

# SNAPSHOT 2011

## 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.

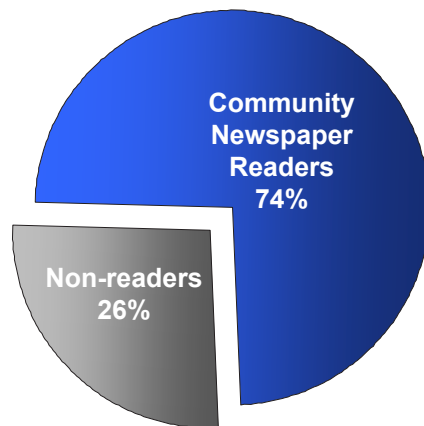
Community newspapers are proudly committed to the environment, promoting recycling and reusing, and adopting practices to reduce their carbon footprint: using newsprint from certified Canadian suppliers—those that do not participate in illegal logging; using a more energy-efficient production process; 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. Furthermore, 41% state that newspapers are the medium used to check out ads—more than radio, TV, internet, magazines and catalogues combined.

### Why community newspaper websites?

The community newspaper's website has become the town square online, delivering local information to the community and the surrounding region at the touch of a button.



Source: ComBase 2008/2009 Cumulative readership (read any of the last four issues)

### Quick Facts

#### Publications and Editions

<b>1,042</b>	total number of community newspaper titles
<b>1,157</b>	total number of community newspaper editions published

#### Circulation

<b>19,312,842</b>	number of copies circulated every week
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#### Paid vs. Controlled Circulation

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

<b>1,207,448</b>	paid weekly circulation of community newspapers (6.3%)
<b>18,105,394</b>	free (controlled) weekly circulation of community newspapers (93.7%)

#### Format of Community Newspapers

<b>12.3%</b>	of community newspapers are broadsheet format (142)
<b>87.7%</b>	of community newspapers are tabloid format (1,015)

#### Ownership of Community Newspapers

<b>57.9%</b>	Corporate ownership (603 titles)
<b>42.1%</b>	Independent (group/single)/ Unknown (439 titles)

#### Publishing Frequency

<b>944</b>	titles publish once per week (90.6%)
<b>81</b>	titles publish twice per week (7.8%)
<b>17</b>	titles publish three times per week (1.6%)

Source: Newspapers Canada, August 2011

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

<sup>2</sup> World Media Trends 2008



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### Readership Facts

**Readership strength:** 74% of adults read a community newspaper (weekday or weekend).<sup>1</sup>

**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.<sup>1</sup>

**Desirable audience:** 74% of readers are university educated and 79% earn more than \$75,000 annually in household income.<sup>1</sup>

**Spend time with the paper:** Community newspaper readers are committed to their papers with two-thirds reading all or most of the publication.<sup>1</sup>

**Share the paper:** Readers on average share the paper with 2.4 additional readers.<sup>4</sup>

**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.<sup>1,4</sup>

**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.<sup>1</sup>

Owner	# Titles	% of Titles
Independent (single title)	287	27.5%
Independent groups (51 groups with 2-9 titles)	152	14.6%
Quebecor/Sun Media	162	15.5%
Metroland Media Group Ltd.	119	9.7%
Transcontinental Media	100	9.6%
Black Press Group Ltd.	84	8.1%
Glacier Media Group	53	5.1%
Postmedia Network Inc.	26	2.5%
Brunswick News Inc.	19	1.8%
Great West Newspapers, LP.*	18	1.7%
Multimedia Nova Corporation	11	1.1%
Department of National Defence	16	1.1%

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

Source: Newspapers Canada, October 2011

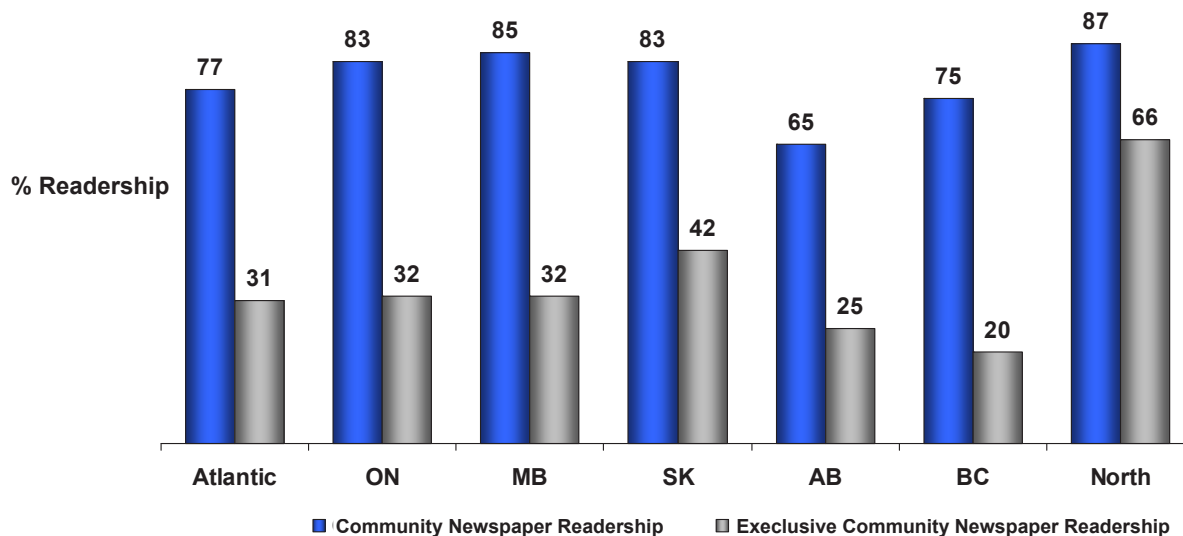
<sup>1</sup> ComBase 2008-2009

<sup>2</sup> World Media Trends 2008

<sup>3</sup> Scarborough 2008, MORI 2009

<sup>4</sup> Reynolds Journalism Institute and National Newspaper Association 2009

### Community Newspaper Readership is Strong Across the Country



Source: ComBase 2008/2009  
Cumulative readership – read any of the last four community newspaper issues



NEWSPAPERS CANADA  
TRUSTED | CONNECTED | TARGETED