

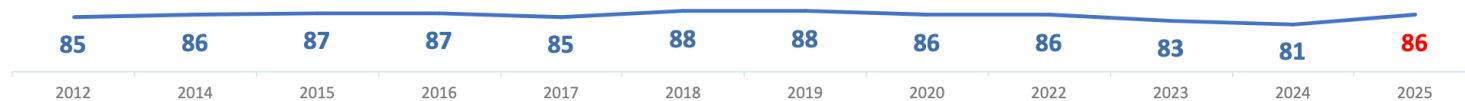
NEWSPAPERS 24/7 | 2025 : FORMAT MATTERS



86% of adults in Canada read newspapers weekly in traditional or online formats.



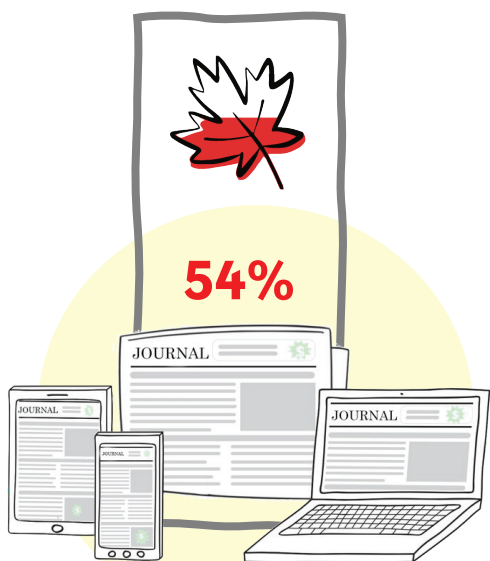
% Weekly Readership (2012-2025)



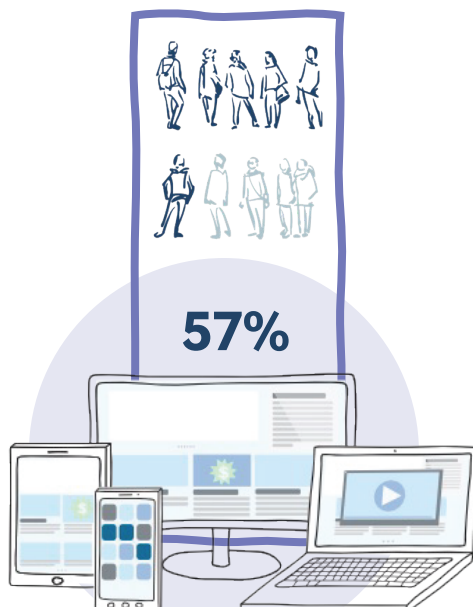
Format Matters: Traditional vs. Online

More than half of Canadians (**54%**) can be reached with **traditional format** advertising.

Six out of ten adults (**57%**) are reached with **online format** advertising.



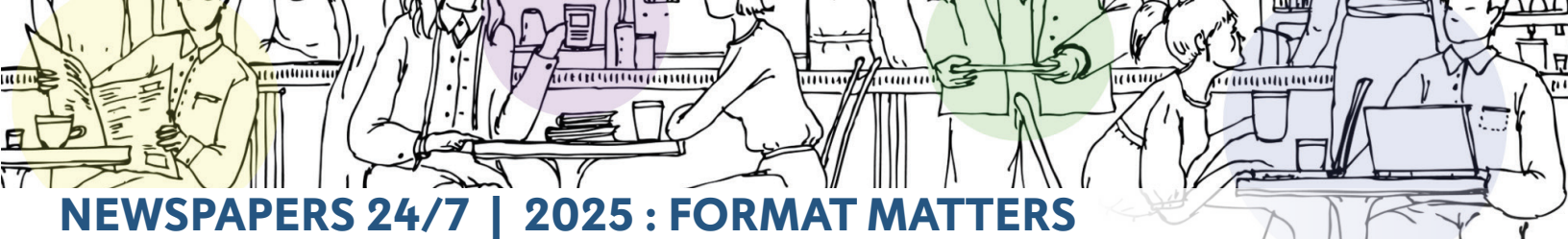
Print + e-editions (digital PDF replicas of the printed newspaper).



Posted digital content and articles on websites/apps (excluding e-editions).

For more information, go to newsmediacanada.ca

Source: Totum Research; Canadians 18+, weekly readership, December 2024/January 2025
 *Local information = local news, editorial, sports, entertainment/events, crime features, obituaries
 Traditional format: print + e-edition (digital PDF replica or e-paper)
 Online format: posted content/articles on websites or apps only



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Readers engage with the traditional format.

As readers continue to shift to digital reading, newspapers are evolving to engage with readers in new ways.



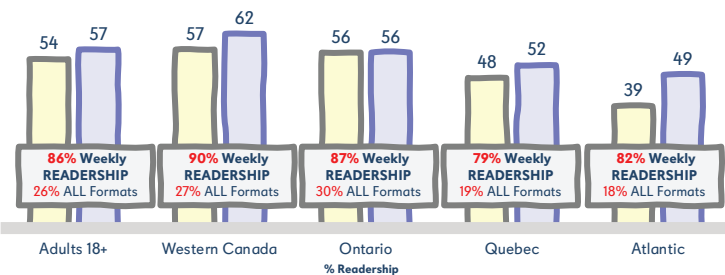
The e-edition is a digital version of the traditional format of a printed newspaper, ads and all!



Print advertisers can benefit from additional digital exposure (and engagement). Print ads appear in the digital e-edition in the same traditional format as the printed newspaper, often offering the same functionality as standard online ads.

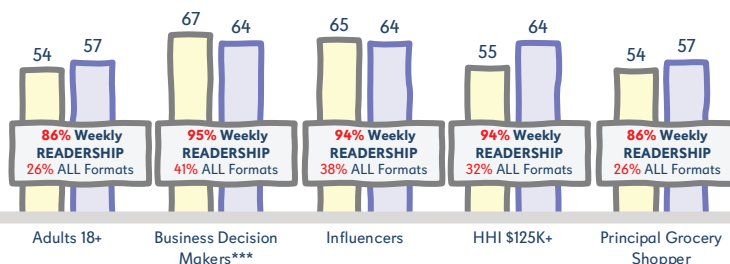
Readership by regions.

In **Western Canada** readership (90%) is stronger than average (86%), driven by online format readership.



Readership is strong across all target groups.

Business Decision Makers*** over-index on newspaper readership in traditional and online formats.



Study Details

Study Timing

Dec 9-22, 2024 / Jan 6-20, 2025

Online Panel

2,418 online surveys conducted with adults in Canada

National Scope

78% English / 22% French

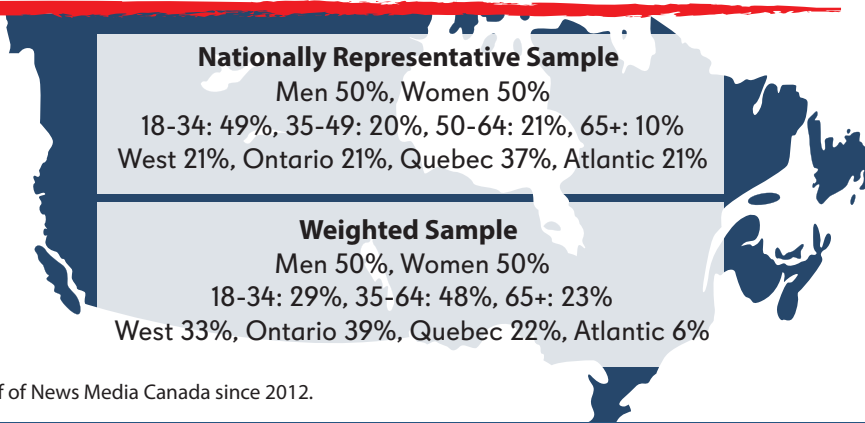
Study Management

Totum Research

Margin of Error

±2.0% at the 95% confidence level

This is the 12th Newspapers 24/7 research study conducted on behalf of News Media Canada since 2012.



This fact sheet has been produced with the new **Champions** font, developed to celebrate and support the news media industry. **Champions** is a geo-humanist font incorporating humanistic traits and highly geometric shapes. Download for free at www.nationalnewspaperweek.ca

Source: Totum Research; Canadians 18+, weekly readership, December 2024/January 2025

*Traditional format: print + e-edition (digital PDF replica or e-paper)

**Online format: posted content/articles on websites or apps only

***Canadian professionals, senior management/executives and business owners/self employed

Influencers - 3+ statements: Find new product + typically recommend to others; Keep informed about new products/services; People frequently ask for their advice; Always first to try new products/services; Frequently share information about products/services on social media

