

## Snapshot 2021 Canada's Newspaper Industry

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

Province/ Territory	Titles	Paid Circulation	Controlled Circulation	Total Circulation
BC	127	791,995	2,475,000	3,266,995
AB	108	982,198	1,026,685	2,008,883
SK	60	212,876	324,880	537,756
MB	45	524,481	901,481	1,425,962
ON	356	5,139,168	7,163,217	12,302,385
QC	245	2,843,421	8,919,335	11,762,756
NB	30	569,388	230,284	799,672
NL	8	60,418	130,878	191,296
NS	28	406,438	483,579	890,017
PE	6	92,975	9,656	102,631
NT	5	8,043	3,503	11,546
NU	3	2,307	6,745	9,052
YT	3	7,089	5,955	13,044
<b>Total</b>	<b>1,024</b>	<b>11,640,797</b>	<b>21,681,198</b>	<b>33,321,995</b>

Source: News Media Canada database, July 2021

## Snapshot 2021 Canada's Newspaper Industry

### Circulation by Province - All Community Newspapers

Province/ Territory	Total Titles	Total Editions	Paid	Controlled	Total Circulation (all editions)	Average Circulation (per edition)
BC	122	156	52,603	1,928,075	1,980,678	12,697
AB	101	103	77,970	620,193	698,163	6,778
SK	57	57	39,510	269,913	309,423	5,428
MB	42	42	29,148	370,604	399,752	9,518
ON	324	334	164,468	5,235,493	5,399,961	16,168
QC	231	232	72,181	4,378,113	4,450,294	19,182
NB	26	27	28,467	219,238	247,705	9,174
NL	7	7	2,191	80,623	82,814	11,831
NS	26	26	26,970	407,623	434,593	16,715
PE	4	4	5,080	8,501	13,581	3,395
NT	5	6	8,043	3,503	11,546	1,924
NU	3	3	2,307	6,745	9,052	3,017
YT	2	3	3,513	5,526	9,039	3,013
<b>Total</b>	<b>950</b>	<b>1,000</b>	<b>512,451</b>	<b>13,534,150</b>	<b>14,046,601</b>	<b>14,047</b>

### Owner Type

Province/ Territory	Independent Titles	Independent Groups*	Corporate	Total Titles
BC	20	0	102	122
AB	33	13	55	101
SK	23	12	22	57
MB	12	15	15	42
ON	91	41	192	324
QC	106	52	73	231
NB	5	0	21	26
NL	2	0	5	7
NS	6	0	20	26
PE	1	0	0	1
NT	1	3	4	8
NU	1	0	2	3
YT	1	0	1	2
<b>Total</b>	<b>302</b> 31%	<b>136</b> 14%	<b>512</b> 55%	<b>950</b> 100%

## Snapshot 2021 Canada's Newspaper Industry

### Publishing Frequency

Province/ Territory	1 Edition per Week	2 Editions per Week	Once per Month	Other	Total Titles
BC	74	27	10	11	122
AB	91	2	2	6	101
SK	53		3	1	57
MB	38		1	3	42
ON	213	8	87	16	324
QC	139	1	41	50	231
NB	22	1	3	0	26
NL	5		1	1	7
NS	21		4	1	26
PE	3			1	4
NT	4	1		0	5
NU	3			0	3
YT		1		1	2
<b>Total</b>	<b>666</b> 70%	<b>41</b> 5%	<b>152</b> <1%	<b>91</b> 25%	<b>950</b> 100%

Source: News Media Canada database, July 2021

## Snapshot 2021 Canada's Newspaper Industry

### Ownership: Editions and Circulation

Owner	Number of Editions	Paid Circulation	Controlled Circulation	Total Circulation
Aberdeen Publishing Limited Partnership	7	1,369	93,141	94,510
Advocate Printing & Publishing	4	9,204	273	9,477
Alta Newspaper Group L.P.	13	13,774	64,222	77,996
Black Press Ltd.	120	51,102	1,332,219	1,383,321
Brunswick News Inc.	20	23,304	163,383	186,687
Canadian Forces Morale and Welfare Services (CFMWS)	15	-	74,800	74,800
Coopérative nationale de l'information indépendante (CN2i)	1	-	40,844	40,844
Epoch Times Media Inc.	2	50	29,950	30,000
FP Newspapers Inc.	8	2,848	237,107	239,955
Glacier Media Inc.	34	14,702	414,457	429,159
Great West Media LP	10	8,920	142,266	151,186
Icimédias inc.	22	8,028	580,096	588,124
La Compagnie d'édition André Paquette Inc	7	13,418	104,482	117,900
Lexis Média inc.	18	114	453,568	453,682
London Publishing Corporation	11	11,275	64,570	75,845
Métro Média	25	7	779,713	779,720
Metroland Media Group	76	8,785	2,369,613	2,378,398
Okanagan Valley Newspaper Group	6	-	98,386	98,386
Post City Magazines	7	0	165,061	165,061
Postmedia Network Inc.	66	21,985	963,034	985,019
SaltWire Network	17	13,476	406,161	419,637
snapt Inc.	72	-	733,000	733,000
Independent Groups	144	83,620	2,032,127	2,115,747
Independent Single Titles	295	226,470	2,191,677	2,418,147
<b>Total</b>	<b>1,000</b>	<b>512,451</b>	<b>13,534,150</b>	<b>14,046,601</b>

Owner Type	Titles	% of Total
Corporate	561	57%
Independent - Single or Groups*	439	43%
<b>Total</b>	<b>1,000</b>	<b>100%</b>

Source: News Media Canada database, July 2021

## Snapshot 2021 Canada's Newspaper Industry

### Paid and Controlled Circulation Editions

Circulation Model	# Editions	Paid	Controlled	Total Circulation	Average Total Circ Per Edition
Controlled	742	76,215	13,516,630	13,592,845	18,319
Paid	258	436,236	17,520	453,756	1,759
<b>Total</b>	<b>1,000</b>	<b>512,451</b>	<b>13,534,150</b>	<b>14,046,601</b>	<b>14,047</b>

### Format of Publication

Format	Number of Editions	% Total
Broadsheet	124	12.4%
Magazine	33	3.3%
Tabloid	843	84.3%
<b>Total</b>	<b>1,000</b>	<b>100.0%</b>

### Publication Language

Publication Language	Total Titles	% Total
English	702	73.9%
French	225	23.7%
English/French	20	2.1%
English/Aboriginal	3	0.3%
<b>Total</b>	<b>950</b>	<b>100.0%</b>

Source: News Media Canada database, July 2021

## Snapshot 2021 Canada's Newspaper Industry

### 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	91,151	3,359												94,510
Advocate Printing & Publishing							1,280		8,197					9,477
Alta Newspaper Group L.P.		25,558	34,136			18,302								77,996
Black Press Ltd.	1,283,002	77,809									10,671	3,758	8,081	1,383,321
Brunswick News Inc.							186,687							186,687
Canadian Forces Morale and Welfare Services (CFMWS)	5,600	10,000		6,000	28,800	10,000			14,400					74,800
Coopérative nationale de l'information indépendante (CN2i)						40,844								40,844
Epoch Times Media Inc.					18,000	12,000								30,000
FP Newspapers Inc.				239,955										239,955
Glacier Media Inc.	356,948		62,959	9,252										429,159
Great West Media LP		151,186												151,186
Icimédias inc.					73,082	515,042								588,124
La Compagnie d'édition André Paquette Inc					89,300	28,600								117,900
Lexis Média inc.						453,682								453,682
London Publishing Corporation					74,954	891								75,845
Métro Média						779,720								779,720
Okanagan Valley Newspaper Group	98,386													98,386
Post City Magazines					165,061									165,061
Postmedia Network Inc.		227,839	91,729	9,635	635,715	20,101								985,019
SaltWire Network								54,483	365,154					419,637
snapd Inc.	68,000	10,000			615,000		10,000	10,000	20,000					733,000
Torstar Corporation/Metroland Media Group					2,378,398									2,378,398
Independent Groups (46 groups owning 2 or more titles)		46,310	50,903	106,095	396,828	1,482,530	21,700			11,381				2,115,747
Independent Single Titles	77,591	146,102	69,696	28,815	924,823	1,088,582	28,038	18,331	26,842	2,200	875	5,294	958	2,418,147
<b>Total</b>	<b>1,980,678</b>	<b>698,163</b>	<b>309,423</b>	<b>399,752</b>	<b>5,399,961</b>	<b>4,450,294</b>	<b>247,705</b>	<b>82,814</b>	<b>434,593</b>	<b>13,581</b>	<b>11,546</b>	<b>9,052</b>	<b>9,039</b>	<b>14,046,601</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	5	1												6
Advocate Printing & Publishing							1		3					4
Alta Newspaper Group L.P.		6	5			2								13
Black Press Ltd.	71	11									4	2	1	89
Brunswick News Inc.							19							19
Canadian Forces Morale and Welfare Services (CFMWS)	2	1		2	5	3			2					15
Coopérative nationale de l'information indépendante (CN2i)						1								1
Epoch Times Media Inc.					1	1								2
FP Newspapers Inc.				8										8
Glacier Media Inc.	14		15	4										33
Great West Media LP		9												9
Icimédias inc.					2	20								22
La Compagnie d'édition André Paquette Inc					5	2								7
Lexis Média inc.						17								17
London Publishing Corporation					8	1								9
Métro Média						25								25
Okanagan Valley Newspaper Group	3													3
Post City Magazines					7									7
Postmedia Network Inc.		26	2	1	35	1								65
SaltWire Network								4	13					17
snapd 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	12	15	41	52				3				136
Independent Titles	20	33	23	12	91	106	5	2	6	1	1	1	1	302
<b>Total</b>	<b>122</b>	<b>101</b>	<b>57</b>	<b>42</b>	<b>324</b>	<b>231</b>	<b>26</b>	<b>7</b>	<b>26</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>950</b>

Source: News Media Canada database, July 2021

# Snapshot 2021 Canada's Newspaper Industry

## Website by Province/Territory

Province/ Territory	Total Titles	# Websites	Websites as % of Total Titles
BC	122	122	100%
AB	101	98	96%
SK	57	46	81%
MB	42	41	98%
ON	324	309	95%
QC	231	212	92%
NB	26	26	100%
NL	7	7	100%
NS	26	26	100%
PE	4	4	100%
NT	5	5	100%
NU	3	3	100%
YT	2	2	100%
<b>Total</b>	<b>950</b>	<b>901</b>	<b>95%</b>

Source: News Media Canada database, July 2021

## Snapshot 2021 Canada's Newspaper Industry

### Editions and Circulation Figures by Province Daily Newspapers

Province	Total # of Titles	Total # of Editions	Total Paid Circulation	Total Controlled Circulation	Total Circ All Editions	Average Total Circ per Edition	Newspaper with Smallest Total Circulation	Newspaper with Largest Total Circulation
BC	5	29	739,392	546,925	1,286,317	44,356	4,114	98,612
AB	7	44	904,228	406,492	1,310,720	29,789	6,595	53,732
SK	3	16	173,366	54,967	228,333	14,271	2,380	24,266
MB	3	18	495,333	530,877	1,026,210	57,012	10,266	113,648
ON	32	184	4,974,700	1,927,724	6,902,424	37,513	2,599	351,302
QC	14	86	2,771,240	4,541,222	7,312,462	85,029	2,601	286,571
NB	4	24	540,921	11,046	551,967	22,999	16,616	32,144
NL	1	6	58,227	50,255	108,482	18,080	17,558	20,692
NS	2	12	379,468	75,956	455,424	37,952	12,383	68,831
PE	2	12	87,895	1,155	89,050	7,421	3,778	11,452
NT	-	-	-	-	-	-	-	-
NU	-	-	-	-	-	-	-	-
YT	1	3	3,576	429	4,005	1,335	1,335	1,335
<b>Total</b>	<b>74</b>	<b>434</b>	<b>11,128,346</b>	<b>8,147,048</b>	<b>19,275,394</b>	<b>44,413</b>	<b>-</b>	<b>351,302</b>



## Snapshot 2021 Canada's Newspaper Industry

### Publishing Frequency: Number of Editions Published per Week

Province	# Titles publishing 3/week	# Titles publishing 4/week	# Titles publishing 5/week	# Titles publishing 6/week	# Titles publishing 7/week	Provincial Total
BC	-	-	1	4	-	5
AB	-	-	1	3	3	7
SK	-	-	2	1	-	3
MB	-	-	-	3	-	3
ON	-	1	9	19	3	32
QC	-	-	4	4	6	14
NB	-	-	-	4	-	4
NL	-	-	-	1	-	1
NS	-	-	-	2	-	2
PE	-	-	-	2	-	2
NT	-	-	-	-	-	-
NU	-	-	-	-	-	-
YT	1	-	-	-	-	1
<b>Total # of Titles</b>	<b>1</b>	<b>1</b>	<b>17</b>	<b>43</b>	<b>12</b>	<b>74</b>
<b>Total # of Editions</b>	<b>3</b>	<b>4</b>	<b>85</b>	<b>258</b>	<b>84</b>	<b>434</b>

Source: News Media Canada database, July 2021

## Snapshot 2021 Canada's Newspaper Industry

### Ownership: Number of Titles Daily Newspapers

Owner	Daily Newspaper	Number of Editions	Paid Circulation	Controlled Circulation	Total Circulation	Average Circulation per Edition
Alta Newspaper Group L.P.	3	184	3,651,699	1,828,297	5,479,996	29,783
Black Press Ltd.	1	43	1,549,215	601,392	2,150,607	50,014
Brunswick News Inc.	3	39	838,378	438,516	1,276,894	32,741
Continental Newspapers Canada Ltd./Okanagan Valley	3	30	525,590	127,366	652,956	21,765
Coopérative nationale de l'information indépendante (CI)	6	19	1,568,750	947,570	2,516,320	132,438
FP Newspapers Inc.	2	18	440,121	3,234	443,355	24,631
Glacier Media Inc.	1	18	122,760	33,989	156,749	8,708
La Presse inc.	1	17	120,681	33,862	154,543	9,091
Métro Média	2	12	406,554	267,366	673,920	56,160
Postmedia Network Inc./Pacific Newspaper Group Inc.	32	10	-	932,245	932,245	93,225
Quebecor Media Inc.	3	7	-	1,875,091	1,875,091	267,870
SaltWire Network/Halifax Herald Ltd.	5	6	200,947	80,821	281,768	46,961
The Globe and Mail Inc.	1	6	1,278,192	620,510	1,898,702	316,450
Torstar Corporation/Metroland Media Group	7	5	32,085	1,115	33,200	6,640
Independent Titles	4	20	393,374	355,674	749,048	37,452
<b>Total</b>	<b>74</b>	<b>434</b>	<b>11,128,346</b>	<b>8,147,048</b>	<b>19,275,394</b>	<b>44,413</b>

Owner Type	Titles	% of Total
Corporate	70	95%
Independent - Single or Groups*	4	5%
<b>Total</b>	<b>74</b>	<b>100%</b>

Source: News Media Canada database, July 2021

## Snapshot 2021 Canada's Newspaper Industry

### Ownership: Number of Titles by Province/Territory Daily Newspapers

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./Okanagan Valley Newspape	2					1								3
Coopérative nationale de l'information indépendante (CN2i)						1	5							6
FP Newspapers Inc.				2										2
Glacier Media Inc.	1													1
La Presse inc.						1								1
Métro Média						2								2
Postmedia Network Inc./Pacific Newspaper Group Inc.	2	4	2	1	22	1								32
Quebecor Media Inc.						3								3
SaltWire Network/Halifax Herald Ltd.								1	2	2				5
The Globe and Mail Inc.						1								1
Torstar Corporation/Metroland Media Group					7									7
Independent Titles			1			1	1						1	4
<b>Total</b>	<b>5</b>	<b>7</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>74</b>

### Ownership: Total Circulation by Province/Territory Daily Newspapers

Owner	BC	AB	SK	MB	ON	QC	NB	NL	NS	PE	NT	NU	YT	Total
Alta Newspaper Group L.P.		135,279				21,470								156,749
Black Press Ltd.		33,200												33,200
Brunswick News Inc.							443,355							443,355
Continental Newspapers Canada Ltd./Okanagan Valley Newspape	61,998				92,545									154,543
Coopérative nationale de l'information indépendante (CN2i)					175,003	1,101,891								1,276,894
FP Newspapers Inc.				673,920										673,920
Glacier Media Inc.	281,768													281,768
La Presse inc.						1,875,091								1,875,091
Métro Média						932,245								932,245
Postmedia Network Inc./Pacific Newspaper Group Inc.	942,551	1,142,241	216,433	352,290	2,585,567	240,914								5,479,996
Quebecor Media Inc.						2,516,320								2,516,320
SaltWire Network/Halifax Herald Ltd.								108,482	455,424	89,050				652,956
The Globe and Mail Inc.					1,898,702									1,898,702
Torstar Corporation/Metroland Media Group					2,150,607									2,150,607
Independent Single Titles			11,900			624,531	108,612						4,005	749,048
<b>Total</b>	<b>1,286,317</b>	<b>1,310,720</b>	<b>228,333</b>	<b>1,026,210</b>	<b>6,902,424</b>	<b>7,312,462</b>	<b>551,967</b>	<b>108,482</b>	<b>455,424</b>	<b>89,050</b>	<b>-</b>	<b>-</b>	<b>4,005</b>	<b>19,275,394</b>

Source: News Media Canada database, July 2021

## Snapshot 2021 Canada's Newspaper Industry

### Business Model: Paid vs. Controlled Circulation Daily Newspapers

Circulation Model	Number of Editions	Paid Circulation	Controlled Circulation	Total Circulation	Average Total Circ Per Edition
Controlled	29	56,724	3,772,824	3,829,548	132,053
Paid	405	11,071,622	4,374,224	15,445,846	38,138
Total	434	11,128,346	8,147,048	19,275,394	44,413

### Format: Tabloid vs. Broadsheet Editions Daily Newspapers

Format	Number of Editions	% Total
Digital	7	1.6%
Broadsheet	309	71.2%
Tabloid	118	27.2%
Total	434	100.0%

### Publication Language Daily Newspapers

Language of Publication	# Titles	% Total
English	60	81.1%
French	14	18.9%
Total	74	100.0%

Source: News Media Canada database, July 2021

## Snapshot 2021 Canada's Newspaper Industry

### Number of Newspapers with Websites Daily Newspapers

Province/ Territory	# Titles	# of Titles with Websites	% of Titles with Website
BC	5	5	100%
AB	7	7	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%
Total	74	74	100%

Source: News Media Canada database, July 2021