362
MB	3	19	505,177	531,135	1,036,312	54,543
ON	32	184	5,004,533	2,023,913	7,028,446	38,198
QC	14	86	2,778,974	4,501,750	7,280,724	84,660
NB	4	24	540,921	11,046	551,967	22,999
NL	1	6	58,227	50,255	108,482	18,080
NS	2	12	379,468	75,956	455,424	37,952
PE	2	12	87,895	1,155	89,050	7,421
NT	0	0	0	0	0	0
NU	0	0	0	0	0	0
YT	1	3	3,615	426	4,041	1,347
<b>Total</b>	<b>75</b>	<b>441</b>	<b>11,277,244</b>	<b>8,307,306</b>	<b>19,584,550</b>	<b>44,409</b>

## Owner Type

Province/ Territory	Independent Titles	Corporate	Total Titles
BC	0	5	5
AB	0	8	8
SK	1	2	3
MB	0	3	3
ON	0	32	32
QC	1	13	14
NB	1	3	4
NL	0	1	1
NS	0	2	2
PE	0	2	2
NT	0	0	0
NU	0	0	0
YT	1	0	1
<b>Total</b>	<b>4</b> 5%	<b>71</b> 95%	<b>75</b> 100%

## Publishing Frequency

Province/ Territory	5 Edition per Week	6 Editions per Week	7 Editions per Week	Other	Total Titles
BC	1	4	0	0	5
AB	2	3	3	0	8
SK	1	2	0	0	3
MB	0	2	1	0	3
ON	9	19	3	1	32
QC	4	4	6	0	14
NB	0	4	0	0	4
NL	0	1	0	0	1
NS	0	2	0	0	2
PE	0	2	0	0	2
NT	0	0	0	0	0
NU	0	0	0	0	0
YT	0	0	0	1	1
<b>Total</b>	<b>17</b> 23%	<b>43</b> 57%	<b>13</b> 17%	<b>2</b> 3%	<b>75</b> 100%

## Daily Newspaper Ownership

### Ownership: Editions and Circulation

Owner	Number of Editions	Paid Circulation	Controlled Circulation	Total Circulation
Postmedia Network Inc.	179	3,285,908	1,622,428	4,908,336
Torstar Corporation	43	1,549,215	601,392	2,150,607
Coopérative nationale de l'information indépendante (CN2i)	39	838,378	438,516	1,276,894
SaltWire Network/Halifax Herald Ltd.	30	525,590	127,366	652,956
Quebecor Media Inc.	19	1,568,750	947,570	2,516,320
Brunswick News Inc.	18	440,121	3,234	443,355
Alta Newspaper Group L.P.	18	128,805	34,231	163,036
Pacific Newspaper Group Inc.	12	518,049	499,604	1,017,653
FP Newspapers Inc.	12	402,217	220,454	622,671
Okanagan Valley Newspaper Group	11	49,408	12,590	61,998
Métro Média	10	-	932,245	932,245
Gesca Ltée	7	-	1,875,091	1,875,091
Glacier Media Inc.	6	207,379	87,951	295,330
The Globe and Mail Inc.	6	1,268,582	590,580	1,859,162
Continental Newspapers Canada Ltd.	6	66,764	22,424	89,188
Black Press Ltd.	5	33,328	1,617	34,945
Independent Single Titles	20	394,750	290,013	684,763
<b>Total</b>	<b>441</b>	<b>11,277,244</b>	<b>8,307,306</b>	<b>19,584,550</b>

Owner Type	Titles	% of Total
Corporate	421	95%
Independent - Single or Groups*	20	5%
<b>Total</b>	<b>441</b>	<b>100%</b>

## Daily Newspaper Ownership by Province

### Ownership: Total Circulation by Province / Territory

Owner	BC	AB	SK	MB	ON	QC	NB	NL	NS	PE	NT	NU	YT	TOTAL
Alta Newspaper Group L.P.		141,566				21,470								163,036
Black Press Ltd.		34,945												34,945
Brunswick News Inc.							443,355							443,355
Continental Newspapers Canada Ltd.					89,188									89,188
Coopérative nationale de l'information indépendante (CN2i)					175,003	1,101,891								1,276,894
FP Newspapers Inc.				622,671										622,671
Gesca Ltée						1,875,091								1,875,091
Glacier Media Inc.	295,330													295,330
Halifax Herald Ltd.									378,661					378,661
Métro Média						932,245								932,245
Okanagan Valley Newspaper Group	61,998													61,998
Pacific Newspaper Group Inc.	1,017,653													1,017,653
Postmedia Network Inc.		1,200,454	266,258	413,641	2,754,486	273,497								4,908,336
Quebecor Media Inc.						2,516,320								2,516,320
SaltWire Network								108,482	76,763	89,050				274,295
The Globe and Mail Inc.					1,859,162									1,859,162
Torstar Corporation/Metroland Media Group					2,150,607									2,150,607
Independent Single Titles			11,900			560,210	108,612						4,041	684,763
<b>Total</b>	<b>1,374,981</b>	<b>1,376,965</b>	<b>278,158</b>	<b>1,036,312</b>	<b>7,028,446</b>	<b>7,280,724</b>	<b>551,967</b>	<b>108,482</b>	<b>455,424</b>	<b>89,050</b>	<b>0</b>	<b>0</b>	<b>4,041</b>	<b>19,584,550</b>

## Number of Titles and Ownership by Province / Territory

Owner	BC	AB	SK	MB	ON	QC	NB	NL	NS	PE	NT	NU	YT	TOTAL
Alta Newspaper Group L.P.		2				1								3
Black Press Ltd.		1												1
Brunswick News Inc.							3							3
Continental Newspapers Canada Ltd.					1									1
Coopérative nationale de l'information indépendante (CN2i)					1	5								6
FP Newspapers Inc.				2										2
Gesca Ltée						1								1
Glacier Media Inc.	1													1
Halifax Herald Ltd.									1					1
Métro Média						2								2
Metroland Media Group					4									4
Okanagan Valley Newspaper Group	2													2
Pacific Newspaper Group Inc.	2													2
Postmedia Network Inc.		5	2	1	22	1								31
Quebecor Media Inc.						3								3
SaltWire Network								1	1	2				4
The Globe and Mail Inc.					1									1
Torstar Corporation					3									3
Independent Titles			1			1	1						1	4
<b>Total</b>	<b>5</b>	<b>8</b>	<b>3</b>	<b>3</b>	<b>32</b>	<b>14</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>75</b>

## Daily Newspaper Publishing Information

### Paid and Controlled Circulation Editions

Circulation Model	# Editions	Paid	Controlled	Total Circulation	Average Total Circ Per Edition
Controlled	30	70,905	3,819,994	3,890,899	129,697
Paid	411	11,206,339	4,487,312	15,693,651	38,184
<b>Total</b>	<b>441</b>	<b>11,277,244</b>	<b>8,307,306</b>	<b>19,584,550</b>	<b>44,409</b>

### Format of Publication

Format	Number of Editions	% Total
Digital	7	1.6%
Broadsheet	310	70.3%
Tabloid	124	28.1%
<b>Total</b>	<b>441</b>	<b>100.0%</b>

### Publication Language

Publication Language	Total Titles	% Total
English	61	81.3%
French	14	18.7%
<b>Total</b>	<b>75</b>	<b>100.0%</b>

## Daily Newspaper Websites

### Website by Province/Territory

Province/Territory	Total Titles	# Websites	Websites as % of Total Titles
BC	5	5	100%
AB	8	8	100%
SK	3	3	100%
MB	3	3	100%
ON	32	32	100%
QC	14	14	100%
NB	4	4	100%
NL	1	1	100%
NS	2	2	100%
PE	2	2	100%
NT			
NU			
YT	1	1	100%
<b>Total</b>	<b>75</b>	<b>75</b>	<b>100%</b>