

# PUT YOUR MONEY WHERE YOUR HOUSE IS.

## LOCAL MATTERS

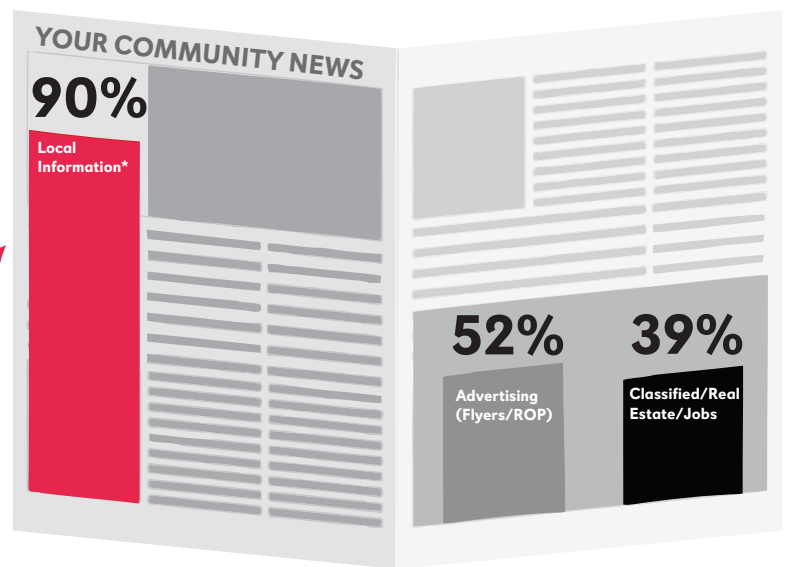


“Local journalism is vital to our democracy. It keeps communities informed and connected. In this era of fake news, it is more important than ever before that Canadians have access to trusted, fact-based information.”

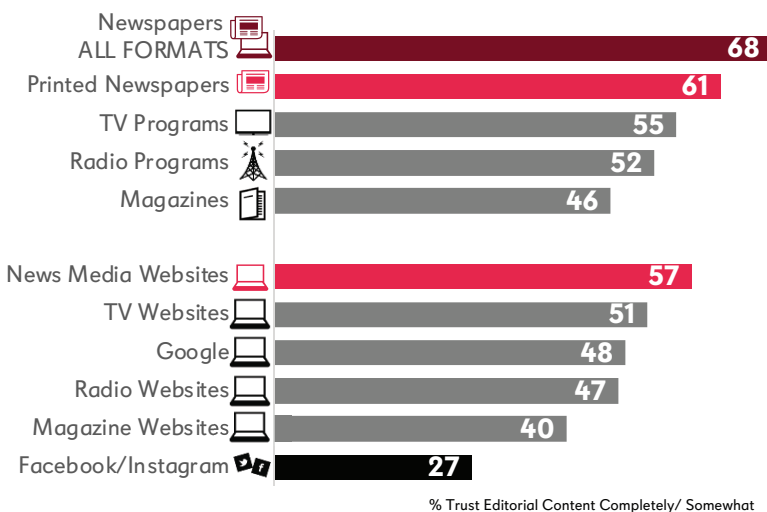
Paul Deegan  
President and CEO, News Media Canada

Every week community newspapers shine an unfiltered light on their community and reflect the community back to residents, warts and all. This means attending meetings, often being the only reporter in the room, and prodding public officials with difficult questions. It means celebrating achievements and sharing sorrow. It means being there and being relevant.

Nine in ten (90%) printed community newspaper readers cite local information\* as their main reason for reading. In many cases local coverage cannot be found anywhere else.



### CANADIANS TRUST PRINTED AND DIGITAL NEWSPAPER CONTENT



68% of Canadians trust printed or digital newspaper content.

Editorial content in newspapers and their digital products, is the most trusted. This level of trust extends to advertising also, creating a “safe” space for readers and advertisers.

61% of Canadians trust editorial content in printed newspapers compared to only 27% trust in social media content on Facebook/Instagram.

WHEN LOCAL PAPERS REPORT ON NEWS IN THE COMMUNITY, READERS KNOW IT IS NOT SOCIAL MEDIA GOSSIP.

Source: Totum Research, Canadians 18+; Readers of Printed Community Newspapers; January 2025  
\*Local information = local news, editorial, sports, entertainment/events, COVID-19, crime features, obituaries

# SHOP LOCAL. SAVE LOCAL. LOCAL MATTERS



In good times and bad times, local advertisers turn to their local newspapers to sustain and grow their businesses.

Newspapers have an unwavering commitment to serving and supporting their readers and the businesses that sustain those communities.



More than eight out of ten (85%) believe it is important to support the advertisers in their local newspapers.\*\*

“At a time where Canadians are rightly patriotic and they’re supporting the home team ... the government of Canada should be advertising in Canada ... rather than sending the dollars south to the United States.”

Paul Deegan  
President and CEO, News Media Canada



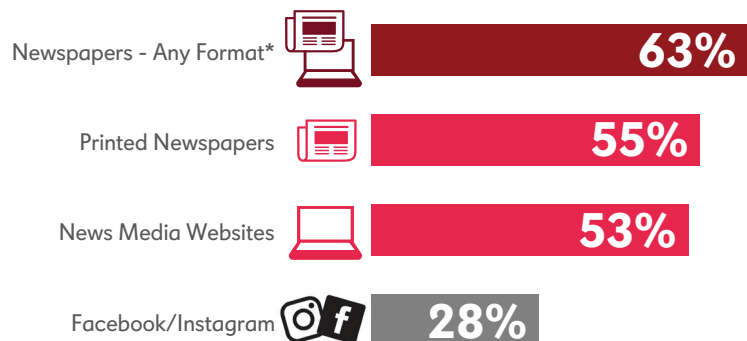
More than four out of five (86%) of Canadians read newspapers weekly in traditional and online formats.

“Local news unites communities. For cities, it is about navigating pressing economic issues and politics and the demand is high. For our smaller communities and rural locations, it is about supporting local businesses, education and community events.”

Sarah Thompson  
The Mantis Group, Toronto  
CMDC Media Leader of the Year 2020

## NEWSPAPER ADS ARE MORE TRUSTED THAN SOCIAL MEDIA ADS

Almost two-thirds (63%) of adults in Canada trust ads in newspapers, regardless of the format. This is in sharp contrast to the 28% who trust ads on the Meta platforms.



% Trust Ads Completely/Somewhat

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

\*\*Source: Totum Research; Canadians age 18+; January 2025.