

NEWSPAPERS DELIVER:

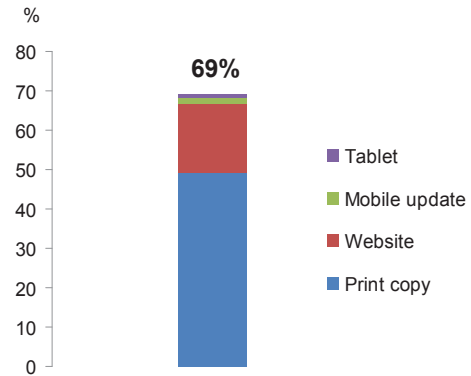
AD ENGAGEMENT STUDY RESULTS

Newspapers are more than just print

More than three-quarters of Canadians agree that newspapers are not just printed products but websites and mobile sources of news. This demonstrates the strength of newspaper brands and how they effectively translate across media platforms.

And while the majority of Canadians continue to read a newspaper each day, this chart demonstrates that they are also using online, mobile and tablets daily.

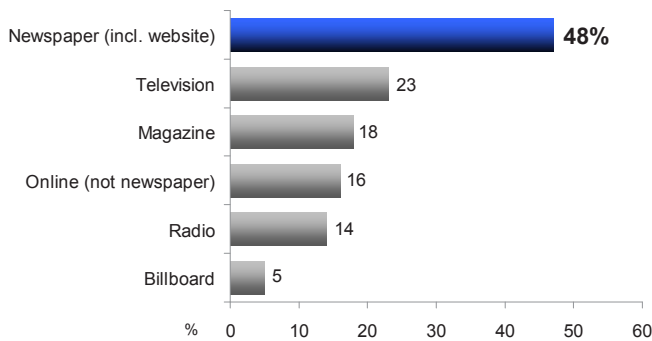
Canadians reading the “newspaper” yesterday on any device



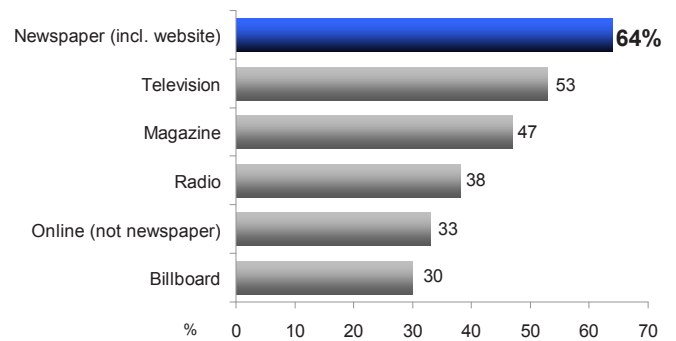
Trusted for advertising

In many other media, advertising is not always appreciated or believed. Newspapers have built trusted brands that deliver information in the form of both articles and ads. Newspapers consistently prove that they are the most accepted and trusted place to advertise!

I trust the ads appearing in this medium the most



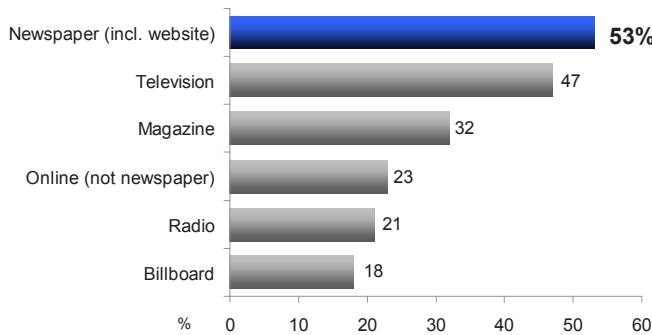
It is the most acceptable medium to have ads



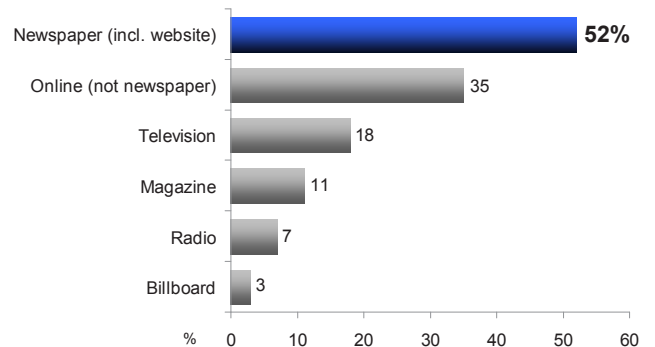
Ads get noticed

Ads are part of the newspaper experience allowing readers to discover sales, new products, announcements and more. Canadians confirm that they notice and check the ads in newspapers and their sites!

I usually notice the ads in this medium



This is my primary medium for checking ads



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Driving online visits

New sites are being developed every day. Most products and services want to establish their online presence or build visits so they can deliver their message. Advertising in newspapers and their sites builds awareness for the advertised product and drives the reader online.

Research finds that newspaper and their site readers do have their curiosity peaked and they respond by going online to find out more.

I have gone online to find out more information about something I saw in a printed newspaper

Agree



63%

I have gone online to find out more information about something I saw on a newspaper website

Agree



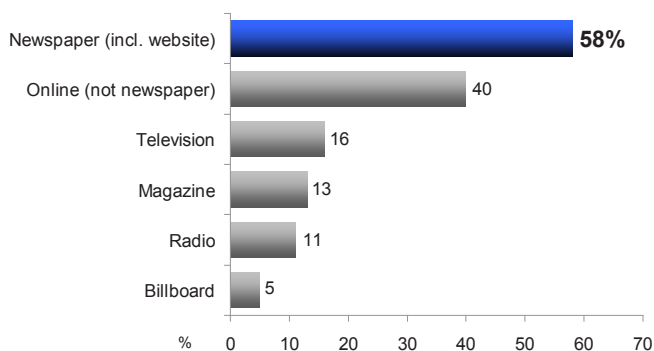
46%

Newspaper readers buy

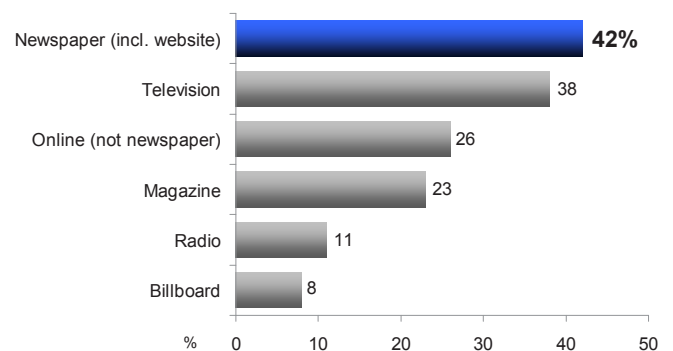
Newspapers and their sites present what is new and interesting ...including a sale. So it is no surprise that the number one place that Canadians look for bargains is newspapers and their sites.

Furthermore, and most importantly, the ads in newspapers and their sites inspire purchases more than any other medium!

Ads in this medium are most likely to help me find a bargain



Ads in this medium are most likely to inspire purchase



Newspapers and their sites are advertising powerhouses. And as mobile and tablet advertising become more commonplace, newspapers are poised for an exciting future!

Study Details: Totum Research undertook this random, balanced study on behalf of Newspapers Canada, National online panel (English and French), 1,000 Canadian adults 18+, November 2010.

For further industry information, go to www.newspaperscanada.ca



NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED