



Community Newspapers Deliver

Community newspapers and their sites are hyper-local. They effectively represent the neighbourhoods they serve. And they are able to target these communities like no other medium.

Why Community Newspapers?

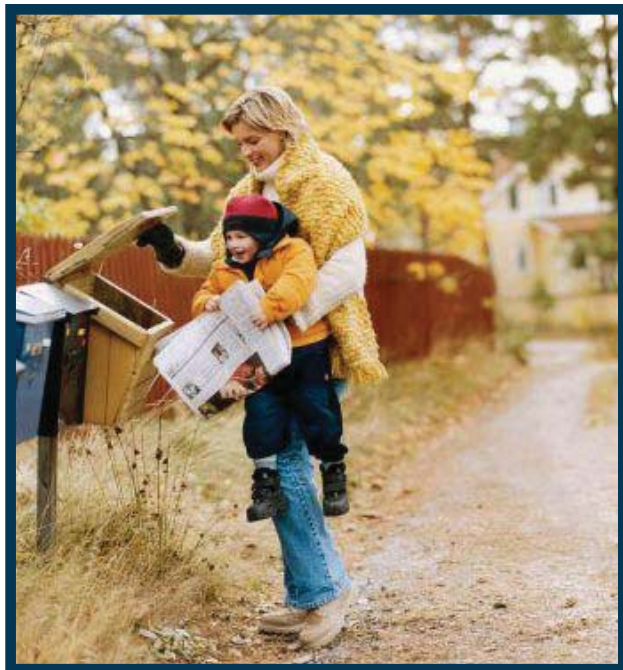
Across Canada, community newspapers provide printed newspapers to local households one or more times each week. These newspapers are relevant. The advertising within newspaper pages is trusted more than any other medium.¹ Furthermore, 41% state that newspapers are the medium used to check out ads – more than radio, TV, internet, magazines and catalogues combined!²

Community Newspaper Facts

- **Touch all the key communities:** There are more than 1,100 community newspapers in Canada.
- **Readership strength:** 74% of adults read a Community Newspaper (weekday or weekend).³

By region, readership of any Community Newspaper is as follows: Atlantic 59%, Ontario 69%, Quebec 61%, Manitoba 77%, Saskatchewan 83%, Alberta 76%, British Columbia 80% and Northwest Territories/Yukon/Nunavut 80%.

- **Reach hard-to-access Canadians:** Approximately one third of Canadians only read a community newspaper (not other newspapers) and are light TV (<3 hours per week) and light radio users (less likely to have listened yesterday).³
- **Desirable audience:** 73% of readers are university educated and 76% earn more than \$75,000 annually in household income.³
- **Keep the paper:** Nearly 40% keep their community newspaper more than one week.⁴
- **Spend time with the paper:** 73% read most or all of the community newspaper and these readers spend an average of 40 minutes with the paper.⁴
- **Share the paper:** Readers on average share the paper with 2.4 additional readers.⁴
- **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.⁴





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Why Community Newspaper Websites?

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

Community Newspaper Website Facts

- **Online representation:** Most of the more than 1,100 community newspapers have an associated website.
- **Attractive demographic:** Online newspaper users skew slightly younger and more male while continuing to reach high income earners and managers/professionals like the print newspaper.⁵
- **More traffic than other media sites:** Canadian newspaper websites are accessed more than twice as much as TV, radio or magazine sites.⁶
- **Consistent traffic:** Almost 40% of all internet traffic is going to newspaper websites.⁷
- **Repeat visits:** Newspaper site users go online more frequently: 58% indicate that they check the internet several times a day vs. 34% for all online adults.⁷
- **Source of local news:** Among those going online for local news, 63% found it on the local newspaper's website, compared to 17% for search engines (e.g. Google), and 12% from the website of a local TV station.⁸
- **Create action:** Almost half would take action (i.e. visit a site, go to store) after viewing ads on newspaper sites vs. other sites: TV sites (44%), magazine sites (42%), user review sites (39%) and portals (37%).⁹ Site visitors may not have 'clicked-through' but the online ad did influence them and cause them to act.

Advertise both in print and online

Each year newspaper website readership grows and over the last five years, print readership has remained stable.⁵ Canadians are continuing to read print newspapers while also reading newspaper websites more and more. There is an opportunity for advertisers to reinforce their message by advertising in both the newspaper print product and the paper's website.

Furthermore, research finds that individually, online newspaper site advertising and print newspaper advertising are equally effective, and combined, they can improve overall ad effectiveness.¹⁰



Sources

1. World Media Trends 2008
2. Scarborough 2008, MORI 2009
3. ComBase 2005/2006 and 2003 one year study
4. Reynolds Journalism Institute and National Newspaper Association 2009
5. NADbank 2008
6. Totum Research 2008
7. MORI Research and the Newspaper Association of America 2009
8. Newspaper Association of America and Nielsen Online, 2009
9. Jupiter Research 2008
10. Journal of Advertising Research, September 2009