

NEWSPAPERS WORK

Newspapers Across Devices



86% of Canadian adults have read a **newspaper in print, online, tablet, e-reader or mobile** in the last week.¹



More people **read a newspaper** every week (on any device) than **use the internet** every month.^{2,3}



Canadians in the last week:

- 7 in 10 read a **print newspaper**
- 6 in 10 read a **newspaper website**
- 5 in 10 read a newspaper or headline on their **mobile** phone
- 4 in 10 read a newspaper on a **tablet or e-reader**¹

Newspapers Drive Purchase Decisions



Newspapers (print & digital) are **the source** (larger than any other medium) when Canadians are looking to make a **purchase decision**.¹



8 out of 10 adults **took action** (bought, visited a site) as a result of **newspaper (print & digital) ad** in the past month.¹

Newspapers are Tops in Engagement



Ad engagement: Print newspapers rank #1 scoring almost 5xs more than average! **Newspaper websites rank impressively at #2** and scoring 1.4x average.¹



Media engagement: Print newspapers rank the highest of all media (at #1) and score 2xs higher than average! **Newspaper websites score well at 1.3x average** and rank a solid 3rd behind print newspapers and TV.¹

Influencers are Newspaper Readers



Influencers are information hounds ...these people are more heavily represented in the audiences for **print media**, and **online publishers**, more so than in the audiences of Facebook and Twitter. ⁴



An **influencer** that reads a **print newspaper**, **half refer an ad** to someone else, **same with a newspaper website reader**. An influencer that is **print & digital newspaper** reader, **7 in 10** refer an ad to someone else.¹



NEWSPAPERS WORK

Print Newspapers Work



Print remains the preferred choice for newspaper readers with **3 in 5 of adults** reading a print edition each week.²



45% of Canadians **not listening** to commercial radio; **three-quarters** of these are newspaper readers.⁵



TRUST

Ads in newspapers, TV and magazines are the **most trusted forms of advertising**.⁶



8 in 10 read their **local newspaper** for the advertising.⁷

Digital Newspaper Impresses



More than 3 millions views on You Tube would be a **once-in-a-lifetime smash hit**. **For digital newspapers**, it's **Tuesday**.^{2,8}



Canadian newspaper websites are **accessed more often** than TV, radio or magazine sites.²



4 in 5 of newspaper website readers **also read a print** edition in a typical week.²



Consumers act on **newspaper digital ads** – **6 in 10** took action on an ad in the past month.¹

Environment



Newspapers are recycling champions - recycled at a rate of 80% (and as high as 97% in Ontario) - **higher than any other product!**⁸

Sources:

1 Newspapers Canada undertaken by Totum Research; Canadians 18+, any week, Nov. 2013

2 NADbank 2013

3 CBC.ca, "Canadians no longer the biggest web addict, report shows", Mar.4, 2013

4 Admap, "How Influence Works", December 2012

5 Combase

6 Nielsen, "Under the Influence: Consumer Trust in Advertising", Sept. 17, 2013

7 Connecting Canadians with Community Newspapers 2013

8 Newspapers Canada 2014

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



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