

PUT YOUR MONEY WHERE YOUR HOUSE IS.

LOCAL MATTERS

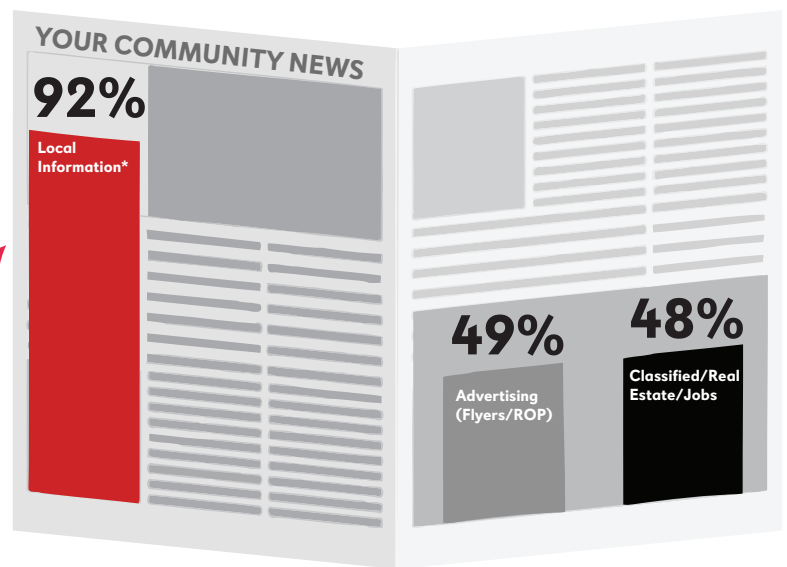


“Local journalism is vital to our democracy. It keeps communities informed and connected. As we have seen throughout the pandemic, in this era of fake news, it is more important than ever before that Canadians have access to trusted, fact-based information.”

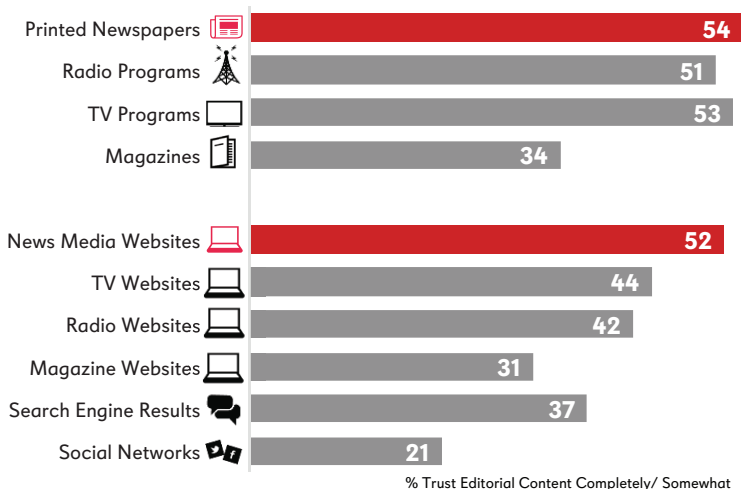
Paul Deegan
President and CEO, News Media Canada

Every week community newspapers shine an unfiltered light on their community and reflect the community back to residents, warts and all. This means attending meetings, often being the only reporter in the room, and prodding public officials with difficult questions. It means celebrating achievements and sharing sorrow. It means being there and being relevant.

Nine in ten (92%) printed community newspaper readers cite local information* as their main reason for reading. In many cases local coverage cannot be found anywhere else.



CANADIANS TRUST PRINTED AND DIGITAL NEWSPAPER CONTENT



% Trust Editorial Content Completely/ Somewhat

60% of Canadians trust printed or digital newspaper content.

Editorial content in newspapers and their digital products, is the most trusted. This level of trust extends to advertising also, creating a “safe” space for readers and advertisers.

54% of Canadians trust editorial content in printed newspapers compared to only 21% trust in social media content.

WHEN LOCAL PAPERS REPORT ON NEWS IN THE COMMUNITY, READERS KNOW IT IS NOT SOCIAL MEDIA GOSSIP.

Source: Totum Research, Canadians 18+; Readers of Printed Community Newspapers; December 2022.
*Local information = local news, editorial, sports, entertainment/events, COVID-19, crime features, obituaries

SHOP LOCAL. SAVE LOCAL. LOCAL MATTERS



In good times and bad times, local advertisers turn to their local newspapers to sustain and grow their businesses.

Newspapers have an unwavering commitment to serving and supporting their readers and the businesses that sustain those communities.



Three quarters of newspaper readers (74%) believe it is important to support the advertisers in their local newspapers.**

“Local news unites communities. For cities, it is about navigating pressing economic issues and politics and the demand is high. For our smaller communities and rural locations, it is about supporting local businesses, education and community events.”

Sarah Thompson
President, Dentsu Media
CMDC Media Leader of
the Year 2020

WE ♥ LOCAL

You've heard the phrase "Shop Local" before, but do you know what it really means for your community?

Shopping local means buying groceries in town rather than running to the city, it means shopping at your local hardware store rather than ordering on Amazon, it means running an ad in the local newspaper rather than just posting on Facebook.

When we support local, we are supporting a local family.
Our local businesses and entrepreneurs are the life of our communities.
They pay local taxes and create local jobs.

Supporting local literally helps business owners put food on their table, it keeps kids in our schools and in our sports programs.
Spending local means businesses have money to donate back to community groups.
Amazon and Facebook don't do that.

Quite simply, the money we choose to spend here, stays here.
And the reality is every dollar spent online leaves our area and is never coming back.

If the state of our world has taught us anything maybe it is the value of community.
We need each other, and we rely on each other. So let's support each other.
Together, we can keep our business community strong in these hard times and beyond.

The question isn't, why shop local?
The real question is what happens to our area if we don't?

Crossroads

This week

For more information, go to www.newsmediacanada.ca