

# SNAPSHOT 2012

## THE STRENGTH OF COMMUNITY NEWSPAPERS

### Community Newspapers—Print and Online

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. Every week in Canada, over 1,000 community newspapers circulate over 19 million copies in key metropolitan areas, rural and remote regions, and all areas in between.

Community newspapers command a special place in Canadian households. The role they play is vital, often being the only choice for local news and information relevant to readers in the community. On average, one-quarter of Canadians read only their community newspaper, and most readers read every issue, cover to cover.

Readership of community newspapers is solid, with 74% of adults reading a community newspaper every week. They also reach 77% of women—more than any other medium—a key demographic difficult to reach with other media.<sup>1</sup>

Community newspapers reach all upscale demographics—professionals, well-educated, affluent consumers—as well as families with children and homeowners. Paid- and free-circulation community newspapers enjoy equally high readership.

Community newspapers are proudly committed to the environment, promoting recycling and reusing, and adopting practices to reduce their carbon footprint: using newsprint from certified Canadian suppliers—those that do not participate in illegal logging; using a more energy-efficient production process; and, using vegetable-based inks.

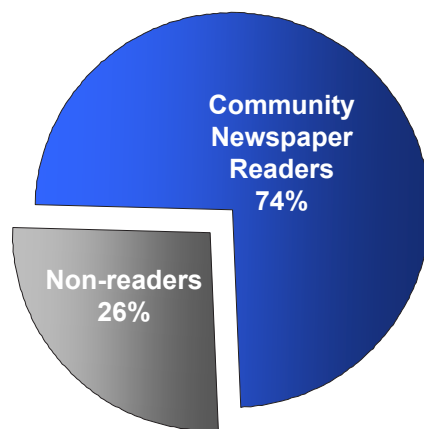
### Why community newspapers?

Across Canada, community newspapers provide printed newspapers to local households one or more times each week. These newspapers are relevant. The advertising within newspaper pages is trusted more than any other medium.

### Advertisers believe in community newspapers

Advertising expenditures in community newspapers are healthy and growing, according to the annual revenue study conducted by Newspapers Canada.

In 2011 more than \$1.2 billion was spent on print and online advertising, a 3% increase over the previous year. Online advertising in 2011 increased more than 35% over 2010.<sup>2</sup>



### Quick Facts<sup>4</sup>

#### Publications and Editions

**1,029** total number of community newspaper titles

**1,142** total number of community newspaper editions published

#### Circulation

**19,736,168** number of copies circulated every week

#### Paid vs. Controlled Circulation

The majority of community newspaper circulation is free (controlled).

**1,066,385** paid weekly circulation of community newspapers (5%)

**18,669,783** free (controlled) weekly circulation of community newspapers (95%)

#### Format of Community Newspapers

**13%** of community newspapers are broadsheet format (147)

**87%** of community newspapers are tabloid format (995)

#### Ownership of Community Newspapers

**60%** Corporate ownership (614 titles)

**40%** Independent (group/single) / Unknown (415 titles)

#### Publishing Frequency

**932** titles publish once per week (91%)

**81** titles publish twice per week (8%)

**16** titles publish three times per week (1%)



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### Readership Facts<sup>1,3</sup>

**Readership strength:** 74% of adults read a community newspaper (weekday or weekend).

**Cross-country reach:** Community newspaper readership is strong across the country. The top 3 provinces/regions with the highest community newspaper readership are:

**87%** in Northern Canada

**85%** in Manitoba

**83%** in Saskatchewan

**Reach hard-to-access Canadians:** Approximately one-quarter of Canadians only read a community newspaper (not other newspapers). Community newspapers reach more than two-thirds of adults who are difficult to reach with broadcast.

**Desirable audience:** 74% of readers are university educated and 79% earn more than \$75,000 annually in household income.

**Spend time with the paper:** Community newspaper readers are committed to their papers with two-thirds reading all or most of the publication.

**Share the paper:** Readers on average share the paper with 2.3 additional readers.

**Readers want the ads:** Almost half of readers indicate there are days when they read the community newspaper as much for the ads as for the news.

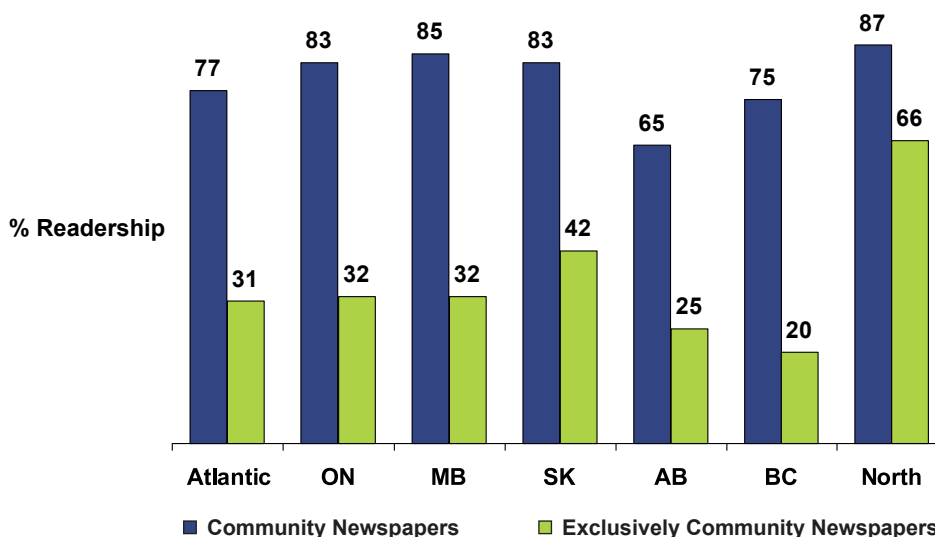
**Readers want the flyers:** Community newspapers are a popular vehicle for inserts and advertising supplements. More than a third of readers cite flyers as one of their main reasons for reading their community newspaper.

### Community Newspaper Ownership<sup>4</sup>

Owner	# of Titles	# of Editions	Total Circulation
Independent (single title)	272	275	2,588,622
Independent groups (47 groups with 2-9 titles)	143	148	1,457,608
Quebecor/Sun Media	164	173	2,633,300
Metroland Media Group Ltd.	112	152	5,326,877
TC Media	100	103	2,400,353
Black Press Group Ltd.	85	116	2,135,946
Glacier Media Group	75	95	1,826,046
Brunswick News Inc.	20	21	285,656
Great West Newspapers, LP.*	18	19	162,058
Department of National Defence	12	12	62,982
Multimedia Nova Corporation	11	11	298,945
Postmedia Network Inc.	7	7	215,348
FP Newspapers Inc.	7	7	197,418
The Halifax Herald Ltd.	3	3	145,009
<b>Total</b>	<b>1,029</b>	<b>1,142</b>	<b>19,736,168</b>

\* Glacier Ventures International Corp. is a 50% shareholder of Great West Newspapers, LP.

### Community Newspaper Readership is Strong Across the Country<sup>1</sup>



- 83% of Ontario adults read community newspapers
- 42% of Saskatchewan adults ONLY read community newspapers
- 87% of Northern Canada adults read community newspapers and two thirds are exclusive readers (reading ONLY community papers)

<sup>1</sup> ComBase 2008/2009

<sup>2</sup> CCNA Annual Revenue Study, 2011

<sup>3</sup> MediaPost, "Support your local newspaper reporter", January 12, 2012

<sup>4</sup> Newspapers Canada, August 2012

