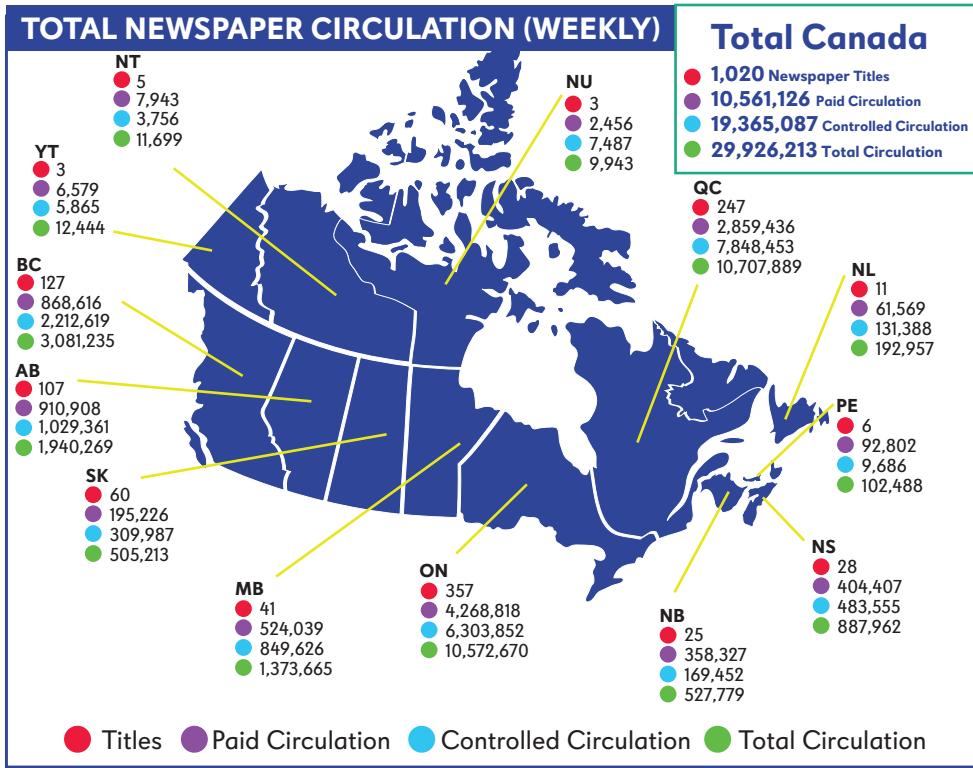


SNAPSHOT 2022

CANADA'S NEWSPAPERS



INDUSTRY QUICK FACTS

CIRCULATION

29,923,213 total number of copies circulated each week



NEWSPAPER TITLES

1,020 total number of daily/community newspaper titles



PAID VS. CONTROLLED CIRCULATION



Most newspaper circulation is controlled (free)

- **10,561,126** paid circulation (35%)
- **19,365,087** controlled circulation (65%)

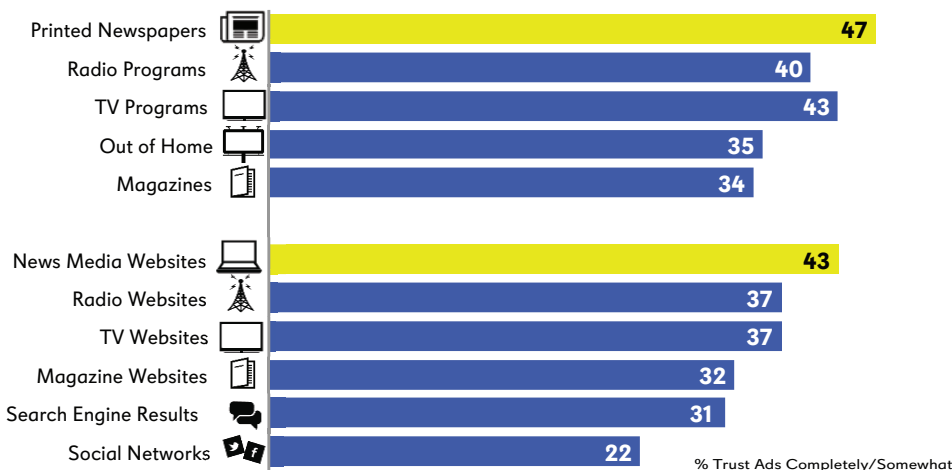
FORMAT

Tabloid **67%** Broadsheet **30%**
Magazine **2%** Digital **1%**



NEWS MEDIA ADS ARE MOST TRUSTED¹

Ads in **printed newspapers** are trusted more than any other format. And advertising on **news media websites** is the most trusted digital format.



LANGUAGE

English **75%** French **23%**
English / French **2%**
English / Aboriginal **<1%**



REVENUE (2021)

Total Circulation Revenue **\$534 million**
Total Advertising Revenue **\$942 million**

Newspaper advertising revenue has not recovered from the impact of COVID-19. Both daily and community newspapers have seen a delayed return to pre-pandemic revenues since 2020. However, daily newspapers have seen a 25% increase in online revenues.



More than eight out of ten Canadians (83%) read newspapers weekly.¹



For more information, go to newsmediacanada.ca

Source:
News Media Canada database, June 30, 2022
1 - Totum Research, Canadians 18+; December 2022

SNAPSHOT 2022

CANADA'S NEWSPAPERS



COMMUNITY NEWSPAPERS

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.

COMMUNITY NEWSPAPER QUICK FACTS

CIRCULATION

13,844,106 total number of copies circulated each week



PUBLICATIONS

949 community newspaper titles
986 community newspaper editions



PAID VS. CONTROLLED CIRCULATION

471,414 paid circulation (3%)
13,372,692 controlled circulation (97%)



OWNERSHIP

55% corporate ownership (505 titles)
45% independent ownership (group/single) (444 titles)



PUBLISHING FREQUENCY

669 titles publish once per week (70%)
31 titles publish twice per week (5%)
158 titles publish once per month (17%)
91 titles publish at another frequency (10%)



FORMAT

Tabloid **85%** (838 editions) Magazine **3%** (33 editions)
Broadsheet **12%** (115 editions)



LANGUAGE

English **74%** French **24%**
English / French **2%** English / Aboriginal **<1%**



DAILY NEWSPAPERS

Every week in Canada more than **16 million** copies of daily newspapers are circulated. The majority of daily newspaper circulation is paid.

DAILY NEWSPAPER QUICK FACTS

CIRCULATION

16,082,107 total number of copies circulated each week



PUBLICATIONS

71 daily newspaper titles



PAID VS. CONTROLLED CIRCULATION

10,089,712 paid circulation (63%)
5,992,395 controlled circulation (37%)



OWNERSHIP

96% corporate ownership (68 titles)
4% independent ownership (3 titles)



PUBLISHING FREQUENCY

More than half of daily newspaper titles publish 6 times per week
26% of titles publish 3-5 days a week
61% of titles publish 6 days a week
14% of titles publish 7 days a week



FORMAT

Broadsheet **72%** Tabloid **26%**
Digital Only **2%**



LANGUAGE

English **83%** French **17%**



For more information, go to newsmediacanada.ca