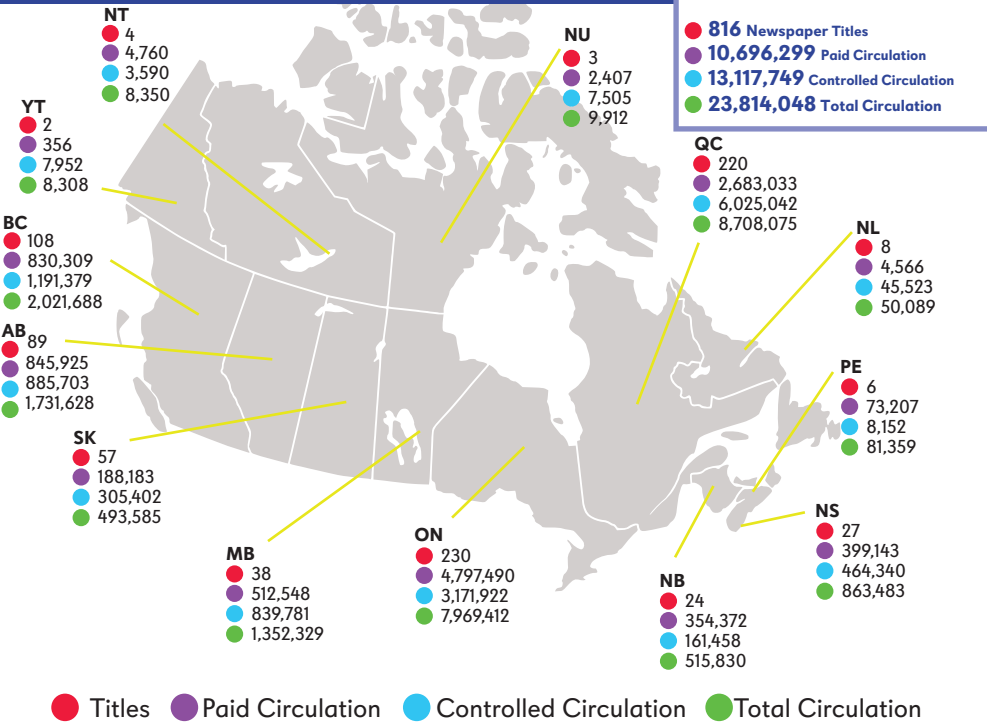


SNAPSHOT 2025

CANADA'S NEWSPAPERS



TOTAL NEWSPAPER CIRCULATION (WEEKLY)



INDUSTRY QUICK FACTS

CIRCULATION

23,814,048 total number of copies circulated each week

NEWSPAPER TITLES

816 total number of daily/community newspaper titles

PAID VS. CONTROLLED CIRCULATION

Most newspaper circulation is controlled (free)

- **10,696,299** paid circulation (45%)
- **13,117,749** controlled circulation (55%)

FORMAT

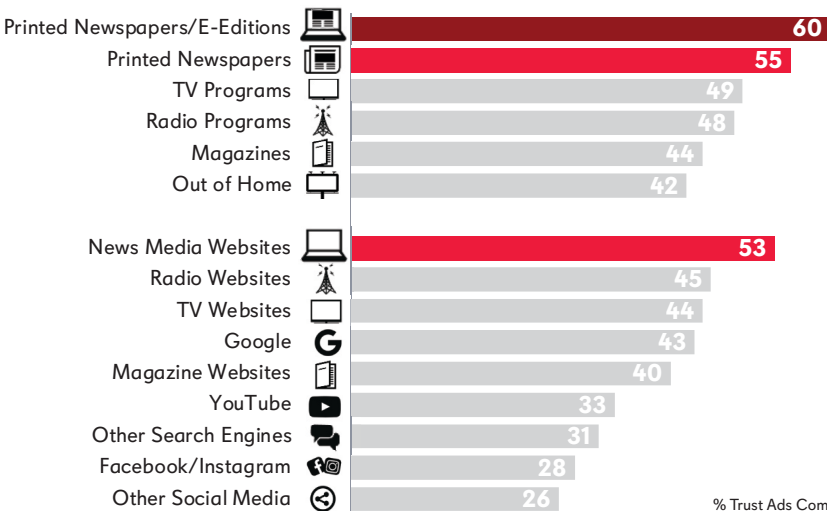
Tabloid **64%** Broadsheet **32%**
Magazine **3%** Digital **1%**

LANGUAGE

English **71%** French **26%**
English / French **2%**
English / Aboriginal **<1%**

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.



% Trust Ads Completely/Somewhat

86% of adults in Canada read newspapers weekly in traditional or online formats.¹



For more information, go to newsmediacanada.ca

Source:
News Media Canada database, June 30, 2025
1 - Totum Research, Canadians 18+; January 2025

SNAPSHOT 2025

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

8,921,065 total number of copies circulated each week



PUBLICATIONS

750 community newspaper titles
766 community newspaper editions



PAID VS. CONTROLLED CIRCULATION

406,321 paid circulation (5%)
8,514,744 controlled circulation (95%)



OWNERSHIP

42% corporate ownership (317 titles)
58% independent ownership (433 titles)



PUBLISHING FREQUENCY

551 titles publish once per week (73%)
12 titles publish twice per week (2%)
87 titles publish once per month (12%)
100 titles publish at another frequency (13%)



FORMAT

Tabloid **83%** (633 editions) Magazine **4%** (34 editions)
Broadsheet **13%** (99 editions)



LANGUAGE

English **70%** French **27%**
English / French **3%** 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

14,892,983 total number of copies circulated each week



PUBLICATIONS

66 daily newspaper titles



PAID VS. CONTROLLED CIRCULATION

10,289,978 paid circulation (69%)
4,603,005 controlled circulation (31%)



PUBLISHING FREQUENCY

26% of titles publish less than 5 days a week
74% of titles publish 6-7 days a week



FORMAT

Broadsheet **72%** Tabloid **26%**
Digital Only **2%**



LANGUAGE

English **83%** French **17%**



For more information, go to newsmediacanada.ca