



Canadian Newspapers

...strategies. Here are some
Get the facts.
Consider bringing in
...down your



Fascinating Facts about Canadian Newspapers

Topic areas:

- **Newspapers Across Devices**
- **Print Newspapers**
- **Environment**
- **Newspaper Websites**

FACT #1



Newspapers Across Devices



**85% of Canadian adults have read a newspaper
in print, online, tablet, e-reader or mobile
in the last week**

FACT

#2



Newspapers Across Devices



**More people
read a newspaper every week
(on any device)
than use the internet every month**

FACT #3



Newspapers Across Devices

Canadians in the last week:

- 7 in 10 read a print newspaper
- 5 in 10 read a newspaper website
- 4 in 10 read a newspaper on a tablet or e-reader
- 4 in 10 read a newspaper or headline on their mobile phone

FACT

#4



Newspapers Across Devices



**More Canadians read newspapers
in print and online each week
than Americans**

**77% in Canada and growing
69% in the U.S. and declining**

FACT #5



Print: By the Numbers



There are 122 daily newspapers and over 1,100 community newspapers in Canada.

There are 21% more daily and community print newspapers in Canada than there were in 1970.

FACT #6



Print: By the Numbers

High wire over Niagara Falls garnered 3.9 million TV viewers – more than the Stanley Cup Finals



But Canadian print newspapers make every day an event, delivering 12 million readers

FACT #7



Print: Engagement

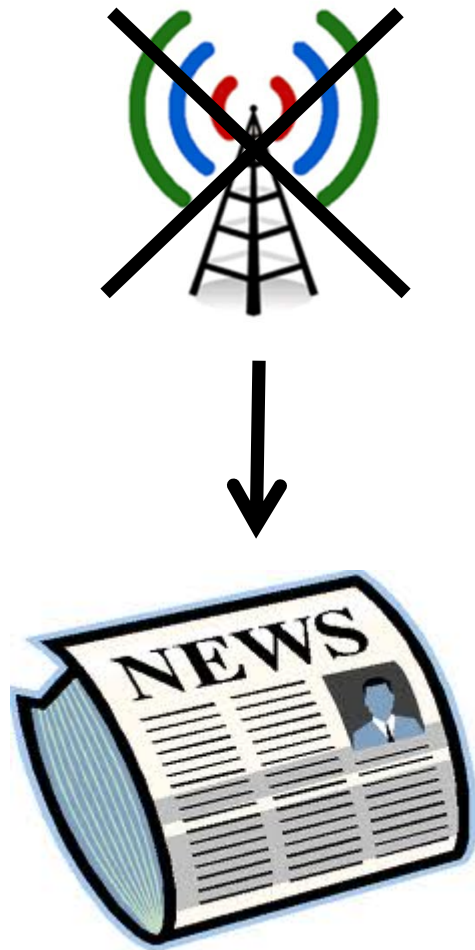
Print remains the preferred choice for newspaper readers with 73% of adults reading a print edition each week



FACT #8



Print: Engagement



More than 2.2 million Canadians are not listening to commercial radio, two out of three of these are newspaper readers

FACT

#9



Print: Trust

ACCEPTED

Ads in newspapers are the most acceptable compared to out-of-home, radio, magazine, TV and online ads

FACT #10



Print: Trust



Truthful

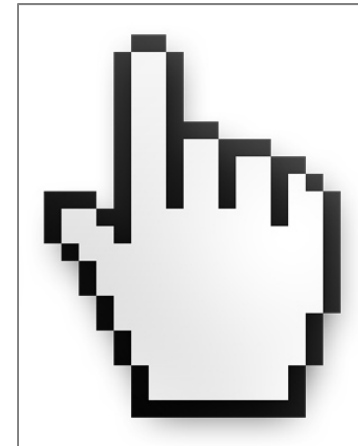
Ads in newspapers are deemed to be the most truthful (compared to other media)

FACT #11



Print: Action

4 out of 5 adults took action
(clipped a coupon, bought , visited a site) as
a result of newspaper ad in the past month



FACT #12



Print: Action

More consumers scan QR codes in newspaper or magazine than from any other source



FACT #13



Environment

**Newspapers are recycling champions -
recycled at a rate of 80%
(and as high as 97% in Ontario)
- higher than any other product**



Forest Products Association of Canada



NEWSPAPERS CANADA
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FACT #14



Environment

**Newspapers use vegetable-based inks
and have eliminated harmful VOCs
(volatile organic compounds) from the
production process**



Sun Chemical Inks



FACT #15



Environment

Newspapers use recycled paper, as well as virgin paper that comes from saw mill's refuse (from lumber for houses)



FACT #16



Newspaper Websites: By the Numbers

3 million views on You Tube
would be a once-in-a-lifetime
smash hit.



For newspaper websites, it's Tuesday.



FACT #17



Newspaper Websites: By the Numbers

News is a top online activity for Canadians – with only email and browsing the web undertaken more.



reportr.net, "News is a top online activity for Canadians", October 13, 2011

FACT #18



Newspaper Websites: Trust

Newspaper websites are considered to be their most trusted news source for news online (vs. Facebook 3%, Twitter 0.2%).

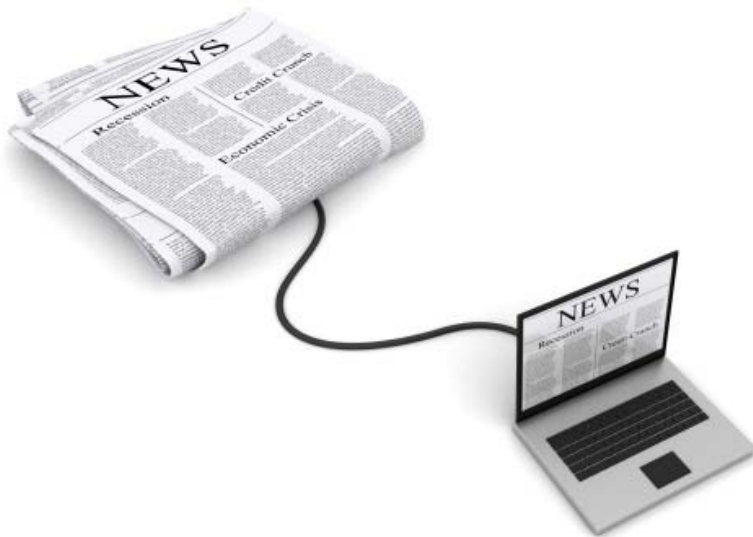


Marketwatch.com, "Ongo survey finds Americans trust news on social sites significantly less than newspaper sites with editorial curation", September 21, 2011

FACT #19



Newspaper Websites: Trust



73% indicate that they most often get news from newspaper websites (compared to 31% for Facebook and 11% for Twitter)

Marketwatch.com, "Ongo survey finds Americans trust news on social sites significantly less than newspaper sites with editorial curation", September 21, 2011

FACT #20



Newspaper Websites: Engagement

**Canadian newspaper websites are
accessed more often than TV, radio or
magazines sites**



NADbank 2011

FACT #21



Newspaper Websites: Engagement



**Online, consumers respond
most to ads in local
newspapers and email**

FACT #22



Newspaper Websites: Action

Newspaper websites deliver

- **20% of visitors are unique users (vs. other sites).**
- **These unique users click through 4 times more on ads!**
- **And the unique users are +16% more likely to purchase!**

FACT #23



Newspaper Websites: Action

Consumers act on newspaper digital ads - 66% took action on an ad in the past month





In Conclusion

“A lie gets halfway around the world before the truth has a chance to get its pants on.”

- Winston Churchill



**The fact of the matter is ...
newspapers are being
embraced throughout the day
by Canadians in all formats.**



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