



Why Local Ink?

With changes to the publishing and advertising industries continuing to evolve at rapid-fire speed, new research shines a spotlight on a very positive development; the growing engagement with E-editions, particularly amongst readers in the 20-40 age group.

While the concept of E-Editions is not new, what is new, is the potential growth opportunity they represent for publishers. At the top of the list is the ability to monetize online revenues following the traditional model that has sustained newspapers for decades.



The key to unlocking this opportunity lies in our ability to re-align our use of E-editions to the requirements of the advertising industry, where data and analytics steer the decision-making process on campaigns.

The Local Ink Initiative

Unlike other E-edition delivery platforms that focus almost exclusively on the reader experience, the Local Ink platform blends the needs of community newspaper readers, publishers and ADVERTISERS to deliver a powerful option for newspaper publishers in growing both online readership and advertising revenues.

Underpinned by capturing the data and analytics to qualify E-edition engagement for advertisers, the objective of the Local Ink platform is to assist publishers in transforming passive viewership and an ambiguous E-Edition audience into measurable, actionable data that can drive new revenues at both the local and national levels.



<https://local-ink.ca/>

Empowering Local Newspapers. Connecting Communities.

Local Ink is a virtual newsstand that is purpose-built for enabling Canada's local newspapers.



Uniquely Canadian, Secure, and Collaborative

The Local Ink solution has been developed in collaboration with Canadian community newspapers publishers. It is a Made in Canada solution in Canada, hosted in Canada on secure, dedicated infrastructure ensuring data privacy and compliance with local standards.

The initiative brings publishers and industry partners together with world-class developers in a collaborative model that prioritizes both the current and future needs of local community newspapers.



“We need to take this opportunity to embrace an easy-to-use, affordable and uniform platform that will allow us to better track our reader data and provide a national newspaper marketplace. When was the last time we could comfortably plan for growth instead of contraction? This could be our chance.”

-Eric Anderson, Publisher/ Sr. Vice President, Caribou Publishing

What Local Ink Offers Publishers Exists Nowhere Else

Local Ink brings together proven E-edition technology, subscription management, and key analytics in one easy-to-use platform without the costs and complexity of enterprise systems that weren't developed specifically for the community newspapers industry.

Its a Platform Built for Local Newsrooms and Advertising Departments


- » Digital editions optimized for web and mobile
- » Subscription and access control built for local publishers
- » Robust engagement analytics calibrated to the needs of editors and salespeople

‘Great news on the launch of the new E-editions in those markets where publications had closed. Please provide me with a breakdown of the communities they will circulate and I will add them to the government plan.’

- Senior Media Planner
Agency for the Alberta Government



Winkler Morden Voice
Circulation Breakdown
Print: 14113
E-edition: 620



Community	Print	E-edition	Total
Winkler	6855	65	6920
Morden	6365	35	6400
Manitou	165	112	277
Darlingford	105	32	137
Crystal City	90	18	108



E-edition data is captured at the critical 'community' level not available in online analytics.



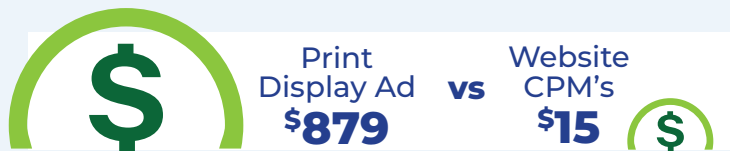
Grow Readership. Protect Revenue.

Advertisers value local readers and local subscribers far more than Page Views and Impressions generated from out-of-market visitors or worse, bots. They are willing to pay traditional newspaper rates to reach verified and qualified readers.

Local Ink helps you maintain control of your reader relationships and subscription income — while opening new pathways to reach audiences online.

As your E-edition readership grows, it's valued in line with your print edition — not diluted to the low-value economics of mass digital advertising

What attracts advertisers to community newspapers is local relevance, trust, connections to communities. What attracts advertisers to generic online delivery is low CPM's.



The Value of Community Newspapers Has Always Been the Connection to Communities. Local Ink Proves the Connection Exists...With E-editions'

Local Ink Makes Community Newspapers a More Attractive Option for Advertisers and Agencies.

By delivering a consistent and uniform collection of analytics available to advertisers and agencies, Local Ink has the potential to establish a new industry standard for verifying not only reader engagement but also something previously not available, campaign performance.

- » Open Rates Per Edition
- » # of reads per page
- » Cumulative/average time spent per page
- » Click-throughs

↑ The very same data that drives the online advertising industry will be available, uniformly, for Local Ink newspapers.

E-edition Engagement Campaign Summary

Agency: Cossette Media
 Client: Elections Canada
 Insertion Date: Week of April 21, 2025



Publication	Ad Page	Reads/Views	Avg Time Reading	Ad Click-throughs
Altona Rhineland Voice	6	1400	1:56	400
Assiniboia Times	16	176	1:16	55
Baldur/Glenboro Gazette	12	814	4:01	400
Battlefords Regional News-Optimist (The)	8	513	2:21	16
Beausejour/Lac du Bonnet Clipper Weekly	3	211	1:15	17
Biggar Independent	22	119	1:30	75
Boissevain Recorder	7	1123	2:21	400
Brandon Westman This Week	17	413	2:45	18
Canora Courier	15	67	1:25	89

Sample report illustrating a post campaign newspaper performance



Participate in the First 150 Launch

With the support of Heritage Canada funding (available for the first 150 participants), AdWest Marketing/AdCanada Media and News Media Canada are recruiting community newspapers to be collaborators with Local Ink for the initial national rollout.

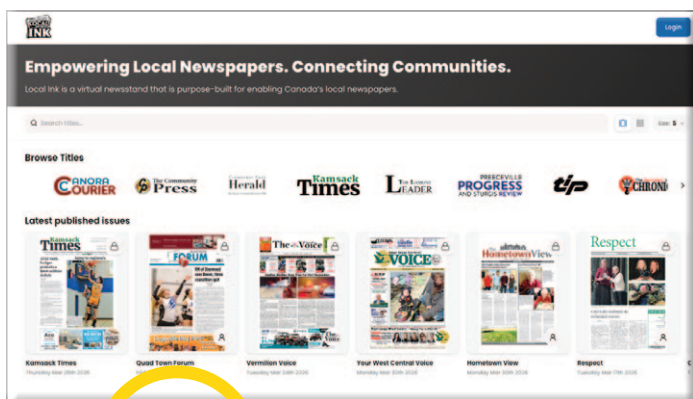
Why this matters:

The First 150 titles receive:

- » 3 years of licensing covered by grant funding (\$799/year)
- » 10 years fixed annual licensing starting in year 4
- » priority implementation support
- » Influence future feature prioritization
- » Financial coverage during the launch phase

The industry as a whole :

- » Benefits from your pioneering collaboration on features and services that will:
- » Expands readership markets
- » Attracts more advertising – complete effectively with foreign media platforms
- » Champions local Canadian journalism
- » Reduces in long term newspaper publishing costs



reader.local-ink.ca/



“Local Ink is helping community newspapers like ours bridge the gap between print tradition and digital access. Platforms like this give independent publishers the tools to grow digital subscriptions while continuing to invest in the trusted local journalism our communities depend on.”

– **Lisa Sygutek**, Publisher,
Crownsnest Pass Herald/President,
Alberta Weekly Newspaper
Association



For more information on the Local Ink project contact:

Jeff Beardsworth
AdCanada Media Inc
jeff@adcanadamedia.ca