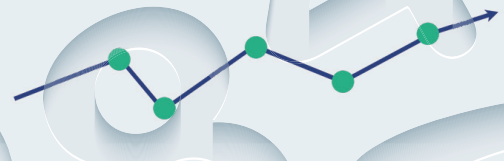


News By The Numbers

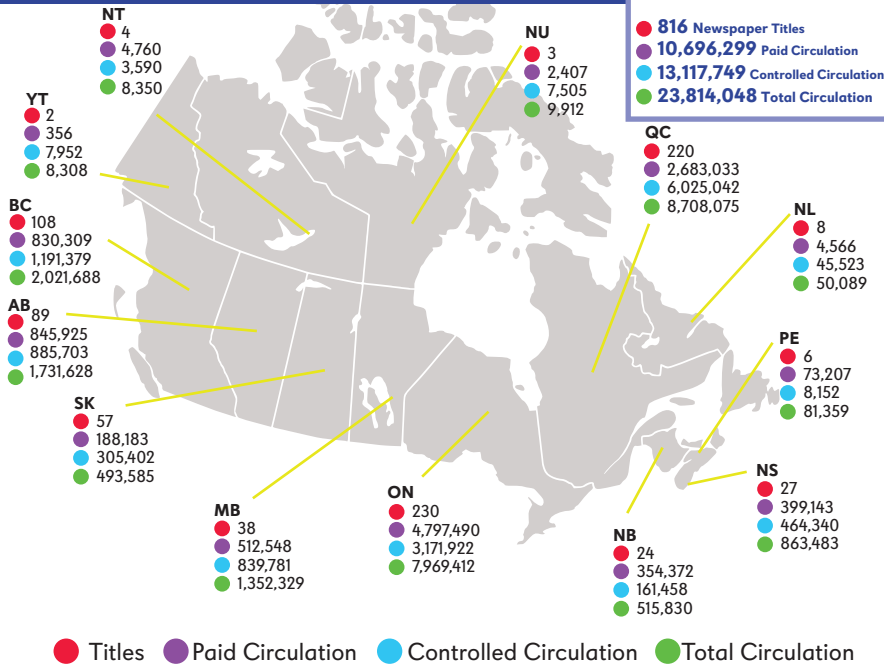
The Power of Canadian News Media



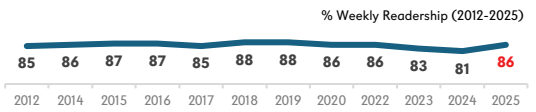
Almost 24 million newspapers are distributed across Canada each week.

TOTAL NEWSPAPER CIRCULATION (WEEKLY)¹

Total Canada



Four out of five Canadians (86%) of adults in Canada read newspapers weekly in traditional or online formats.²

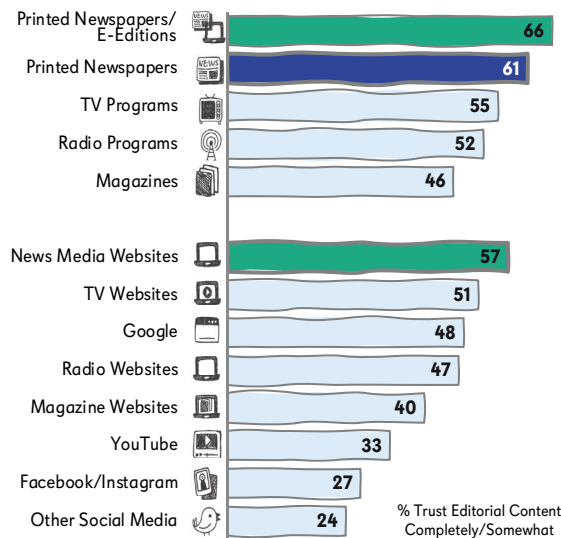


Canadians trust newspaper content²

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.



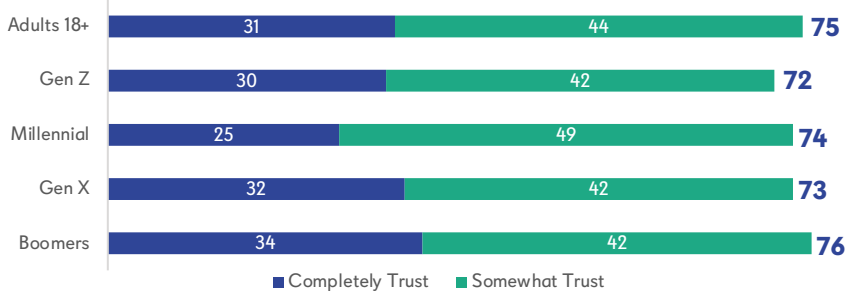
Trust in Traditional Media Remains Strong³

Canadians continue to trust their established relationships when deciding who to believe.

- Three-quarters (75%) of respondents stated that they have some trust in news from traditional Canadian news outlets, with 31% expressing complete trust.
- By contrast, only 27% expressed trust in social media platforms, indicating that Canadians understand the difference between journalism and platforms.



Trust in Traditional Canadian News Media Outlets

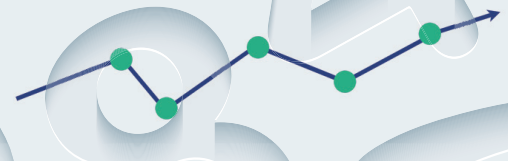


For more information, go to newsmediacanada.ca

Source:
1 - News Media Canada database, June 30, 2025
2 - Totum Research; Canadians 18+, weekly readership, December 2024/January 2025
3 - Canadian Journalism Foundation, October 2025

News By The Numbers

The Power of Canadian News Media



Future of News (Canada) - Following the News⁴



71% of Canadians follow news closely (reading an average of 6.5 news articles/stories per day)



22% of Canadians are news junkies (checking the news an average of 5 times per day and reading an average of 8.8 news articles per day)



Canadians are just as likely to follow news very closely as they are sports and more likely than they are entertainment.

Unlocking the Trust Premium⁵

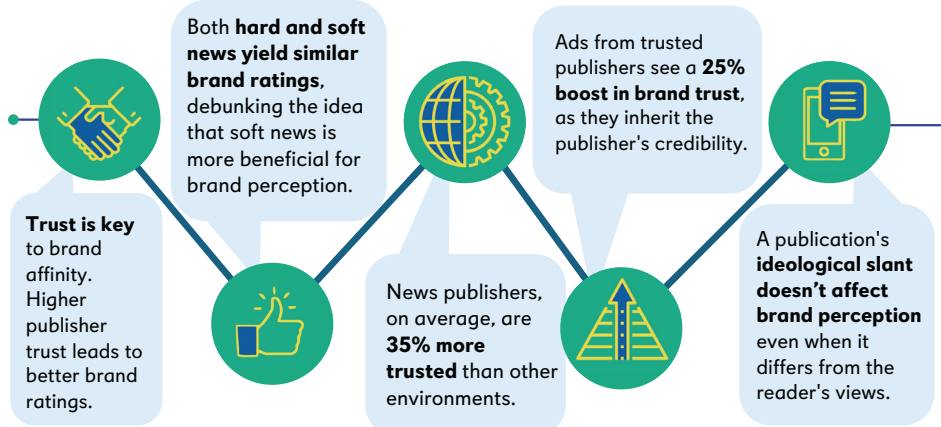


Advertiser Brands

Ads displayed by trustworthy publishers received a demonstrable boost.

Trusted Publishers

Create a halo effect that extends to commercial brands advertising on their properties.



Future of News (Canada) Brand Safety⁴

Advertising adjacent to quality news content is **SAFE**, regardless of topic.

No brand safety issues for key demos:

- Gen Z
- high income earners
- Moms
- university-educated

AVERAGE BRAND REPUTATIONAL METRICS

66.9%

8 Metric Average
Global Politics,
Canadian Politics,
Crime

67.5%

8 Metric Average
Business,
Entertainment,
Sports

'NOT Brand Safe' Content 'Brand Safe' Content

Separating fact from fiction online⁶

The rapid growth of digital content and social media has created a growing challenge in today's media environment.

Since 2023, the share of Canadians struggling to tell the difference between fact and fiction has risen from 45% to 57%.

Printed newspapers the most trusted of all media⁶

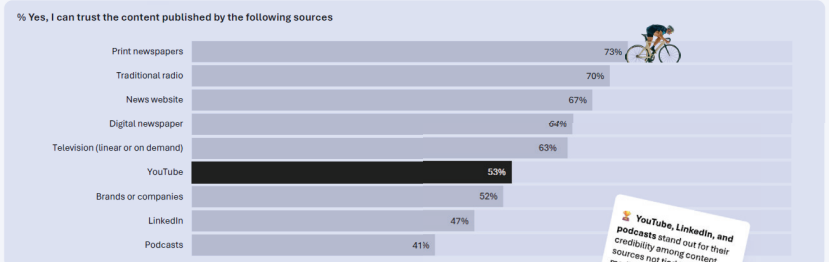
In a Leger study on social media behaviours and preferences, traditional media content continues to dominate.

When asked about the content posted by various sources, 73% of Canadians 16+ reported trusting print newspapers, higher than all other traditional or digital/social media.



YouTube ranks as the most trusted social platform

When it comes to credibility, traditional media—print newspapers, radio, and news sites—continue to dominate. For brands, this opens the door to thinking about how these channels can complement each other. For example, in campaigns designed to shift perceptions, encourage behaviors, or strengthen "you guessed it" credibility.



For more information, go to newsmediacanada.ca

Source:
4 – Stagwell Global; Future of News Canada, September 2025
5 – Unlocking the Trust Premium, A Canadian News Effectiveness Study, 2025
6 – DGTL Study 2026 Edition, Leger DGTL, May to June 2025; n=3561 online Canadian respondents age 16+