

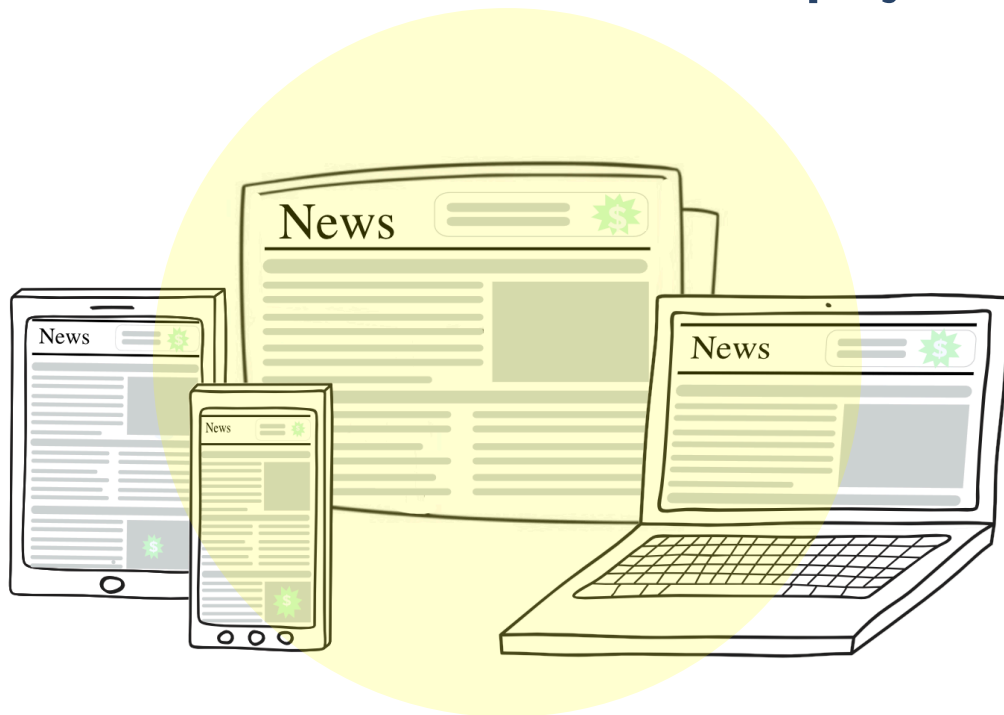


NEWSPAPERS FOR EVERY GENERATION

NEWSPAPERS 24/7 | 2025

Since 2012 the Newspapers 24/7 study has tracked newspaper readership.

Digital access has driven readership and provided new ways to access news. The study has evolved to examine **readership by format** through an advertising lens.



Traditional format*

advertising includes print ads in physical newspapers and e-editions (print ads are replicated in a digital format online).



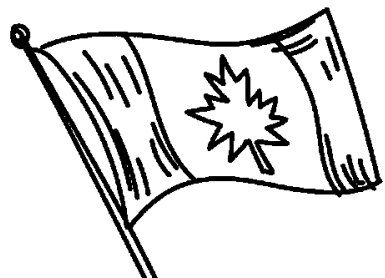
Online format**

advertising includes digital ad units that appear next to posted content/articles on websites/apps.

*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 in Summary



Every week in Canada almost **24 million** newspapers (print/digital) are distributed in markets large and small.



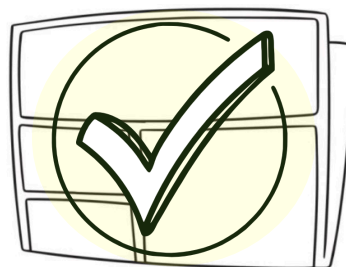
More than four in five adults in Canada (**86%**) read newspapers each week, either in a traditional or online format.



39% of adult readers turn to e-editions, a digital version of the traditional newspaper format.



Younger adults (Gen Z/Gen Y) are strong readers of newspapers and actively explore multiple ways to access news content, including e-editions*, news podcasts, and even printed editions.



Editorial content and advertising in all newspaper formats rank as the most trusted; six in ten adults trust newspaper content – more than TV, radio, and social media.



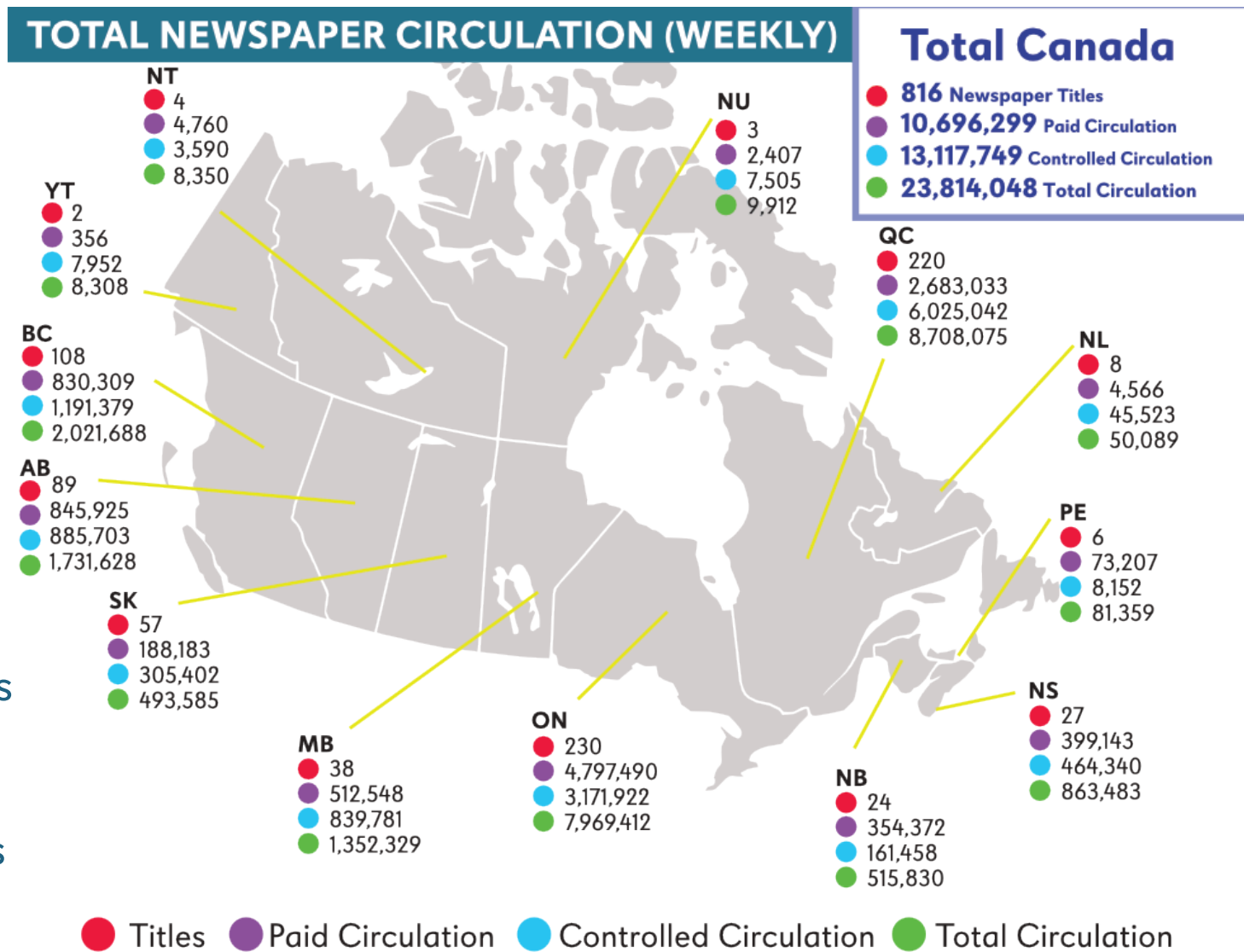
Nine in ten (**90%**) print community newspaper readers read for local information and half (**52%**) read for the advertising including flyers.

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

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.

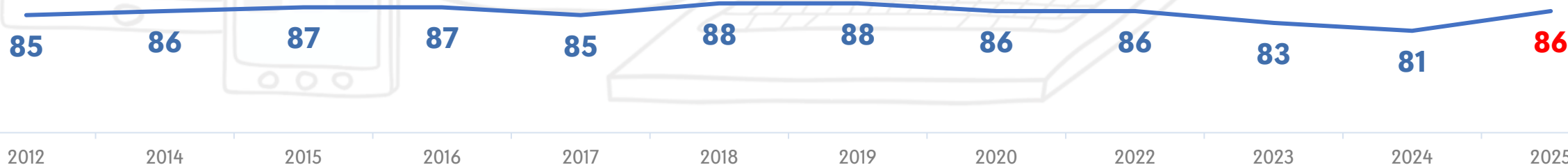


Aug 2025

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

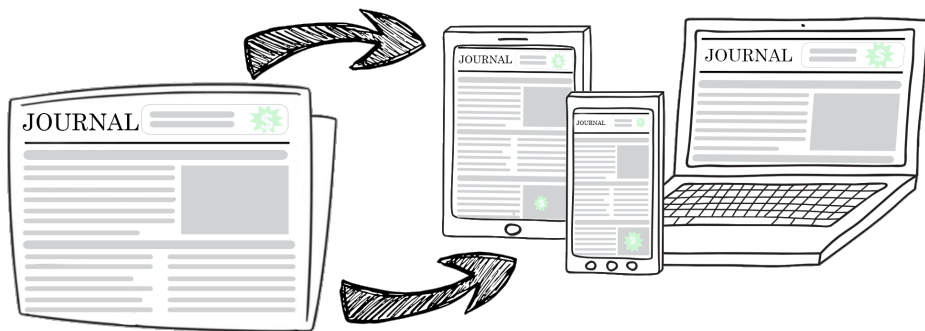


% Weekly Readership (2012-2025)



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.



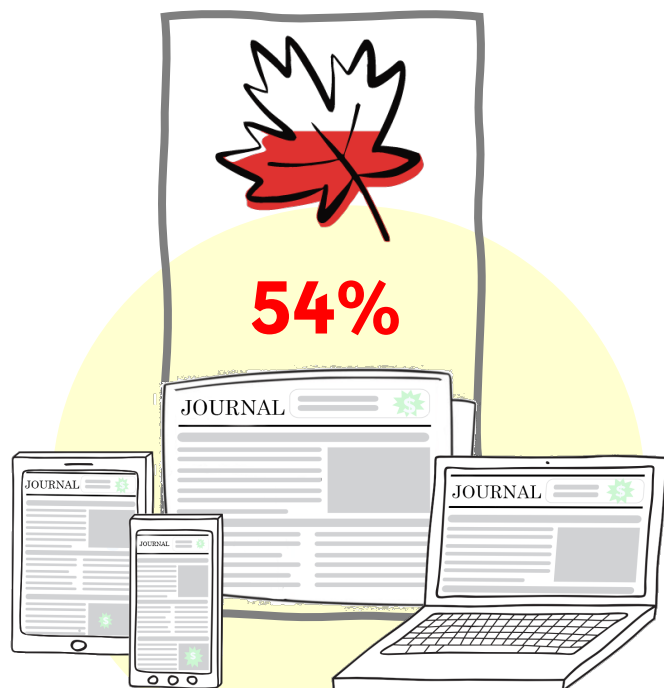
*E-edition: digital PDF replica or e-paper

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

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

Format Matters: Traditional vs. Online

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



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

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



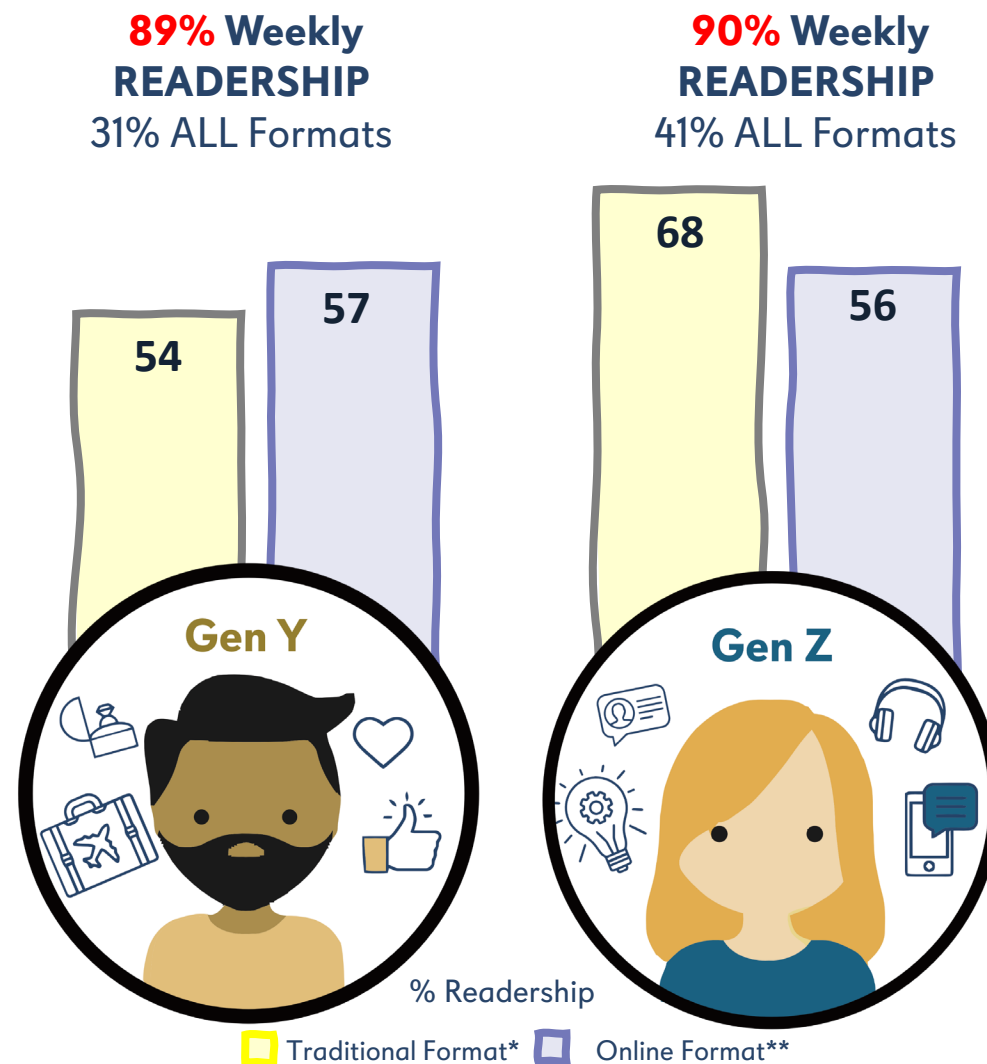
Posted digital content and articles on websites/apps (excluding e-editions).

In 2025, Gen Y and Gen Z read newspapers.

Younger adults (*Gen Y and Gen Z*) are strong readers of newspapers, driven by mobile access to news.

More than half (**54%**) of Gen Y/Millennial adults engage with printed newspapers or their e-editions, and this is almost the same level of engagement as reading online format newspaper content (**57%**).

Surprisingly, given their digital-native status, more than two-thirds (**68%**) of Gen Z adults read traditional format newspapers.



Shaping the future of news consumption.



These digital natives aren't sticking to just one way to access trusted news. Media literacy has taught younger readers to check multiple sources (including printed newspapers), particularly given the distrust in social media.

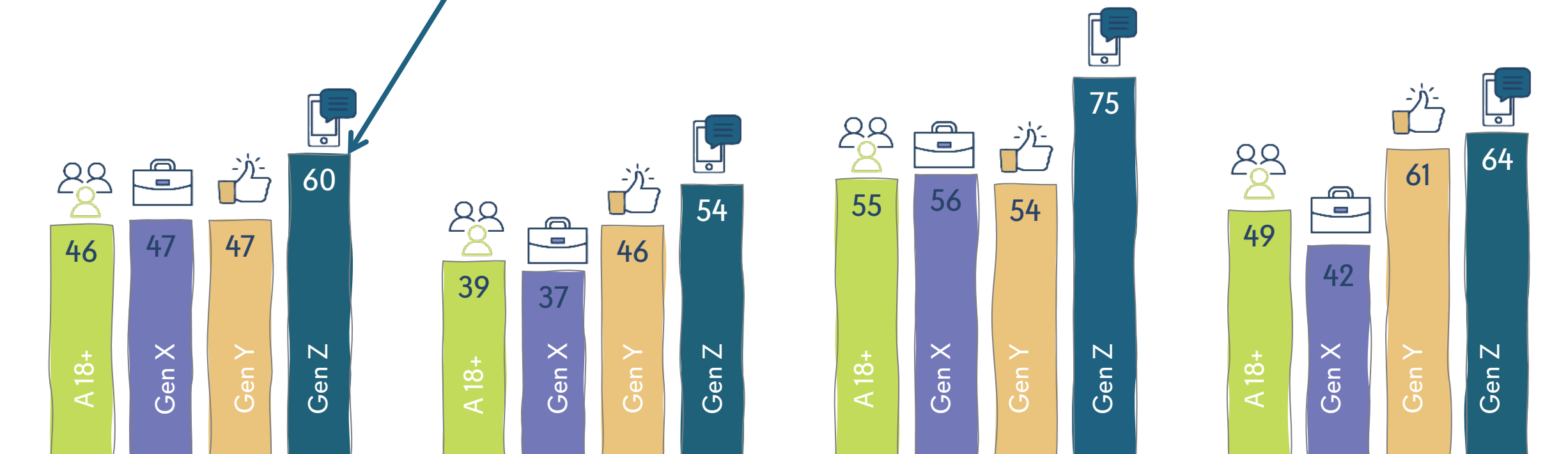
Four out of ten (**41%**) Gen Z readers use multiple formats (*print+computer+tablet+phone*) to consume newspaper content.

“The need to seek refuge in something tangible, real, and unfiltered by algorithms is growing stronger.”

Different generations of READERS access newspapers in new ways.

18+ X Y Z

60% of Gen Z readers engage with PRINTED newspapers.



Printed Newspaper**

E-Editions**

News Podcasts*

Email Newsletters**

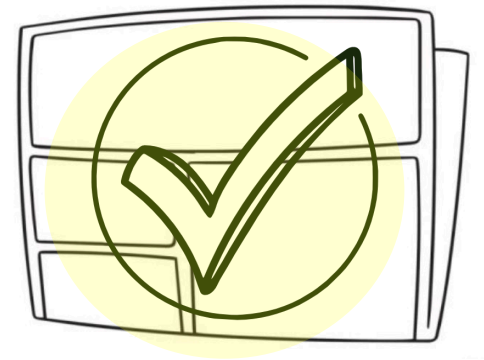
% Usage by READERS

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.



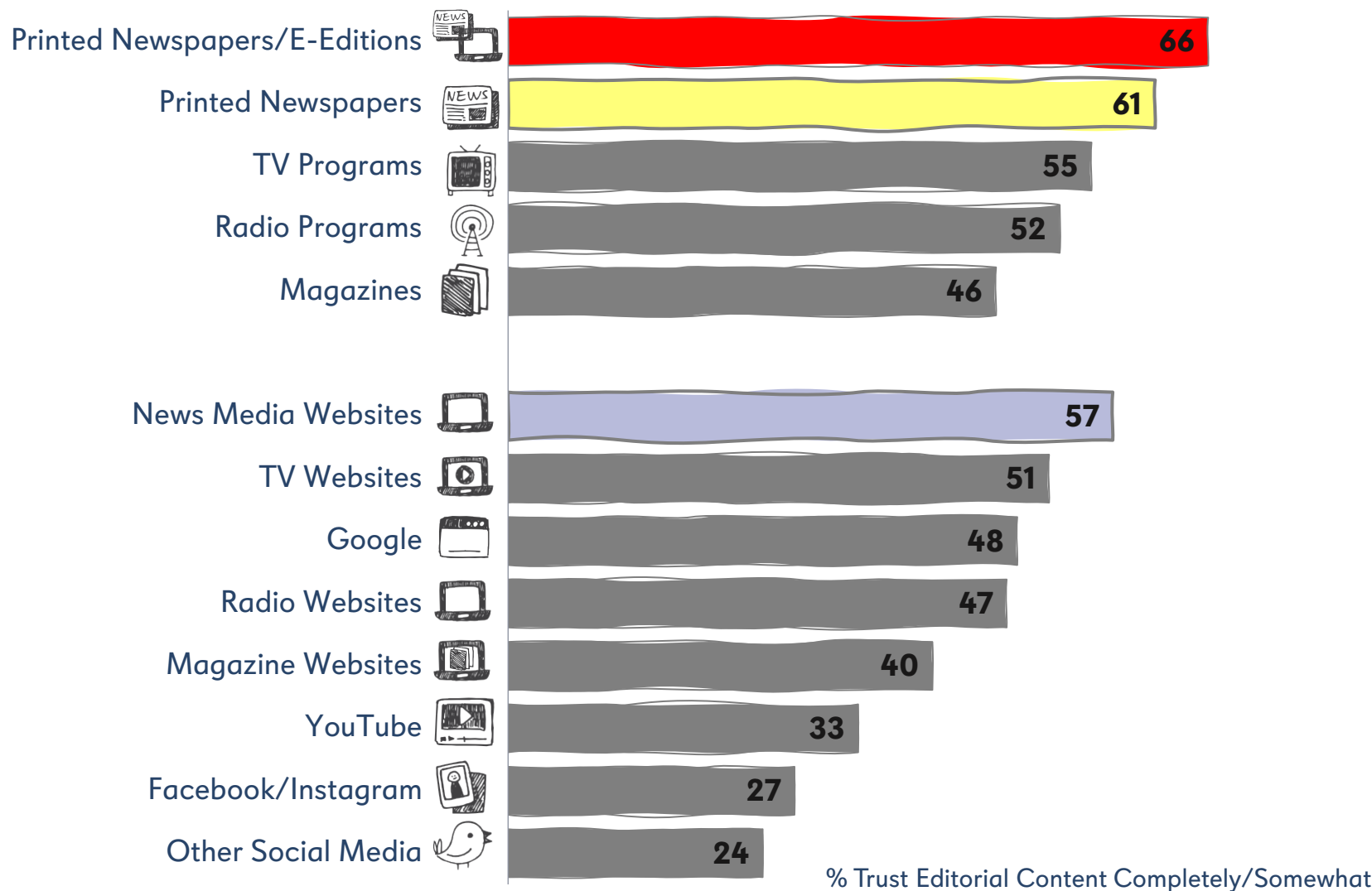
Trusted media don't just report the news, they keep our communities strong, informed and connected.

Canadians trust newspaper content.

Two thirds of Canadians trust newspaper content in printed newspapers/e-editions.

Editorial content in printed newspapers and their digital products (including e-editions) is clearly the most trusted. This level of trust extends to advertising also, creating a “safe” space for readers and advertisers.

57% of Canadians trust editorial content news media websites (digital newspapers) compared to only **27%** trust in Facebook/Instagram content.



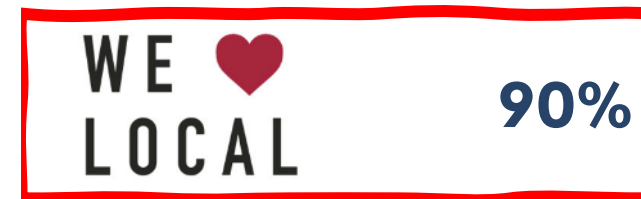
Local information keeps readers connected to their communities.

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

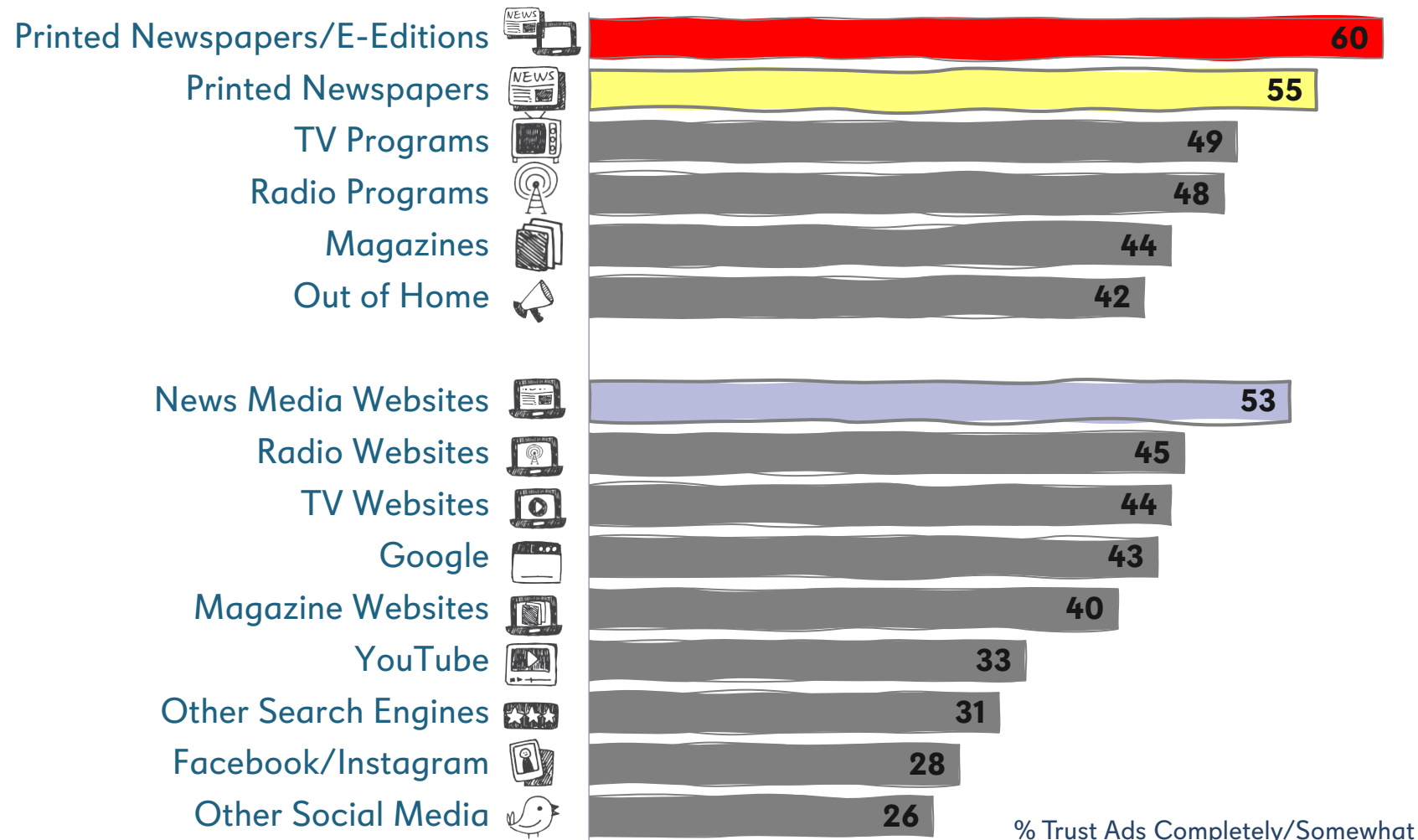


Advertising works best in trusted environments.

When audiences believe in the credibility of the media, that trust extends to the ads they see, boosting attention, engagement, and recall, creating a safe space for brands.

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%**).



% Trust Ads Completely/Somewhat



APPENDIX

Readership by generations.



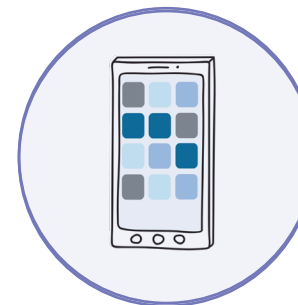
Age	% of Population	% Total Weekly Readership	% Traditional Format* Readership	% Online Format** Readership	% All Formats Readership***
18+	100	86	54	57	26
18-24	10	88	69	55	40
25-34	19	91	60	58	37
35-49	25	86	53	59	31
50-64	23	86	48	63	21
65+	23	81	48	47	9
Boomers	29	82	44	52	13
Gen X	23	84	54	65	26
Gen Y	31	89	54	57	31
Gen Z	15	90	68	56	41

Readership by regions.

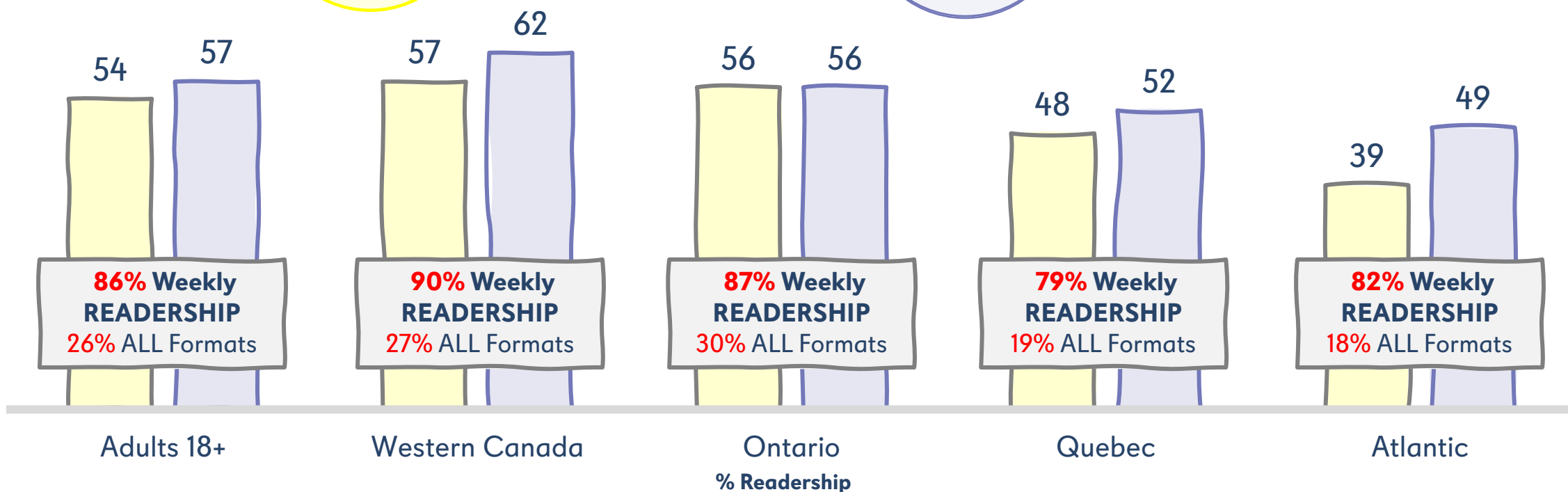
In **Western Canada** readership (90%) is stronger than average (86%), driven by online format readership.



Traditional format*



Online format**



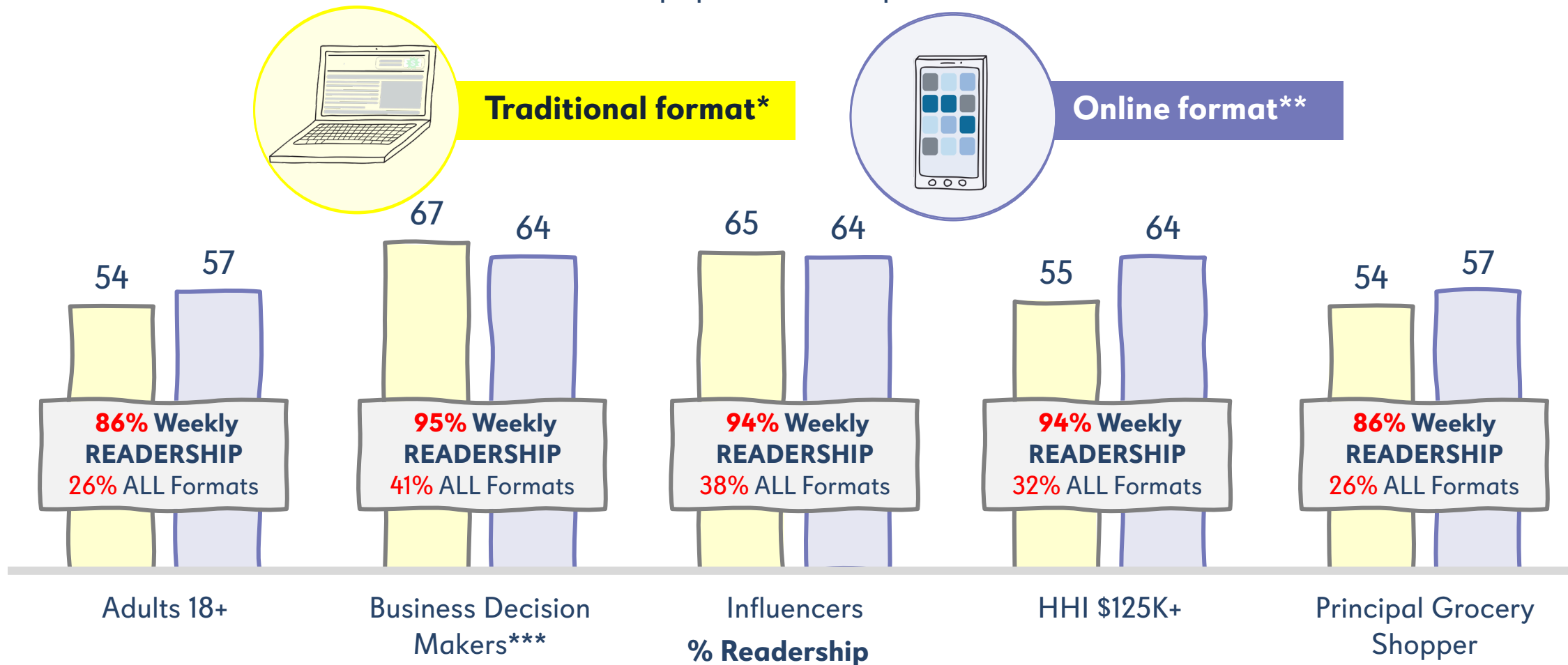
*Traditional format: print + e-edition (digital PDF replica or e-paper)

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

ALL Platforms=Read newspaper content in print, phone, computer, tablet

Readership is strong across all target groups.

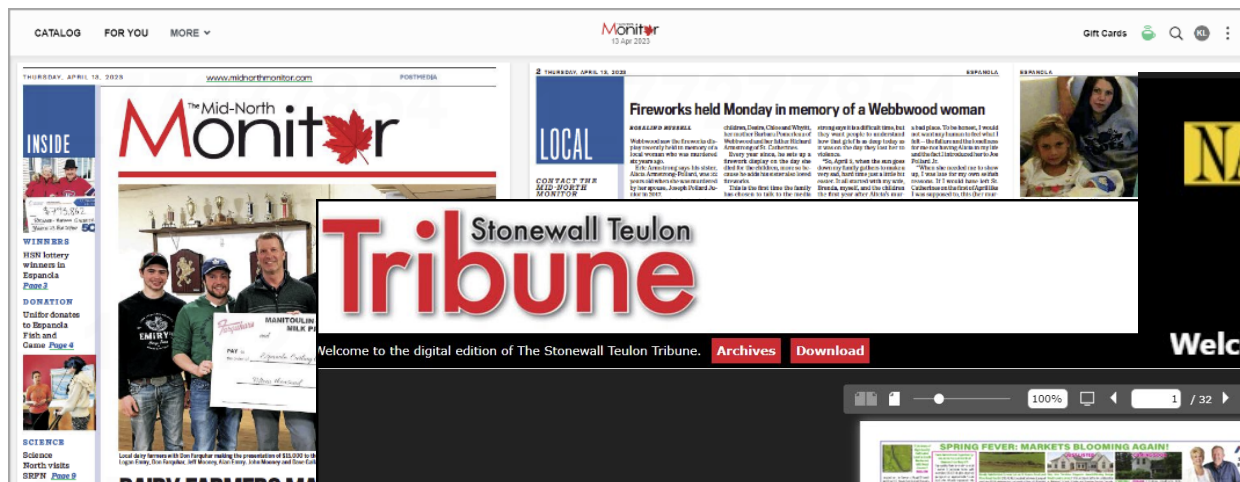
Business Decision Makers*** over-index on newspaper readership in traditional and online formats.



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

E-Paper Examples

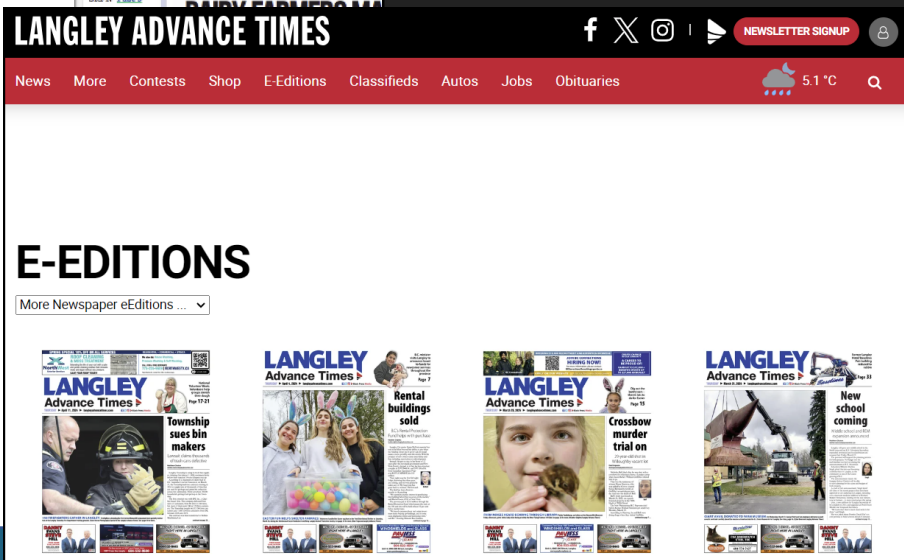
E-Papers are available through tools like PressReader, Issuu, Dflip, Twipe, etc.



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Vowing retaliation against Iran, Israel pressed to show restraint

Federal budget to include tax hikes for some corporations, top earners

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

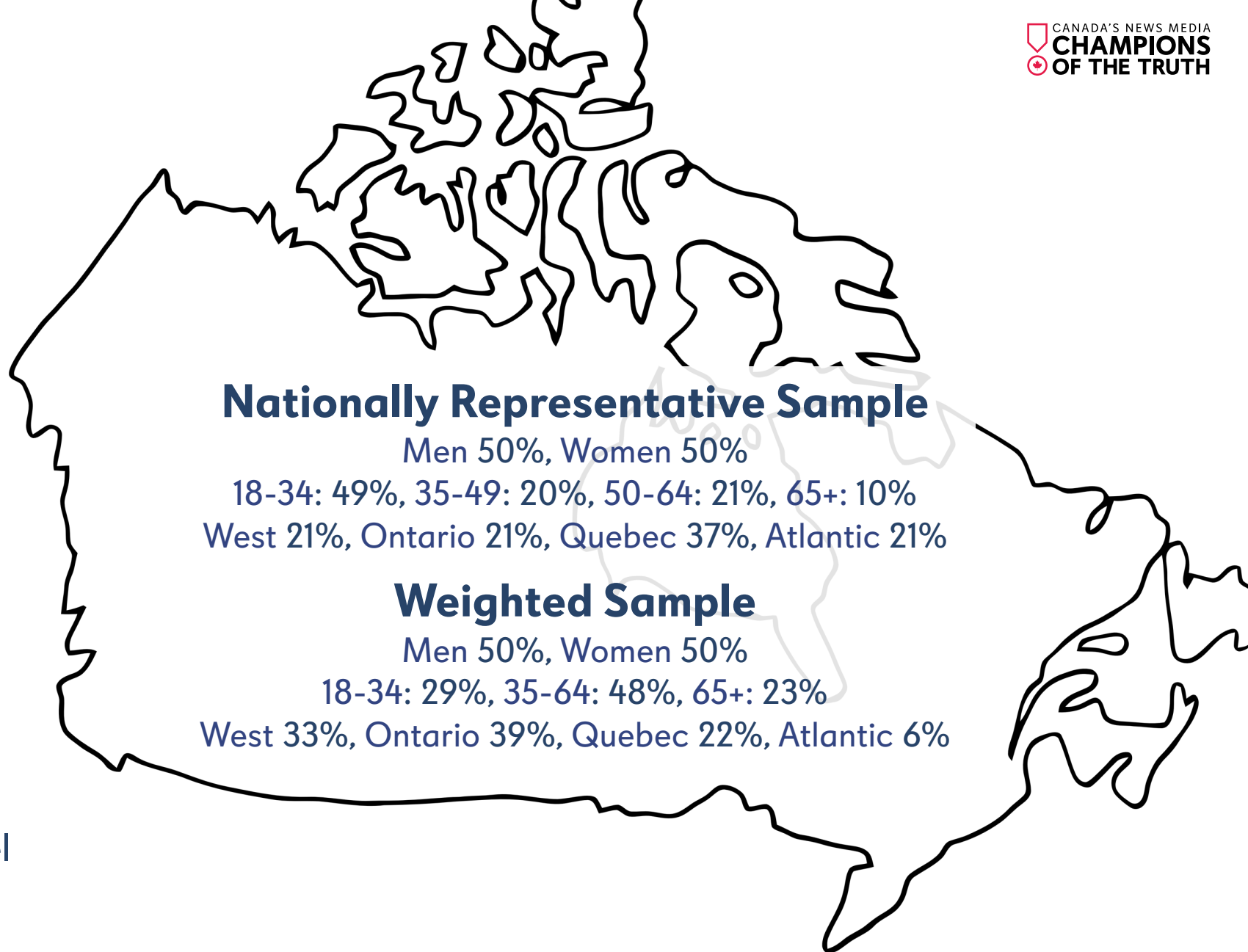
78% English / 22% French

Study Management

Totum Research

Margin of Error

±2.0% at the 95% confidence level



Champions Font

This presentation 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 – which mimic hand motions reflecting the craft and artistry that goes into producing credible news each day; and
- Highly Geometric Shapes – which represent the structure and rigour of fact-checking, editing, and producing high-quality, credible content newspapers are known for.

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