

NEWSPAPERS WORK

Across Devices



85% of Canadian adults have read a **newspaper in print, online, tablet, e-reader or mobile** in the last week.¹



More people **read a newspaper every week** (on any device) than **use the internet every month**.^{2,3}



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**¹

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 1970.²



High wire over Niagara Falls garnered **3.9 million** TV viewers – more than the Stanley Cup Finals. **Canadian print newspapers** make every day an event, delivering **12 million readers**.^{2,4}

Print: Engagement



Print remains the preferred choice for newspaper readers with **73% of adults** reading a print edition each week.⁵



More than 2.2 million Canadians are **not listening** to commercial radio; **two out of three** of these are **newspaper readers**.⁶

Print: Trust



Ads in newspapers are the most **acceptable** compared to out-of-home, radio, magazine, TV and online ads.⁷



Ads in newspapers are deemed to be the **most truthful** (compared to other media).⁷

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.⁸



More consumers scan **QR codes** in **newspaper** or magazine than from any other source.⁹



NEWSPAPERS WORK

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**.²



News is a top online activity for Canadians – with only email and browsing the web undertaken more.¹⁰

Newspaper Websites: Trust



Newspaper websites are considered to be the most **trusted online news source** (vs. Facebook 3%, Twitter 0.2%).¹¹



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

Newspaper Websites: Engagement



Canadian newspaper websites are **accessed more often** than TV, radio or magazine sites.⁵



Online, consumers **respond most to ads in local newspapers** and email.⁸

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!**¹²



Consumers act on **newspaper digital ads** - **66% took action on an ad** in the past month.⁸

Environment



Newspapers are recycling champions - recycled at a rate of 80% (and as high as 97% in Ontario) - **higher than any other product!**¹³

Sources:

1 Totum Research; Canadians 18+, any week, December 2011

2 Newspapers Canada 2012

3 Canadian Media Research, "Is the Internet Over-Rated, June 25, 2012

4 BBM, June 25, 2012; StatsCanada 2012

5 NADbank 2011

6 ComBase

7 Ad Standards Canada 2011

8 Newspaper Association of America 2012

9 Research Brief: Center for Media Research, "QR codes best in magazines, newspapers and packaging", Aug. 26, 2011

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

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

12 NewMediaAge.co.uk, "Premium publishers most effective for performance campaigns", August 9, 2011

13 Forest Products Association of Canada



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