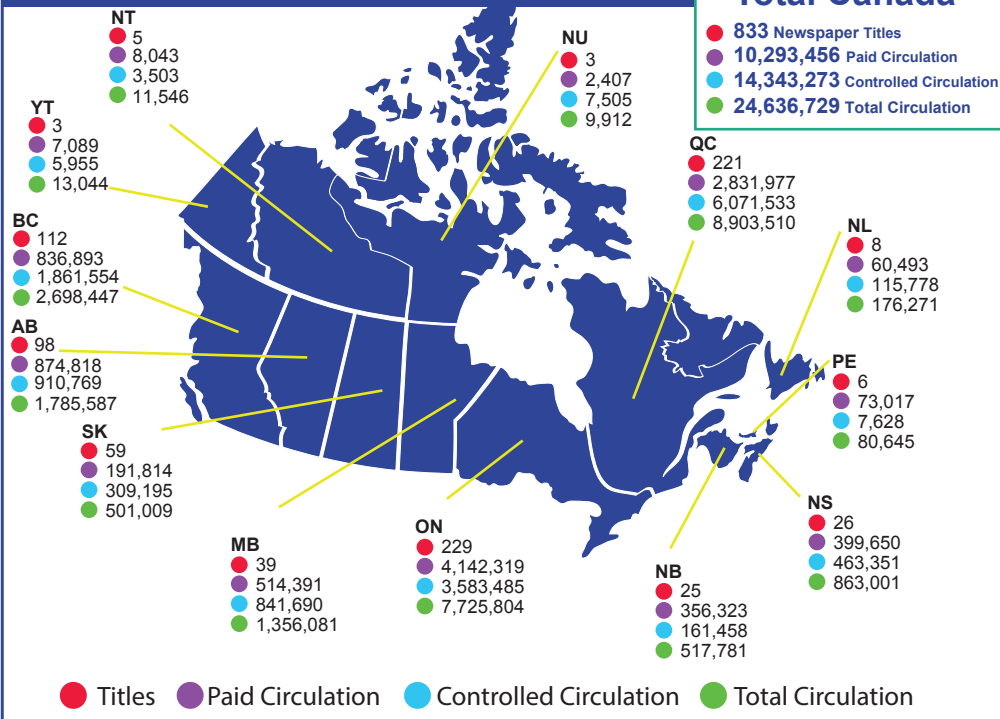


SNAPSHOT 2024

CANADA'S NEWSPAPERS



TOTAL NEWSPAPER CIRCULATION (WEEKLY)



INDUSTRY QUICK FACTS

CIRCULATION

24,636,729 total number of copies circulated each week

NEWSPAPER TITLES

833 total number of daily/community newspaper titles

PAID VS. CONTROLLED CIRCULATION

Most newspaper circulation is controlled (free)

- **10,293,456** paid circulation (42%)
- **14,343,273** controlled circulation (58%)

FORMAT

Tabloid **64%** Broadsheet **32%**
Magazine **3%** Digital **1%**

LANGUAGE

English **72%** French **26%**
English / French **3%**
English / Aboriginal **<1%**

REVENUE (2022)²

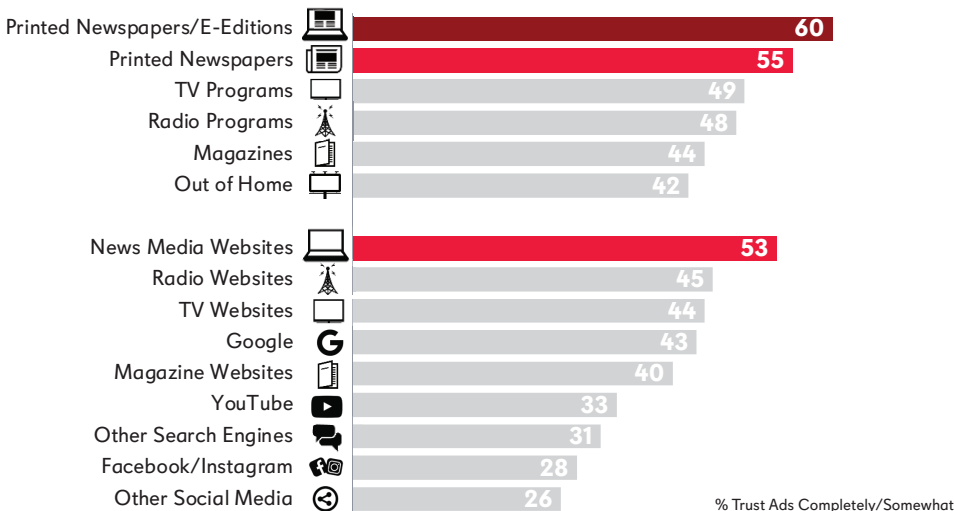
Total Advertising Revenue (Newspapers) **\$950 million**

- Daily Newspapers **\$565 million**
- Community Newspapers **\$385 million**

Total 2022 advertising spending from major reported media accounted for **\$19.6 billion**.

NEWS MEDIA ADS ARE MOST TRUSTED¹

Advertising in newspapers, regardless of format, is trusted more than any other media. **Ads in traditional format newspapers** (printed newspapers and their e-editions) are trusted by six in ten adults in Canada.



More than four out of five (86%) Canadians read newspapers weekly.¹



For more information, go to newsmediacanada.ca

Source:
News Media Canada database, June 30, 2024
1 - Totum Research, Canadians 18+; January 2025
2 - Net Advertising Volume Report, ThinkTV

SNAPSHOT 2024

CANADA'S NEWSPAPERS



COMMUNITY NEWSPAPERS

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.

COMMUNITY NEWSPAPER QUICK FACTS

CIRCULATION

9,740,391 total number of copies circulated each week



PUBLICATIONS

765 community newspaper titles
797 community newspaper editions



PAID VS. CONTROLLED CIRCULATION

419,921 paid circulation (4%)
9,320,470 controlled circulation (97%)



OWNERSHIP

44% corporate ownership (336 titles)
56% independent ownership (group/single) (429 titles)



PUBLISHING FREQUENCY

552 titles publish once per week (72%)
28 titles publish twice per week (4%)
90 titles publish once per month (12%)
95 titles publish at another frequency (12%)



FORMAT

Tabloid **83%** (662 editions) Magazine **4%** (33 editions)
Broadsheet **13%** (102 editions)



LANGUAGE

English **71%** French **26%**
English / French **2.5%** English / Aboriginal **<1%**



DAILY NEWSPAPERS

Every week in Canada almost 15 million copies of daily newspapers are circulated. The majority of daily newspaper circulation is paid.

DAILY NEWSPAPER QUICK FACTS

CIRCULATION

14,896,338 total number of copies circulated each week



PUBLICATIONS

68 daily newspaper titles



PAID VS. CONTROLLED CIRCULATION

9,873,535 paid circulation (66%)
5,022,803 controlled circulation (34%)



PUBLISHING FREQUENCY

85% of titles publish 3-5 days a week
15% of titles publish 6 days a week



FORMAT

Broadsheet **71%** Tabloid **27%**
Digital Only **2%**



LANGUAGE

English **84%** French **16%**



For more information, go to [newsmediacanada.ca](https://www.newsmediacanada.ca)