

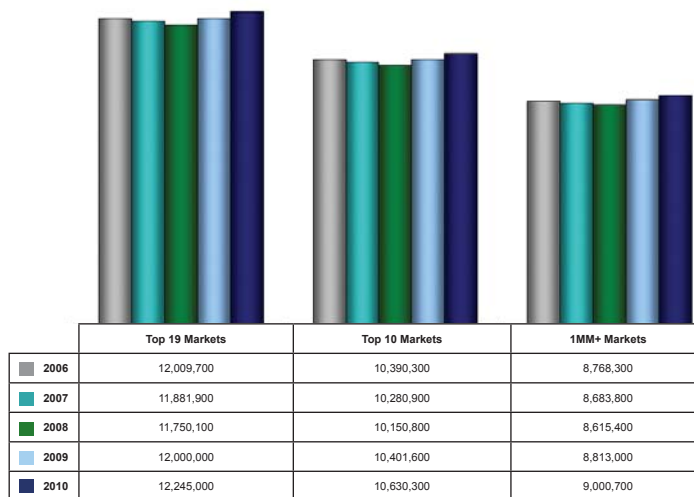
NEWSPAPERS WORK

THE STRENGTH OF CANADIAN NEWSPAPERS

Readership is up

Newspapers in Canada are performing extremely well! We hear a lot of doom and gloom for newspapers from the United States but this experience does not apply to Canada where newspapers are thriving. This is demonstrated by industry data which shows growth in Canadian readership over the past five years!

Weekly Print Readers 2006-2010



Source: 2010 NADbank

In Canada, most of our cities have many dailies (in many cases, seven) and well as community papers. This hot competition has made all our newspapers up their game and as such we have very viable, attractive, innovative papers. Many markets in the U.S. have only one newspaper which allowed them to become sleepy. Not so in Canada.

Ad revenues grew

In 2010, newspapers including communities and dailies, accounted for almost a quarter of all ad revenues. And this grew a healthy +3% over the year before. Furthermore, add in online newspaper site revenues, which grew a booming +16% in 2010, we are largest media in Canada. Bigger than TV. Bigger than online.¹

News desired more than ever

Consumers access news more than ever. The Pew Research Center asks consumers how much time they spent with news each day (irrespective of where they source it). Back in 2000, consumers spent 59 minutes a day with the news. In 2010, this number has jumped to 70 minutes a day with the news! This has risen for those in all age groups.²

Age and Time Spent with the News

	Average total minutes yesterday					
	2000	2002	2004	2006	2008	2010
18-29	42	38	45	49	46	45
30-39	50	57	70	65	63	68
40-49	58	56	73	64	67	74
50-64	64	71	83	76	74	81
65+	80	81	88	79	84	83
Total	59	59	72	69	66	70

Newspapers are a key source for news. When Pew Research Center asks consumers where they regular go to watch/read/listen to news, Newspapers, including communities and dailies, are at the very top of the list.



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Want the ads

Canadians want newspaper ads. There are lots of places Canadians don't want ads but they want and expect them in newspapers as they are part of the compelling content delivered to them. When compared with other media, newspapers score the highest in terms of "it is most acceptable for this medium to have ads."³

Trust the ads

Canadians trust the ads in newspapers. Newspapers (including their websites) garner twice the trust scores of the closest scoring medium, TV. An advertiser that wants to be trusted or to have their message believed should use newspapers as part of their plan.³

Influence

Newspaper ads reach opinion leaders. Research finds newspaper (and magazine) ads effectively target audiences rich in influencers. For an advertiser that wants to change perceptions or reinforce its stance, this is very valuable.⁴

Drive buying

Ads in newspapers inspire purchase. Newspaper ads score higher than other media in terms of delivering advertisers the most important result – inspiration to buy.³

Power of newspaper sites

Consumers trust newspaper site advertising. Consumers consider local newspaper web sites to be the most trusted source of online advertising, with ads that are perceived to be more current, credible and relevant to them.⁵

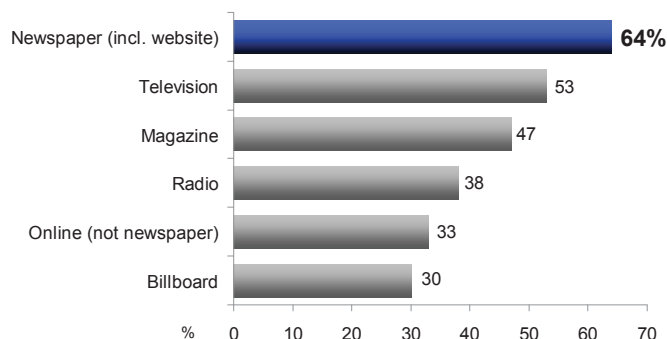
Future is so bright

Canadian newspapers are embracing the future. Our newspaper brands are reaching audiences through print, online, mobile, tablet, email and more. They are embracing new yet related businesses such as events, selling related content (e.g. calendars) and providing services (e.g. video creation for local businesses). It is a bright future with a world of opportunity for newspapers and demonstrated success for advertisers who want to come along for the ride!

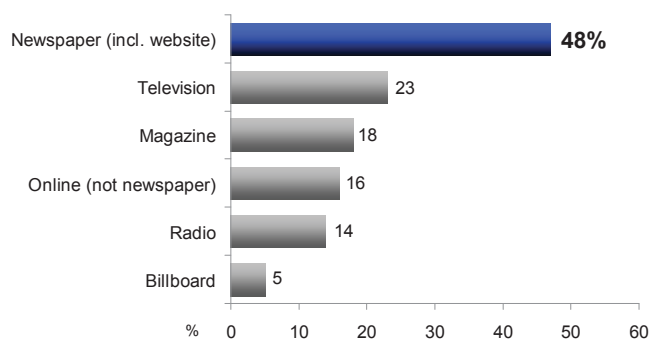
Sources:

1. Newspapers Canada, 2010
2. Pew Research Center, 2010
3. Totum Research for Newspapers Canada, November 2010
4. ARF Audience Measurement Conference (Research results delivered by Keller Fay Group & Universal McCann), New York, June 22, 2010
5. Newspaper Association of America, 2010

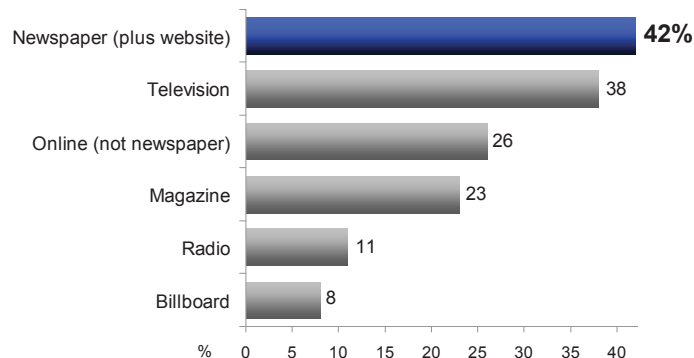
"It is most acceptable for this medium to have ads" applies to:



"I trust the ads appearing in this medium the most" applies to:



"Ads in this medium are most likely to inspire purchase" applies to:



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



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