

# Community Newspapers in Ontario



# Purpose

- Demonstrate the strengths of Ontario Community Newspapers in reaching Adults in Ontario who represent the population.
- Introduce you to the Community News digital networks in the province
- Illustrate the digitally underserved areas in the province and how to best reach adults in those areas.

# Ontario Community Newspapers Association

240

OCNA Community Newspaper Members

3,934,310

Households receive a Community  
Newspaper each week

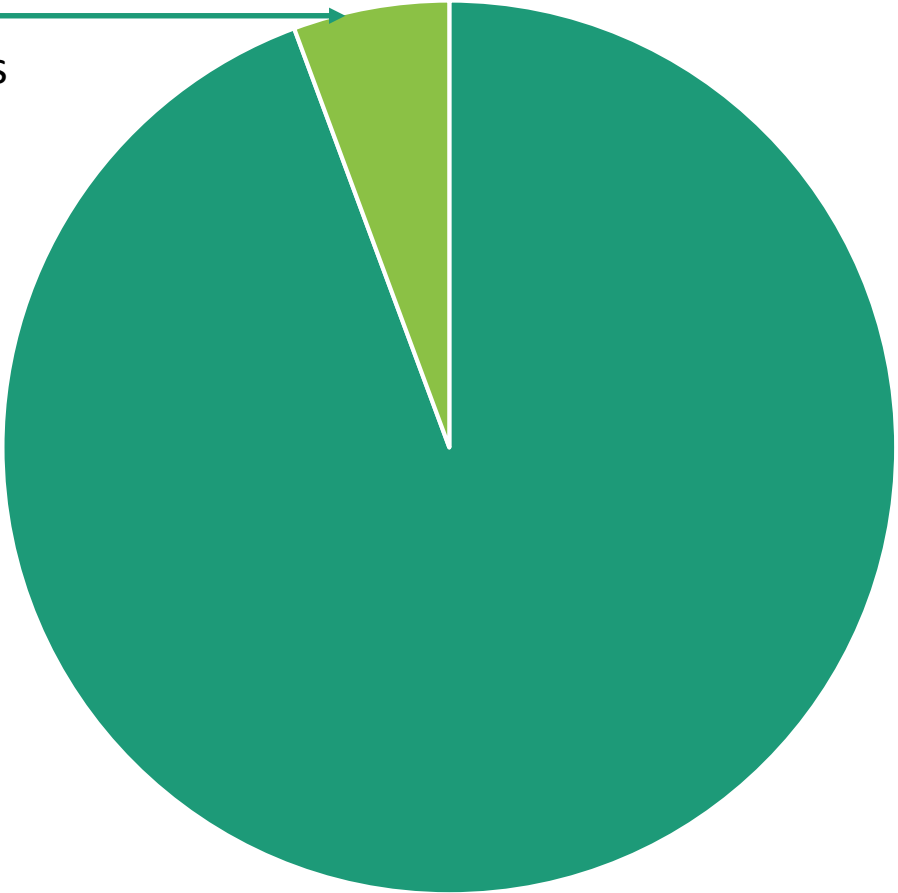
→ 73%

of all Households  
reached each week

# Community Newspaper Coverage Mirrors Electoral Ridings

124 Electoral Ridings in Ontario

7 Ridings **WITHOUT**  
Community Newspapers



525,000 or about **4%**  
of adults not reached by  
Community Newspapers

117 Ridings **WITH**  
Community Newspapers

**96%** or 11,000,000 potential  
adults could be by  
Community Newspapers

# Community Newspapers Deliver Incredible Reach

5,125,000

UNDUPLICATED READERS

Read their community newspaper in the past week

44%

Reach of Adults in Ontario

54%

Reach of Adults 55+ in Ontario

# Community Newspapers are Read in the Home

84%

Usually read their community newspaper while at home.

92%

Adults 55+ Read while at Home

88%

Reach of Adults 35+ Read while at Home

# Community Newspapers Read With Undivided Attention

93%

Community Newspaper readers DO NOT look at  
Social media while reading their paper

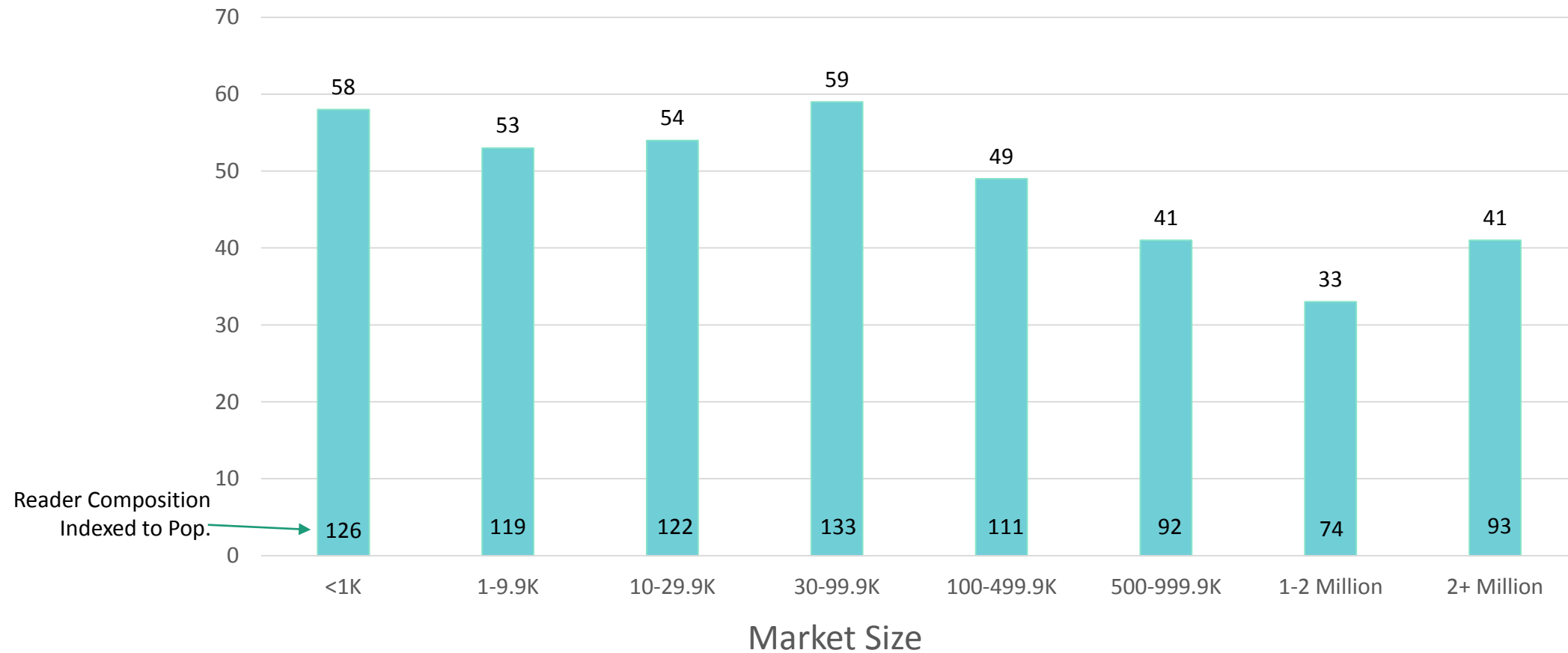
Compared to...

58%

of Social media users who watch TV at the same time.

# Community Newspapers Deliver Strongest Reach in Markets Under 500,000 in size

Community Newspaper % Reach Adults 18+ by Market Size





# Exposure Time Per Impression Comparison

Time Spent reading Community Newspapers each week.

**1.7 minutes/page**

based on 18 minutes reading time, Average 32 page issue

Exposure time per ad in digital.

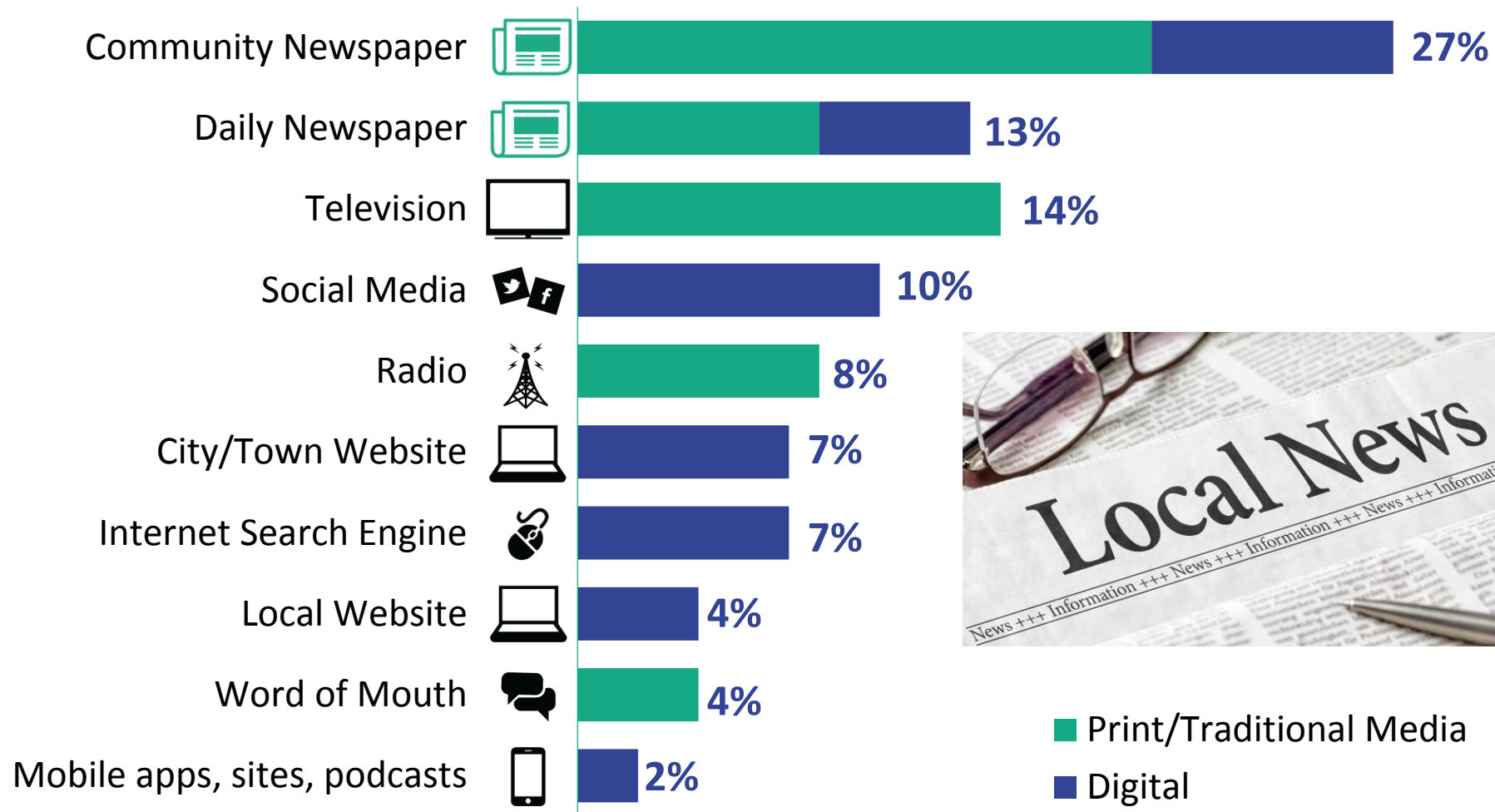
**3 second/above fold impression est.**

34 digital impressions per Reader needed to equal time spent on one page of community newspaper

# Community Newspaper Readers are Engaged with Advertising

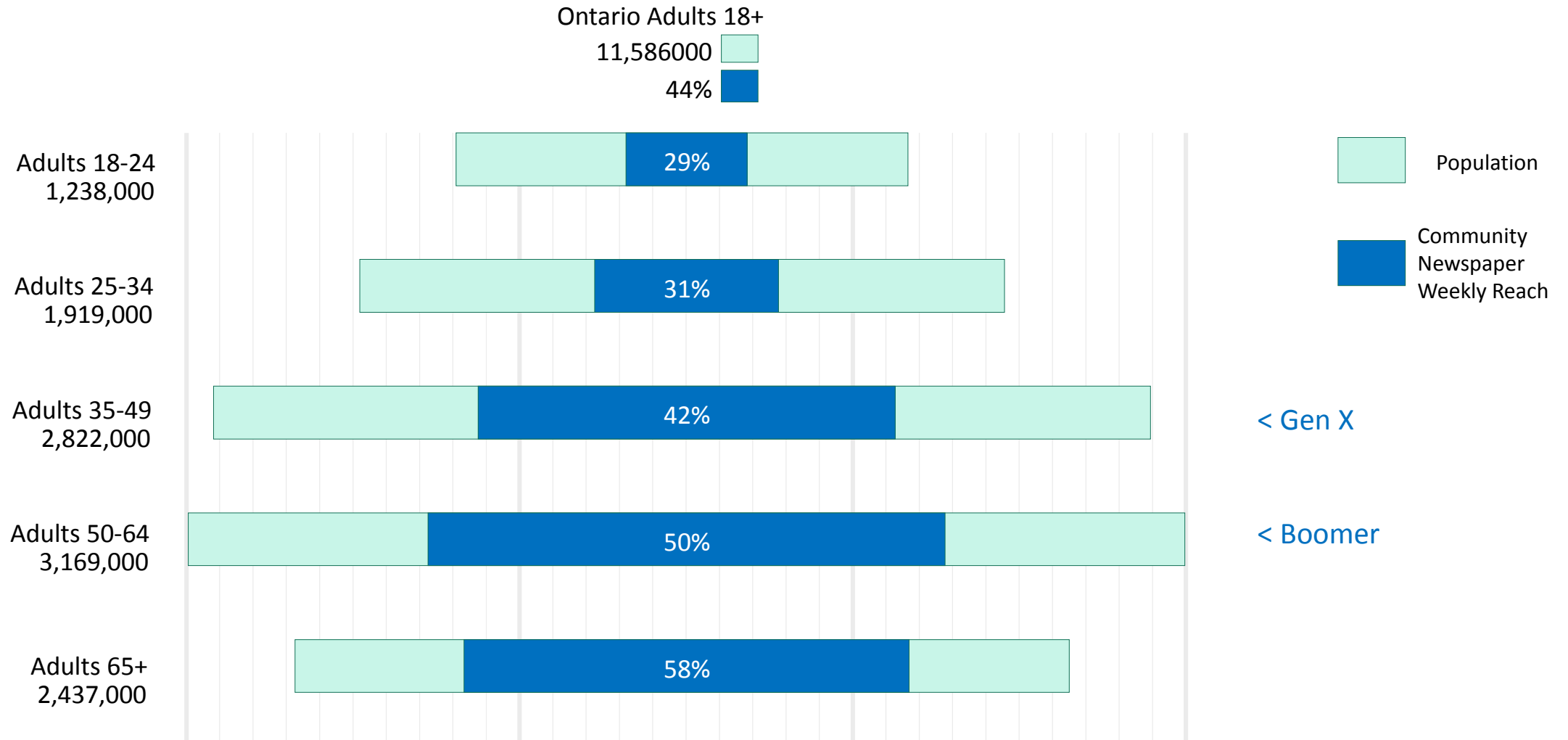
- Community Newspapers and Digital Social media work together to build a strong base of followers.
- Action Taken after seeing ad in Community Newspaper (Vividata)
  - 1,252,000 searched product online (25% of readers)
  - 929,000 purchased a product (19% of readers)
  - 930,000 talked about ad with others (19% of readers)
  - 255,000 commented on social media about product in ad (5%)
- These engagement indicators support driving Ontarians to the Foodland Ontario Facebook page through community newspapers.

# Community Newspapers are the Favourite Source of Local News



Totum Research, Canadians 18+, June 2018

# Community Newspapers Reach Adults 35+ Weekly.



Past Week, Community Newspapers, Print or Digital, When last read. Vividata Winter 2020

# Digital Community News

- Digital Community News is **SAFE, HYPER LOCAL** and **TRUSTED** by readers.
- The OCNA has built a network of Independent Publisher sites and has access to the Metroland and Postmedia digital Networks.
- The three networks represent 94 community news sites covering 138 newspaper markets.

# Ontario Community Newspapers Digital Network



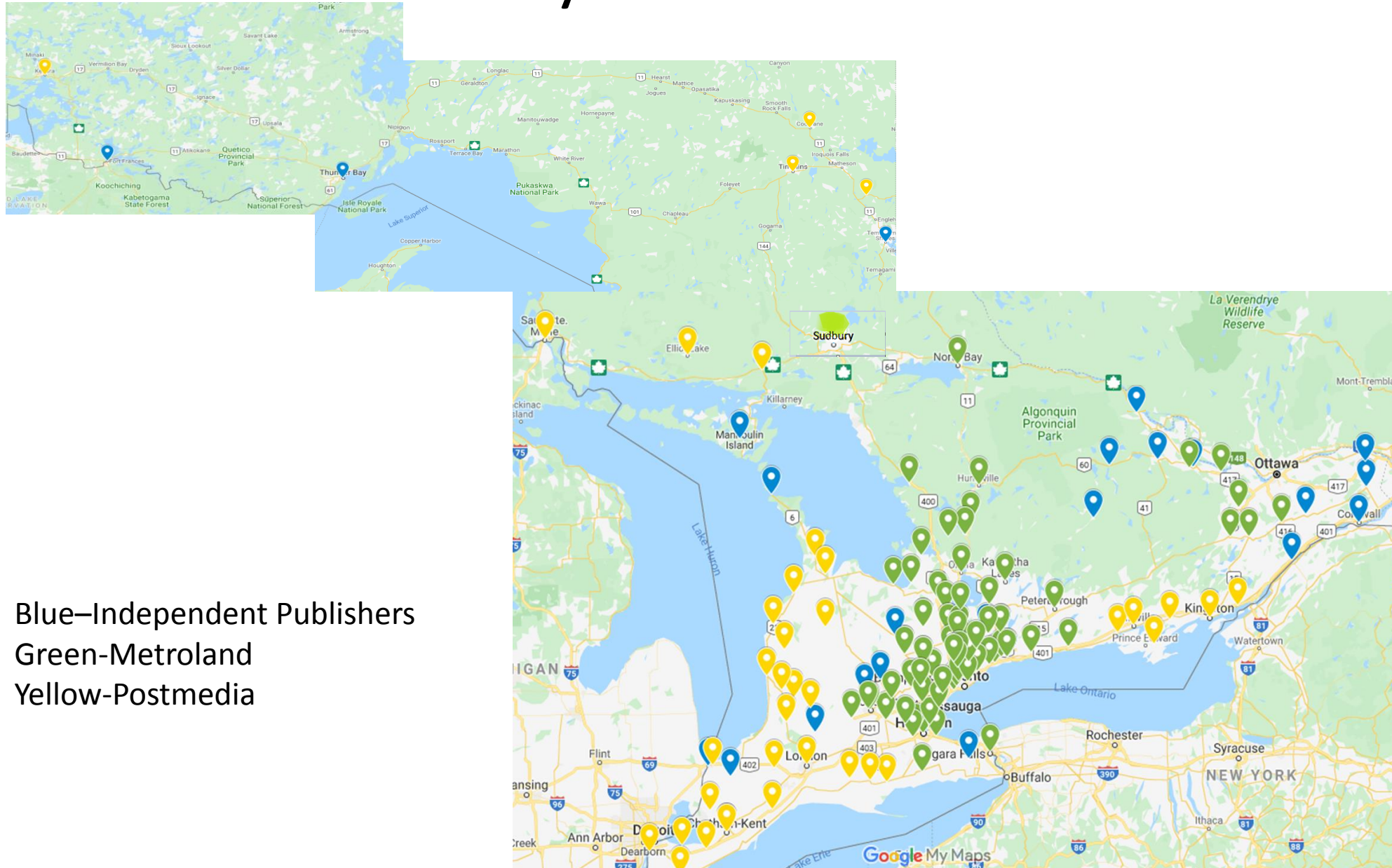
SAFE, HYPER LOCAL, TRUSTED network delivering community based content.

Independent		Metroland		Postmedia	
Community Newspaper	Community News Site	Community Newspaper	Community News Site	Community Newspaper	Community News Site
Bancroft This Week	bancroftthisweek.com	Brampton Guardian	BramptonGuardian.com	Warton Echo	wartonecho.com
Barry's Bay Valley Gazette	thevalleygazette.ca	Caledon Enterprise	CaledonEnterprise.com	Trenton Trentonian	trentonian.ca
Bruce Peninsula Press	brucepeninsulapress.com	Cambridge Times	CambridgeTimes.ca	Timmins Times	timminstimes.com
Caledon Citizen	caledoncitizen.com	8 newspapers	DurhamRegion.com	Tillsonburg News	tillsonburgnews.com
Chatham Voice	chathamvoice.com	Flamborough Review	FlamboroughReview.com	Hanover Post	thepost.on.ca
Cornwall Seaway News	cornwallseawaynews.com	Guelph Mercury Tribune	GuelphMercuryTribune.com	The Londoner	thelondoner.ca
Eganville Leader	eganvilleleader.ca	4 newspapers	HamiltonNews.com	West Elgin Chronicle	thechronicle-online.com
Elmira Woolwich Observer	observerextra.com	4 newspapers	InsideHalton.com	Strathroy Age Dispatch	strathroyagedispatch.com
Fergus Wellington Advertiser	wellingtonadvertiser.com	6 newspapers	InsideOttawaValley.com	Simcoe Reformner	simcoereformer.ca
Fort Frances Times	fftimes.com	6 newspapers	InsideToronto.com	Port Elgin Shoreline Beacon	shorelinebeacon.com
Glengarry News	glengarrynews.ca	Kitchener Post	KitchenerPost.ca	Seaforth Huron Expositor	seaforthhuronexpositor.com
King Sentinel Weekly	kingsentinel.com	Mississauga News	Mississauga.com	Sault Ste Marie This Week	saultthisweek.com
Manitoulin Expositor	manitoulin.ca	4 newspapers	MuskokaRegion.com	Sarnia This Week	sarniathisweek.com
New Liskeard Temiskaming Speaker	speaker.northernontario.ca	3 newspapers	MyKawartha.com	Kirkland Lake Northern News	northernnews.ca
New Tecumseth Times	newtectimes.com	New Hamburg Independent	NewHamburgIndependent.ca	Napanee Guide	napaneeguide.com
North Renfrew Times	northrenfrewtimes.ca	Niagara This Week	NiagaraThisWeek.com	Mitchell Advocate	mitchelladvocate.com
Orangeville Citizen	citizen.on.ca	North Bay Nipissing	NorthBayNipissing.com	Espanola Mid North Monitor	midnorthmonitor.com
Oshawa Express	oshawaexpress.ca	Northumberland News	NorthumberlandNews.com	Lucknow Sentinel	lucknowsentinel.com
Petrolia Lambton Independent	petrolialambtonindependent.ca	Orangeville Banner	Orangeville.com	Wallaceburg Courier Press	wallaceburgcourierpress.com
Prescott Journal	prescottjournal.com	no newspaper	OurWindsor.ca	Exeter Lakeshore Times Advance	lakeshoreadvance.com
Sarnia Journal	thesarniajournal.com	Parry Sound North Star	ParrySound.com	Kingston This Week	kingstonthisweek.com
Shelburne Free Press	shelburnefreepress.ca	The Sachem	Sachem.ca	Kincardine News	kincardineneews.com
St Marys Independent	stmarysindy.com	Independent Free Press	TheIFP.ca	Kenora Lake of the Woods Enterprise	kenoradailyminerandnews.com
Sudbury Northern Life	sudbury.com	8 newspapers	Simcoe.com	Grey Bruce This Week	greybrucethisweek.ca
The Auroran	newspapers-online.com/auroran/	Waterloo Chronicle	WaterlooChronicle.ca	Goderich Signal Star	goderichsignalstar.com
The Voice of Pelham	thevoiceofpelham.ca	11 newspapers	YorkRegion.com	Ganaoque Reporter	gananoquereporter.com
Thunder Bay Source	tbnewswatch.com			Elliot Lake Standard	elliottlakestandard.ca
Uxbridge Cosmos	thecosmos.ca			Delhi News Record	delhinewsrecord.com
Uxbridge-The Standard Newspaper	thestandardnewspaper.ca			Picton County Weekly News	countyweeklynews.ca
Vankleek Review	thereview.ca			Belleville Community Press	communitypress.ca
Winchester Press	winchesterpress.on.ca			Cochrane Times	cochrantimespost.ca
				Clinton News Record	clintonnewsrecord.com
				Chatham This Week	chathamthisweek.com
				Tilbury Times	windsorstar.com/tag/tilbury
				Lasalle Post	windsorstar.com/tag/lasalle
				Kingsville Reporter	windsorstar.com/tag/kingsville
				Belle River Lakeshore News	windsorstar.com/tag/belle-river

Community news sites representing half of all community newspapers markets, enhance the local news coverage.

Community Newspapers are best used to maximize reach of Ontarians. They are distributed to 4 million homes weekly, delivering 5.2 million readers.

# Community News Sites in Ontario



# Digital Community News

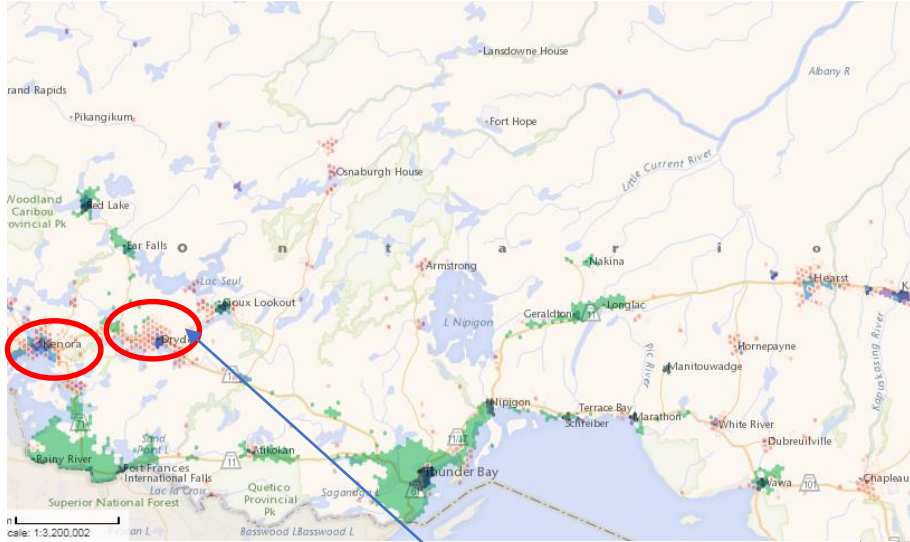
- Not all Ontarians have access to high speed internet. Therefore, they are less likely to see a digital only campaign run by the Ontario Government even on social media.
- Markets without high speed internet are well covered by their community newspapers. These markets represent about 500,000 voters.



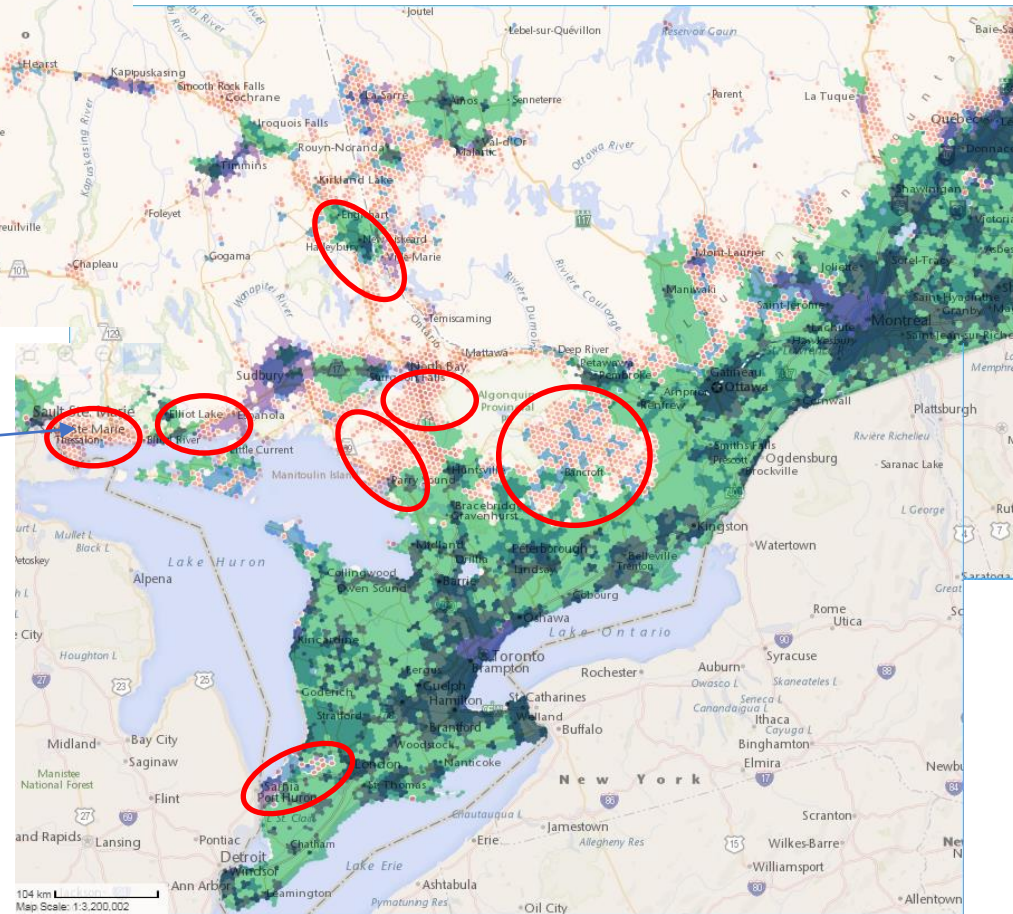
# CRTC Internet Coverage Map

Northern and areas in Southwest Ontario DO NOT have strong internet services.

Community Newspapers are available in the weak internet markets.



- ▶ Cable - purple
- ▶ DSL/Fibre - Blue
- ▶ Unserved or Underserved population- red



# Digitally Underserved Markets

Publisher	Newspaper	Issue Day	Wkly		Paid/		Full			
			Circ.	# of HH	Pop.	Controlled	Format	Width	Columns	Lines
Postmedia	Espanola Mid-North Monitor	Thursday	793	2,191	4,917	Paid	T	10.375	10	160
Independent	Manitoulin Expositor	Wednesday	4,724	8,145	18,609	Paid	T	10.250	6	225
Independent	Manitoulin West Recorder	Friday	1,167	1,884	4,106	Paid	T	10.250	6	200
Independent	Thessalon North Shore Sentinel	Wednesday	1,613	3,281	7,788	Paid	T	10.250	6	161
Independent	Sioux Lookout Bulletin	Wednesday	4,243	6,302	21,947	Controlled	T	10.250	6	298
Independent	Bruce Peninsula Press	18x/year	3,096	1,957	4,068	Controlled	T	10.250	8	196
Independent	Haliburton County Echo	Tuesday	1,953	2,653	6,148	Paid	T	10.375	9	189
Independent	Haliburton County Life	Thursday	6,372	8,167	17,535	Controlled	T	10.375	9	189
Independent	Haliburton Highlander	Thursday	8,798	9,698	20,723	Controlled	T	10.250	4	189
Independent	Minden Times	Thursday	1,258	1,904	4,076	Paid	T	10.375	9	189
Independent	Bancroft This Week	Friday	8,962	9,272	20,661	Controlled	T	10.375	9	189
Independent	Fort Frances Times	Wednesday	3,059	5,647	13,595	Paid	B	13.000	6	301
Postmedia	Kenora, Lake of the Woods Enterprise	Thursday	7,893	8,479	20,180	Controlled	T	10.375	10	160
Independent	Lambton-Middlesex Standard	Thursday	2,458	6,158	15,546	Paid	T	10.250	6	210
Independent	Frontenac New s	Thursday	12,241	11,338	28,214	Controlled	T	10.250	6	205
Metroland	Perth Courier	Thursday	11,828	10,552	24,119	Controlled	T	10.375	10	147
Metroland	Burks Falls Almaguin New s	Thursday	1,970	4,607	10,046	Paid	B	10.375	10	297
Metroland	Parry Sound North Star	Friday	7,272	8,814	19,410	Controlled	T	10.375	10	147
Independent	Barrys Bay, The Valley Gazette	Wednesday	1,526	2,662	6,348	Paid	T	10.250	6	217
Independent	Eganville Leader	Wednesday	5,652	7,609	18,462	Paid	B	13.000	8	294
Independent	Petrolia Lambton Independent	Thursday	1,900	4,624	11,642	Paid	T	10.375	9	192
Postmedia	Sault Ste. Marie This Week	Thursday	31,122	36,163	81,207	Controlled	B	10.375	10	287
Independent	Atikokan Progress	Monday	1,041	1,277	2,677	Paid	T	10.250	5	210
Postmedia	Cochrane Times-Post	Thursday	974	2,524	6,020	Paid	T	10.375	10	160
Independent	Iroquois Falls Enterprise	Thursday	1,598	3,085	6,995	Paid	B	11.500	10	292
Independent	New Liskeard Temiskaming Speaker	Friday	10,435	9,016	21,016	Controlled	T	10.250	5	220
Independent	Sturgeon Falls, West Nipissing Tribune	Wednesday	1,639	5,885	13,593	Paid	T	10.250	6	196
		<b>Total</b>	<b>145,587</b>	<b>183,894</b>	<b>429,648</b>					