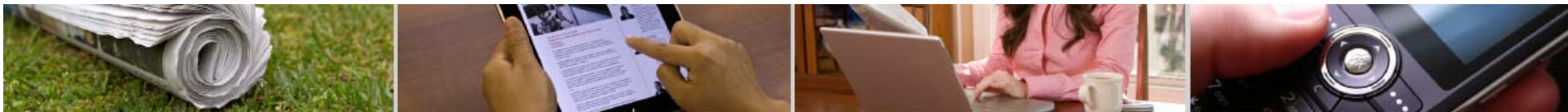


Newspapers Deliver: Ad Engagement Study Results

Released February 2011



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Totum Research undertook a study on behalf of Newspapers Canada to secure a deeper understanding of Canadians and their use of media – in particular, newspapers and their online sites.

The study was completed as follows:

- National online panel
- Random and balanced by population
- English and French
- 1,000 Canadian adults 18+
- In field: November 2010

The results of the study are presented.



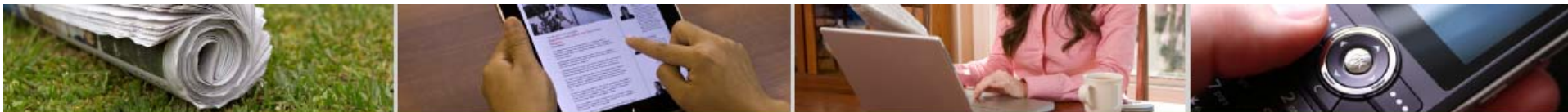
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Newspapers are more than just print



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More than three-quarters of Canadians agree that newspapers are not just printed products but websites and mobile sources of news. This demonstrates the strength of newspaper brands and how they effectively translate across media platforms.

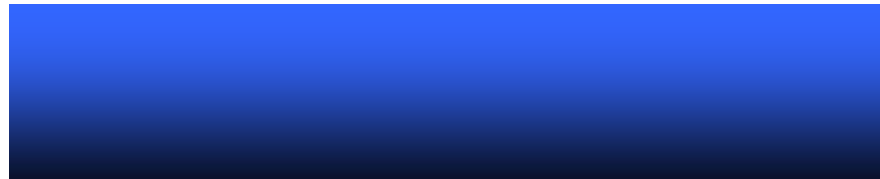


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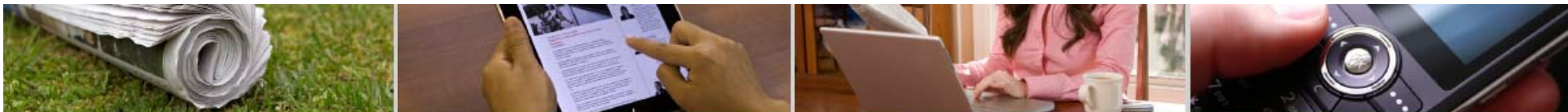
**Newspapers are not just
printed products but websites
and mobile sources of news**

Agree



77%





And while the majority of Canadians continue to read a printed newspaper each day, this research demonstrates that they are also using online, mobile and tablets daily.

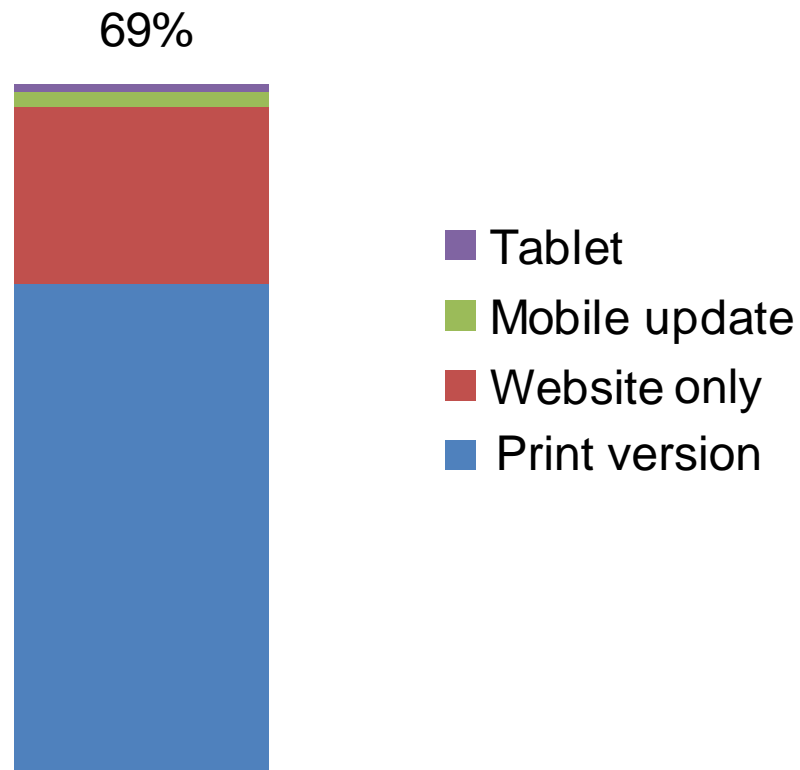


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Print newspaper readership dominates

Canadians reading the newspaper yesterday on any device





Trusted for advertising



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In many other media, advertising is not always appreciated or believed. Newspapers have built trusted brands that deliver information in the form of both articles and ads.

Newspapers consistently prove that they are the **most accepted and trusted place to advertise!**

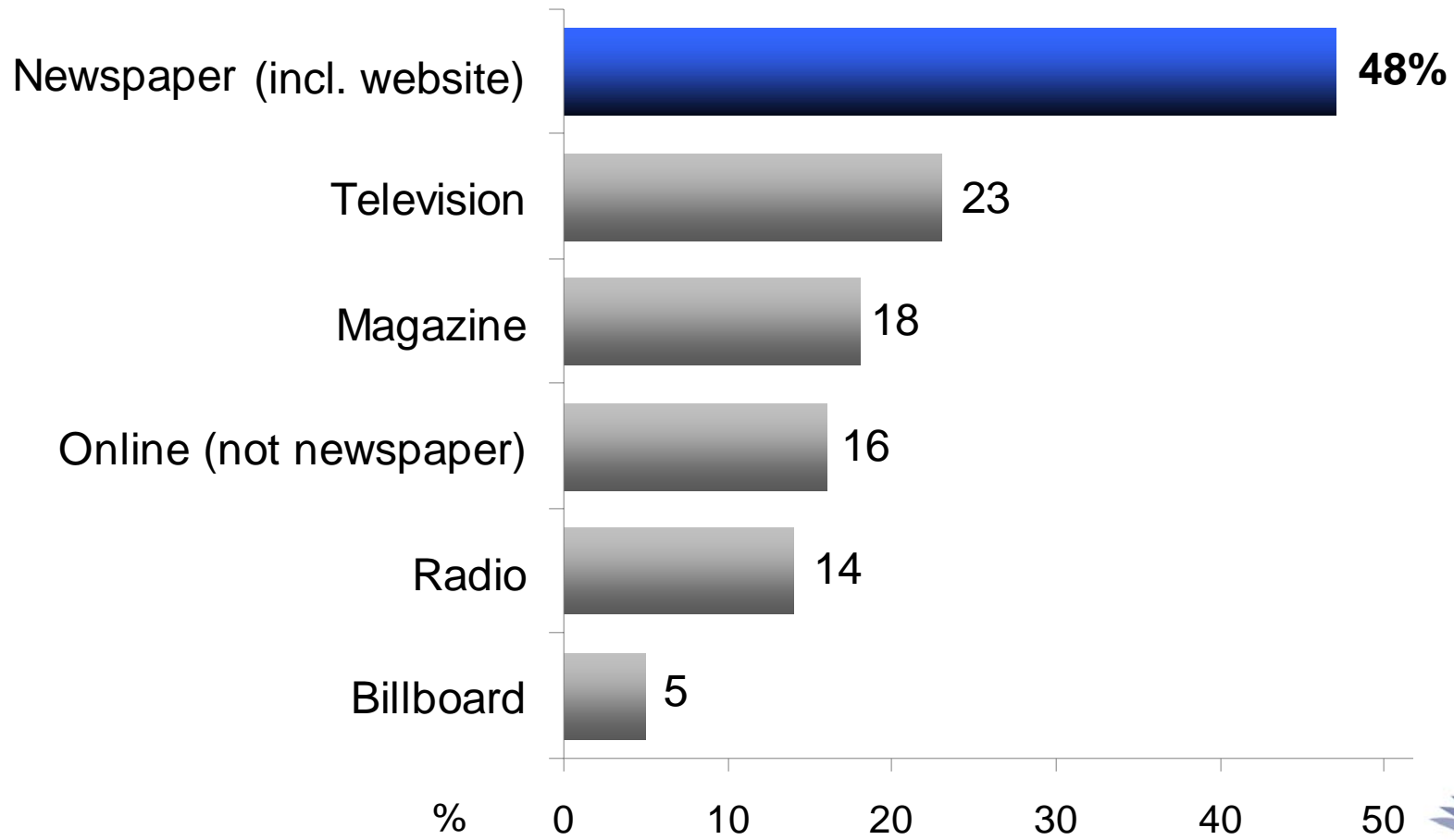


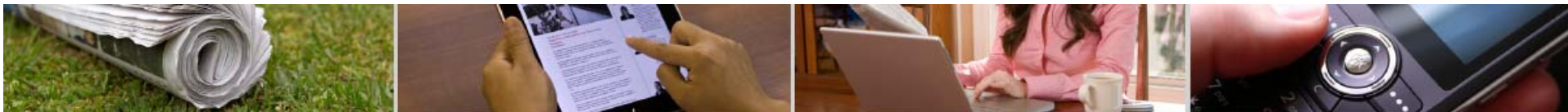
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Trust

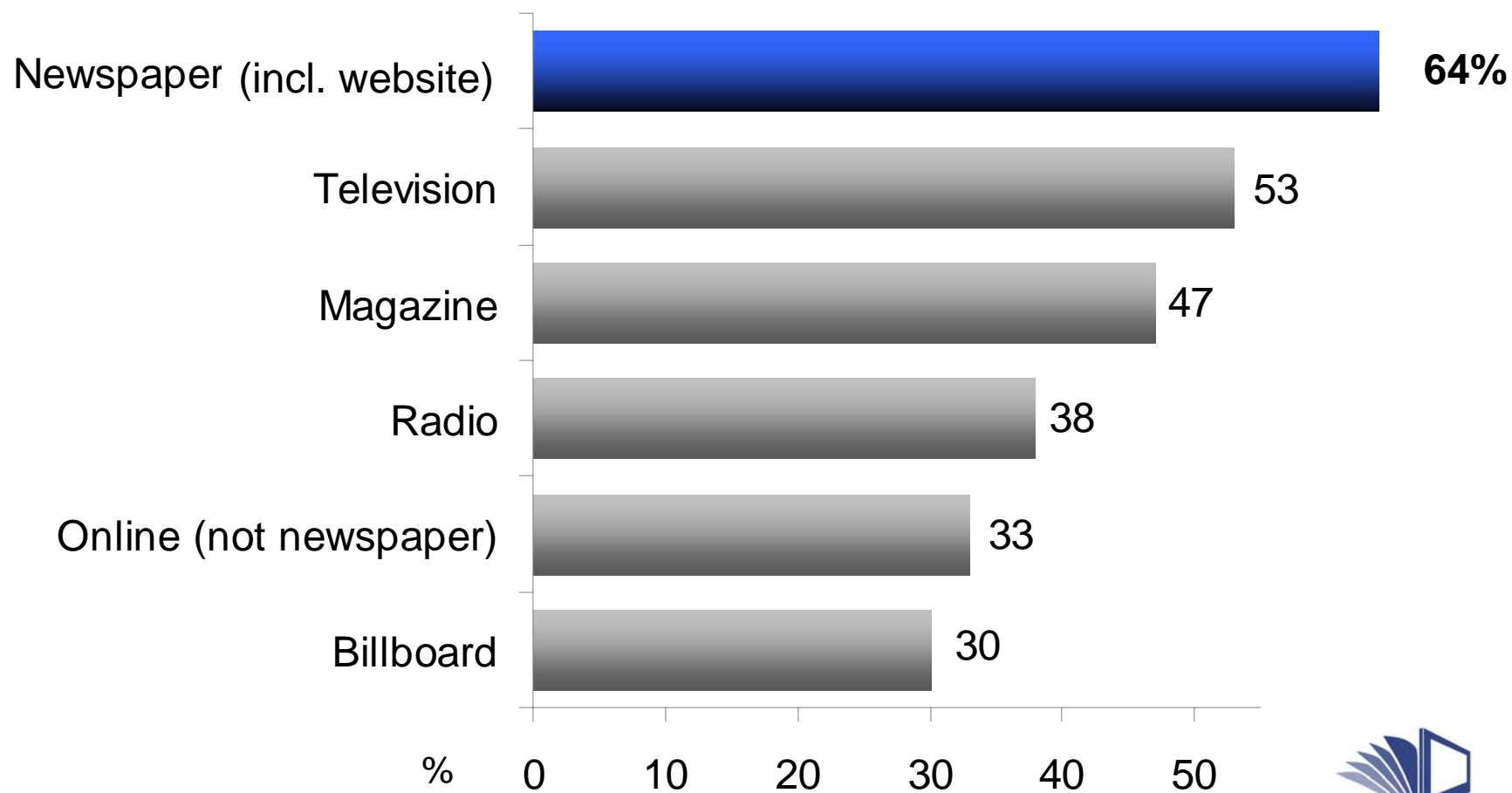
“I trust the ads appearing in this medium the most” applies to:





Most accepted for ads

“It is most acceptable for this medium to have ads” applies to:



Totum Research for Newspapers Canada, November 2010



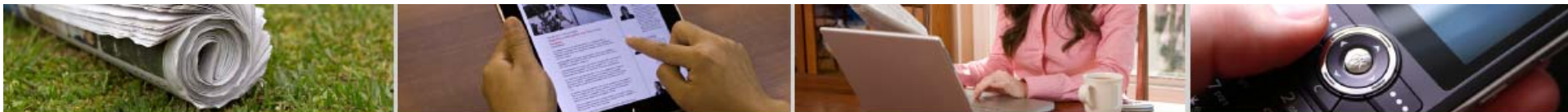
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Ads get noticed



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Ads are part of the newspaper experience allowing readers to discover sales, new products, announcements and more. Canadians confirm that they **notice and check the ads in newspapers and on their sites!**

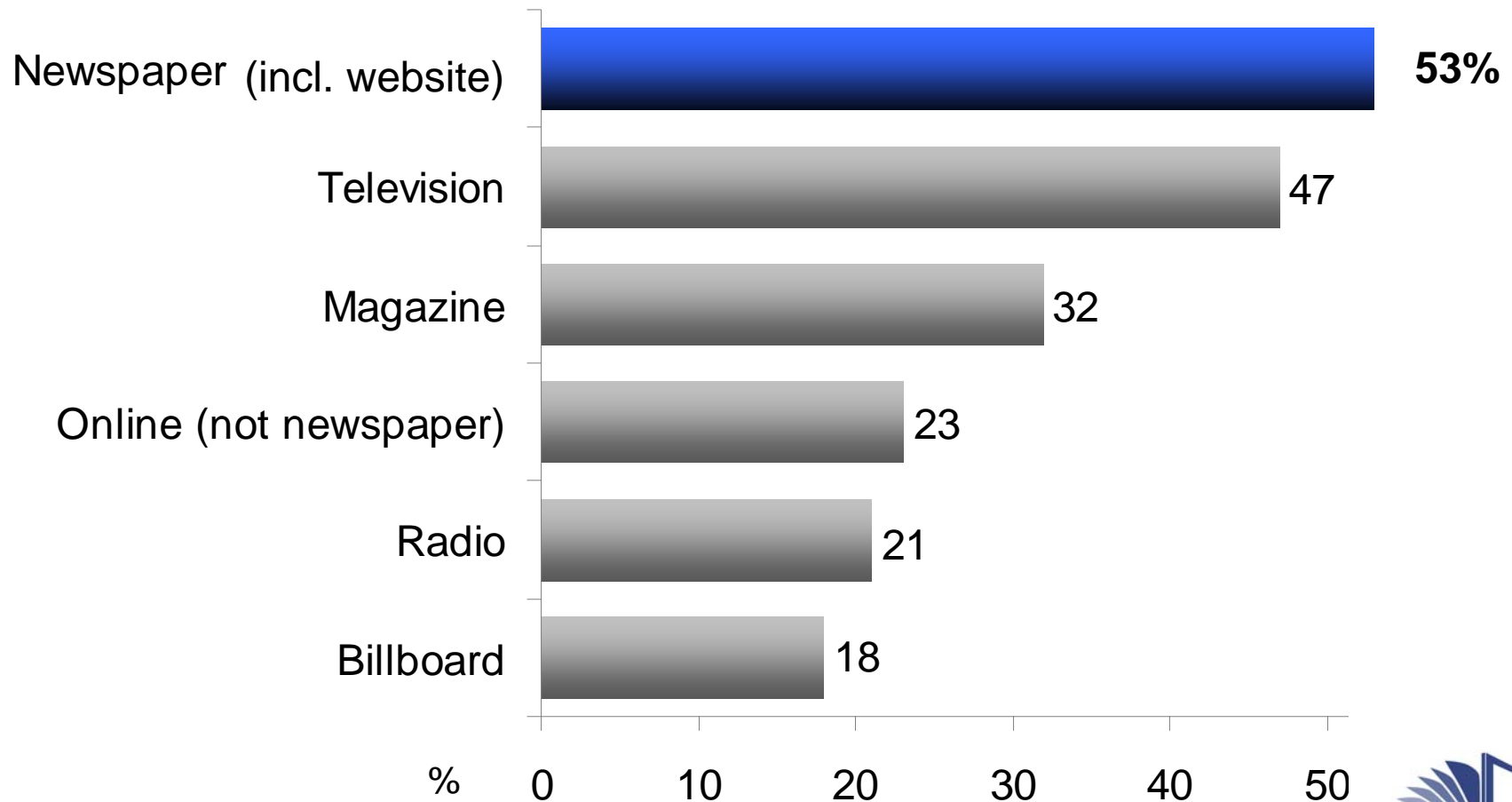


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Notice ads

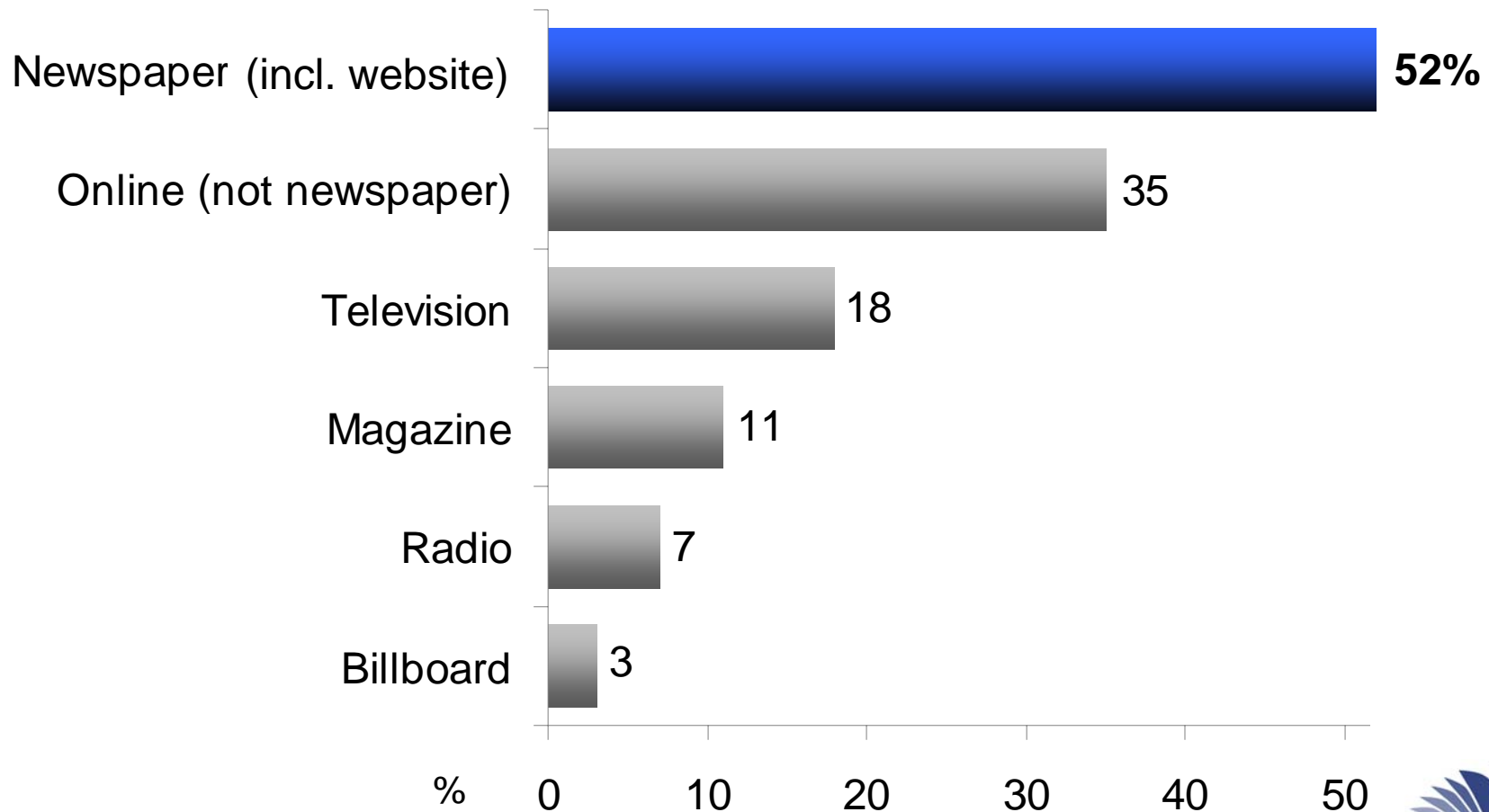
“I usually notice the ads in this medium” applies to:





Check ads

“This is my primary medium for checking ads” applies to:





Driving online visits



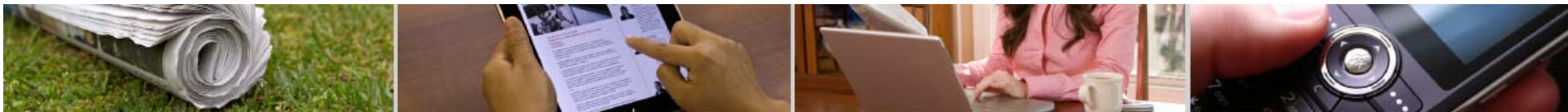
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New sites are being developed every day.
Most products and services want to establish their online presence or build visits so they can deliver their message.
Advertising in newspapers and on their sites builds awareness for the advertised product and **drives the reader online.**



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Newspapers drive to online

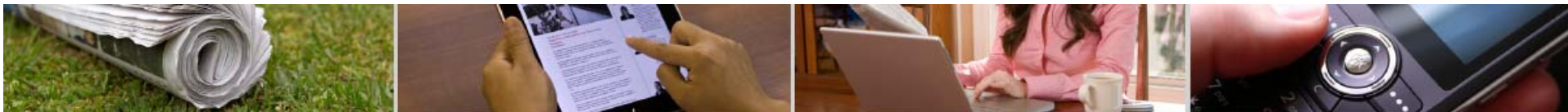
I have gone online to find out more information about something I saw in a printed newspaper

Agree



63%





Newspaper sites drive to online

I have gone online to find out more information about something I saw on a newspaper website

Agree



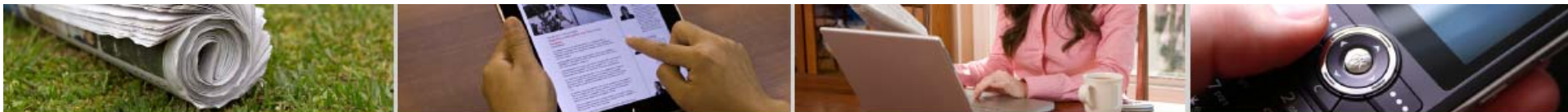
46%



Newspaper readers buy



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Newspapers and their sites present what is new and interesting ...including a sale. So it is no surprise that the **number one place** that Canadians look for **bargains is in newspapers and on their sites.**

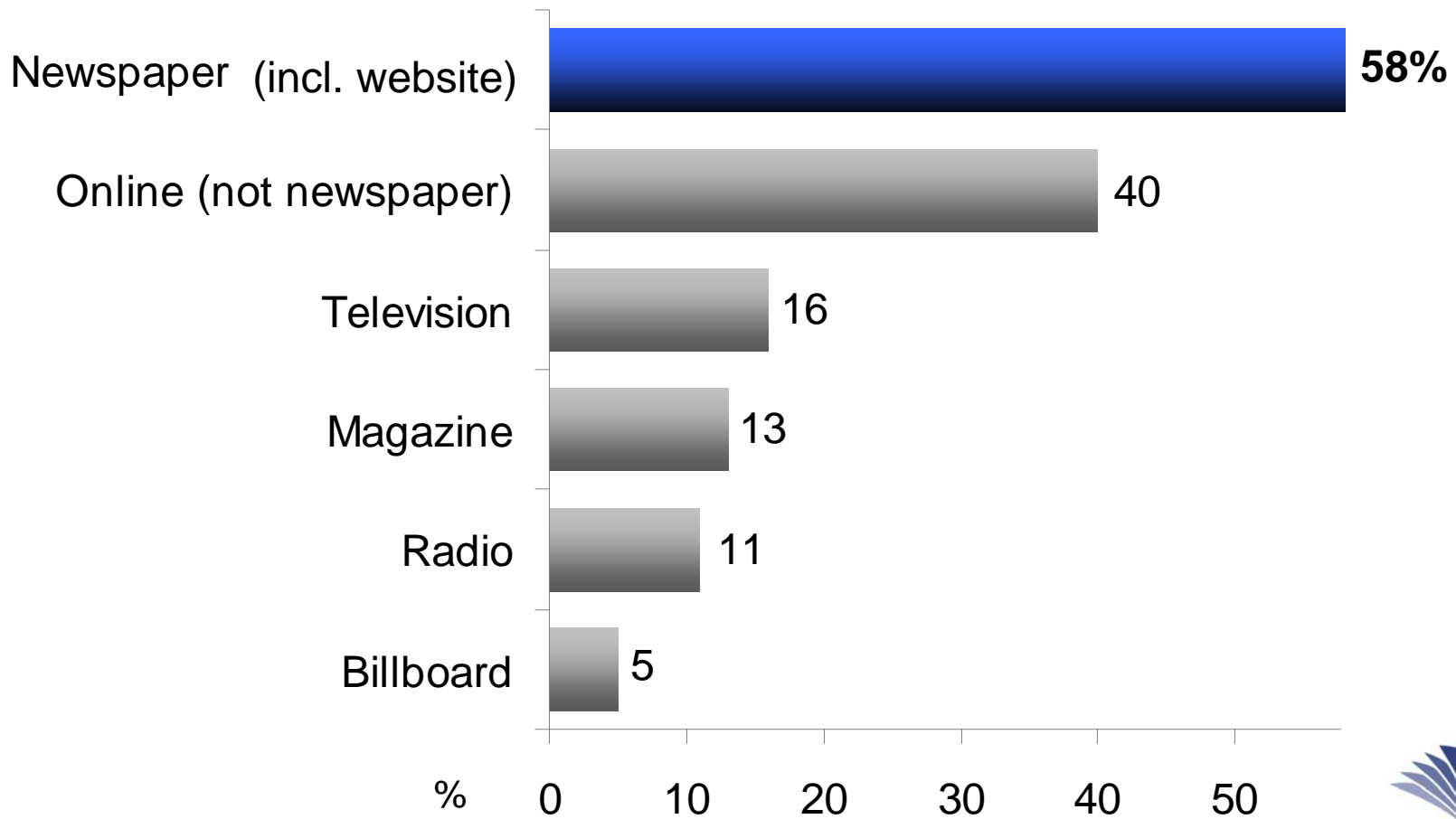


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Source for bargains

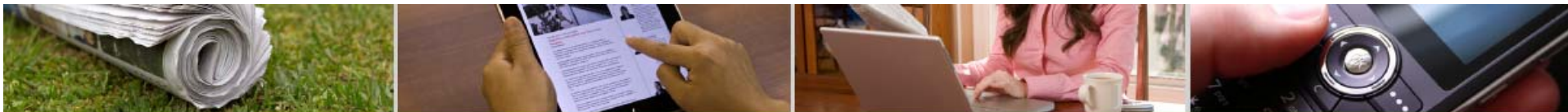
“Ads in this medium are most likely to help me find a bargain” applies to:



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Furthermore, and most importantly, the ads in newspapers and on their sites inspire purchases more than any other medium!

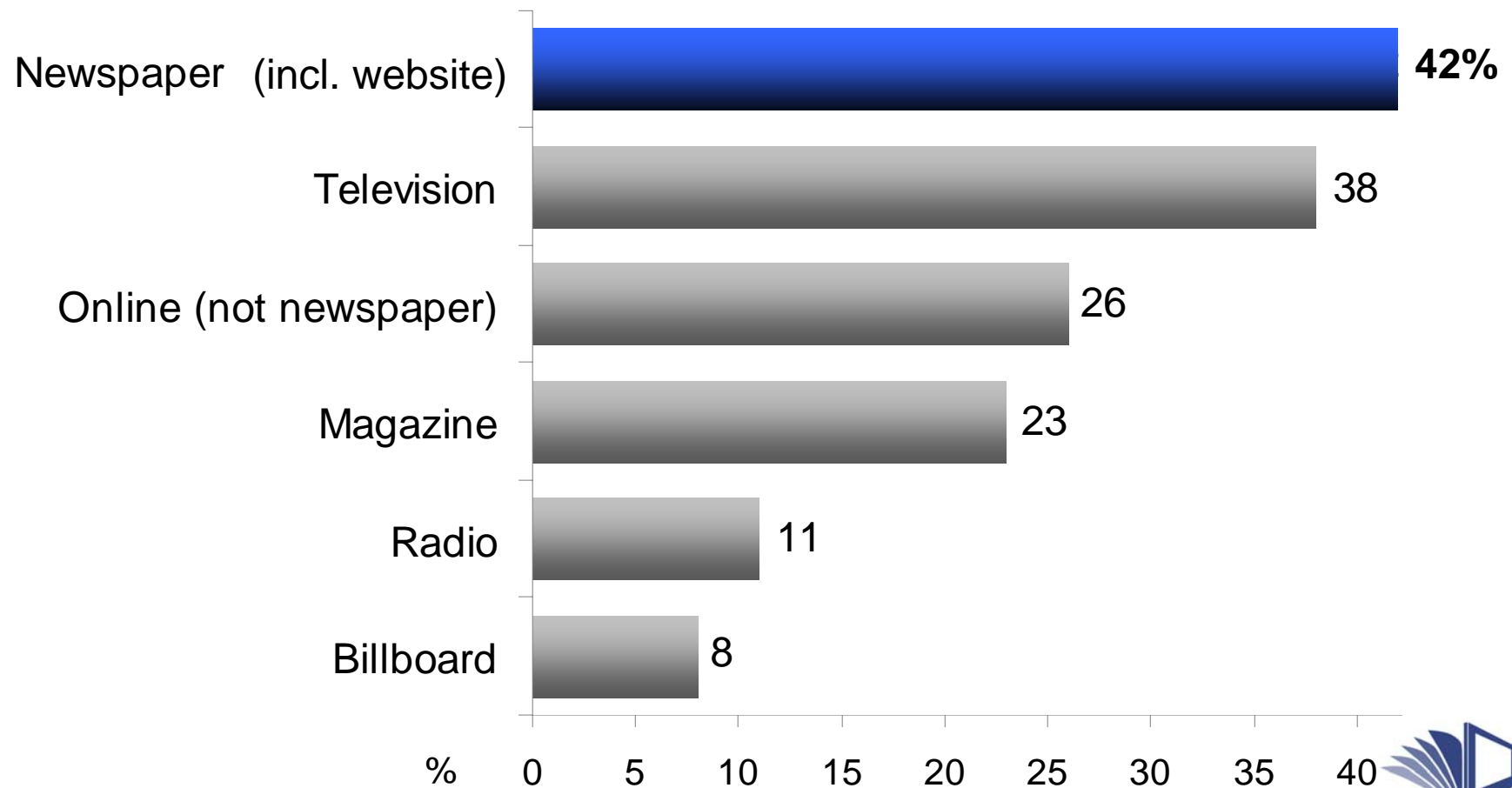


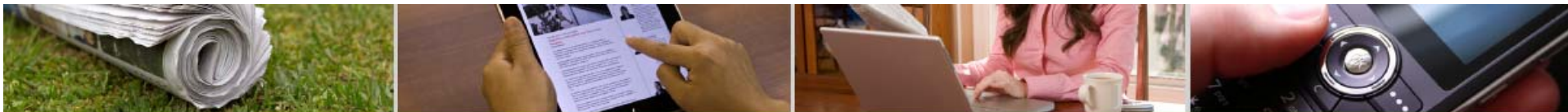
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Ads in newspapers inspire purchase

“Ads in this medium are most likely to inspire purchase” applies to:





Newspapers and their sites are advertising powerhouses. And as mobile and tablet advertising become more commonplace, newspapers are poised for an exciting future!



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For further information, feel free to contact:

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416-923-3567



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