



A guide to newspapers

Why newspapers?

- » **Almost half** of Canadian adults, read a daily newspaper on an **average weekday**¹
- » Daily newspapers are read **by 3 out of 4 adults each week**¹
- » Readership of print daily newspapers has been stable over the past 5 years¹
- » Readers spend **46 minutes** with their daily newspaper (up from 44 minutes in 1999) and they spend 224 minutes a week with their daily¹
- » **Community newspapers** are read by 74% of Canadians each week²
- » **Advertising in newspaper is welcomed** – more Canadians indicate they prefer newspapers with ads/wouldn't be same without ads vs. other media where ads are not welcomed³
- » Consumers are more **absorbed** by newspapers than any other media as they're more attentive and more involved in reading⁴

Why newspaper sites?

- » **19%** of adults read an online newspaper in the past week¹
- » More than **three-quarters** of online readers **also read a print newspaper**¹
- » Visitors spend **115 minutes** weekly reading newspaper sites¹
- » Almost half of consumers would **take action** after seeing an **ad on a local newspaper website** – scoring higher than local TV sites (44%), magazine (42%), user review (39%) and portals (37%)⁵

When to consider newspapers and their sites

- » **Local** – Newspapers are part of the fabric of their communities and can deliver to a specific audience.
- » **Trusted** – Advertising in newspapers is trusted more than any other medium.⁶
- » **Reach** – Newspapers reach a mass audience in a market with a single exposure. Our sites attract more Canadians than other media sites.³
- » **Target** – Newspaper deliver Men (51% daily, 72% community), Women (41% daily, 75% community), Adults 50+ (58% daily, 76% community) and Business Executives (50% daily, 74% community).^{1,2}
- » **Quick Turnaround** – When advertisers want to get a message out quickly, they use newspapers. No other media can provide such timely turnaround.
- » **Detailed Information** – Newspapers provide the opportunity for long copy where details can be flushed out. Starch research finds that those in the market (particularly for high ticket items), not only read the ads, they study them.
- » **Visual** – A product demonstration, a package shot, or a visual representation of the benefit – all can be delivered through a visual in a newspaper.
- » **Drive Sales/Response** – Newspapers can drive response by featuring sales, couponing or sending a consumer to a site, to name a few. Almost 60% of Canadians indicate that things they see/read in the newspaper cause them to search the internet to find out more.³
- » **Specific Day** – Daily papers allow an advertiser to be featured on a specific day that matches with their message (e.g. Earth Day).

Strategic uses of newspapers

- » **Call to Action** – Research finds that ads in traditional media (such as newspapers) that made an impression were more likely to stimulate word of mouth.⁷ For online, compared to other media sites and portals, newspaper sites caused more (almost half) of visitors to take action.⁵
- » **Brand or Image Building** – Research has found that newspapers work just as well as TV in its ability to build strong brands.⁸
- » **Extension** (part of multi-media campaign) – Newspaper combined with TV can be very effective as these are the top two media in terms of influencing consumers.⁹ They work together as consumers remember the TV ads but not necessarily the brand being advertised. Adding newspaper advertising helps reinforce the brand.
- » **Depth of Information** – Newspapers are an active experience. Readers choose pace and subject material - they can linger over a long copy ad. This adds to comprehension and depth of experience.
- » **Public Agenda** – The newspaper presents the issues of the day. The advertising in the paper is trusted more than that in other media.⁶ Given this, it provides the appropriate environment for a message of civic importance.
- » **Re-Appraisal** – The newspaper provides that latest news and ideas that are shaking up the community, country and world. It is therefore the perfect environment for presenting a brand that wants to be seen in a new light.



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Newspaper formats

- » There are 97 daily newspapers in Canada and most print 6 or 7 days of the week
- » There are over 1,100 community newspapers in Canada and most are distributed weekly
- » Newspapers are available in broadsheet and tabloid
- » Free dailies are Metro and 24 hours
- » All newspapers have a website
- » Some newspapers offer flyer distribution
- » Newspapers deliver news in a variety of formats (mobile, video, RSS, e-newsletters, podcasts and more) – ask about further advertising opportunities

Ad size, colour and placement

- » **Size** – Some papers accept any size (in lines and columns) and others are modular (a number of set sizes to choose from).
- » **Sections** – Some newspapers offer sectional pricing.
- » **Study** – In terms of choosing print ad size and colour, the Canadian Newspaper Association has compiled an effectiveness study summarizing 51 Canadian and international surveys.
- » **Calculator** – From the effectiveness study, an estimation “calculator” has been created by the Canadian Newspaper Association – go to <http://www.cna-acj.ca/en/marketing>
- » **Premiums** – Colour premiums vary by paper and in some cases are subject to a minimum size or purchase commitment.
- » **Creative** – Many newspapers are open to creative placement of ads.

Frequency

- » **Booklet:** A booklet on frequency has been created by the Canadian Newspaper Association.
- » **Findings:**
 1. Frequency principles do not vary by medium (exception: magazines).
 2. Run various executions (if feasible) and alternate their schedule (e.g. ABCABCABC rather than AAABBBCCC).
 3. There is no agreement on the often bantered about effective frequency of three.
 4. Fit frequency to communication situation:
 - MORE FREQUENCY: Changing values, new product, high competition, strong awareness but low share, weak awareness, image campaign, complex concept, high ticket item / long purchase cycle.
 - AVERAGE FREQUENCY: Line extension, product sell
 - LESS FREQUENCY: Evolving ad campaign, simple ad message, teaser ad, low ticket or impulse buys, dominant brand, strong market awareness
 5. Frequently advertised products have higher profits!

Newspaper sales contacts

- » **Dailies:** Key contacts can be found at <http://www.cna-acj.ca/en/marketing>
- » **Communities:** Contact information and a campaign calculator can be found at www.communitymedia.ca

Sources of information

- » Canadian Newspaper Association (dailies): www.cna-acj.ca
- » Canadian Community Newspaper Association: www.cna.ca
- » Daily newspaper and online readership: www.nadbank.com
- » Community Newspaper readership: www.combase.ca
- » Circulation:
 - Canadian Media Circulation Audit: www.circulationaudit.ca
 - Audit Bureau of Circulations: www.accessabc.com
 - Office de la distribution certifiée: www.odcinc.ca



1. NADbank 2008
2. Combase 2005/2006
3. Totum Research 2008 (commissioned by the Canadian Newspaper Association)
4. The Advertising Research Foundation (New York), White paper on Measures of Engagement (June 2006)

5. Jupiter Research 2008
6. World Media Trends Report 2008
7. nytimes.com, “Traditional Media Not Dead yet for Marketing, Study says”, June 2008
8. Admap, April 2007
9. BIgmedia 2006

