



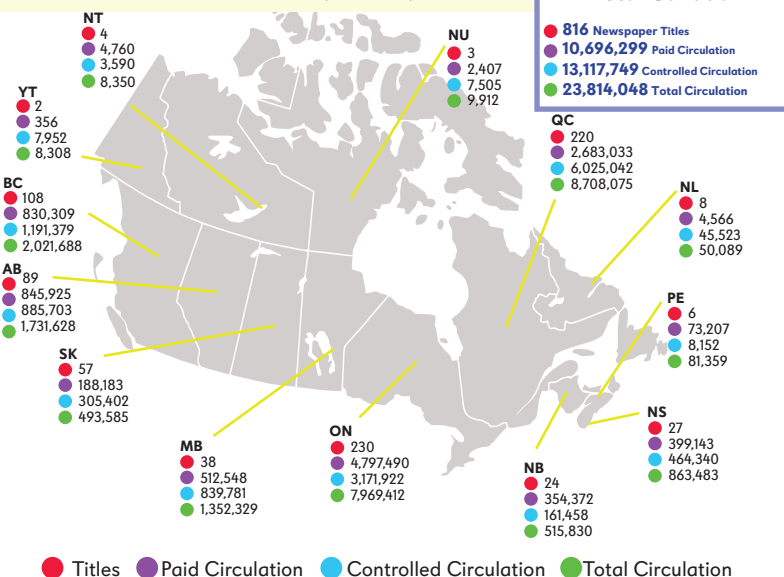
NEWSPAPERS 24/7 | 2025

Each week, almost **24 million** newspapers are distributed across Canada.¹

Daily newspapers account for almost **15 million** copies distributed weekly; the majority are paid.

Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve and are able to target these communities like no other medium. Almost **9 million** community newspapers are circulated weekly, with the majority distributed free of charge.

TOTAL NEWSPAPER CIRCULATION (WEEKLY)



News Media Canada database, June 30, 2025



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



% Weekly Readership (2012-2025)



Local information keeps readers connected to their communities.

Nine in ten (**90%**) print community newspaper readers read for local information and more than half (**52%**) read for advertising including flyers.

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

More than three-quarters (**81%**) of printed newspaper readers believe it is important to support the advertisers in their local newspapers.

Local Information*



Advertising (Flyers/ROP)



Classified/Real Estate/Jobs



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





NEWSPAPERS 24/7 | 2025

Trust in media matters.

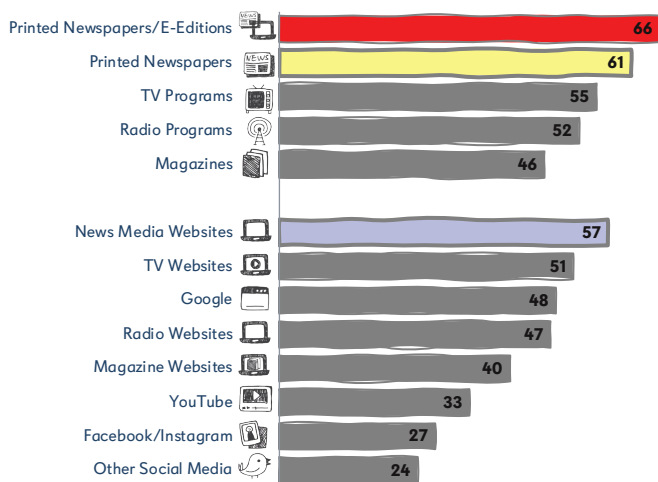
The media keeps people informed about their world, but with 24/7 access to news through social media, newspapers, TV, radio, and websites, it is easy to feel overwhelmed and unsure of what to believe.

Trust in the media is essential to our democracy, ensuring that audiences can rely on accurate and credible information. Trusted media deliver facts that:

- ✓ help us make informed decisions;
- ✓ protect and strengthen our democracy; and
- ✓ counter the spread of misinformation.

Trusted media don't just report the news, they keep our communities strong, informed and connected.

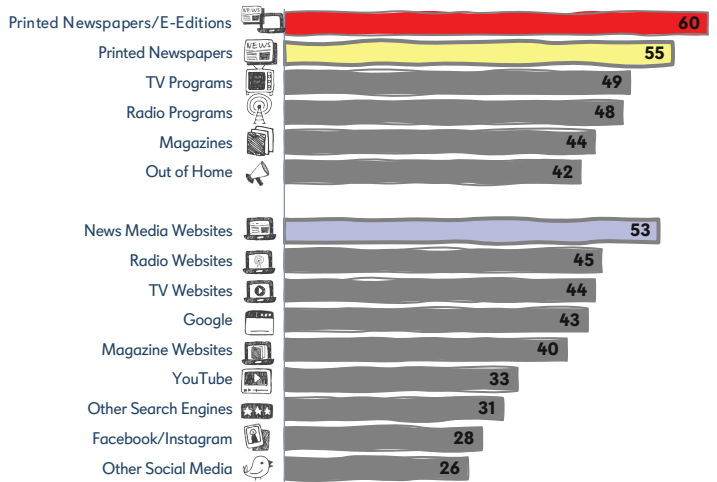
Canadians trust newspaper content.



% Trust Editorial Content Completely/Somewhat

Two thirds of Canadians trust newspaper content in printed newspapers/e-editions. **57%** of Canadians trust editorial content in digital newspapers compared to only **27%** trust in social media content.

Advertising works best in trusted environments.



% Trust Ads Completely/Somewhat

Advertising in printed newspapers / e-editions is trusted more than any other single format (**60%**). And advertising on news media websites is the most trusted digital format (**53%**).

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

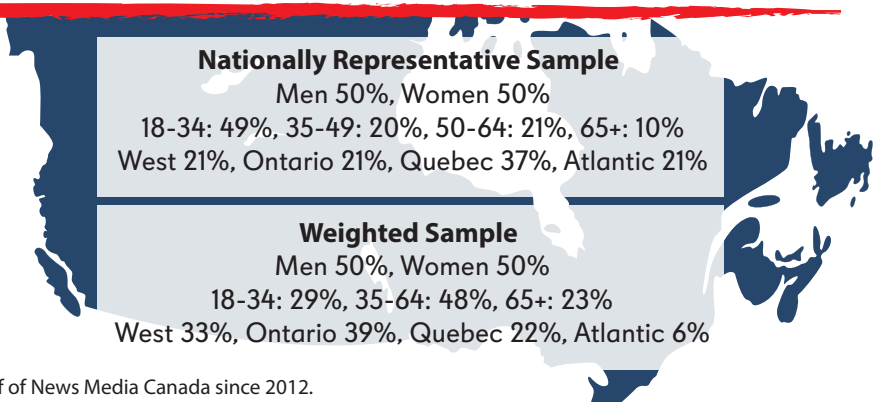
Study Management

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