



Newspaper Ads Work

The Canadian Newspaper Association in conjunction with the Canadian Community Newspapers Association undertook research with Ipsos Reid to understand Canadians impressions of newspapers and its advertising. This research demonstrates the power of newspaper advertising!

Newspapers are visited multiple times daily

Most Canadians look at a newspaper more than once over the course of a day. They can get an update in the morning and return again for more depth or specific information such as TV listings, movies, weather and more.

63% of Canadian look at a newspaper one or more times over a day. While a full 16% of Canadians come back to the paper - looking at it two or more times of a course of a day.

For newspaper readers in Canada, **25% look at a newspaper TWO OR MORE times over a day!** This is a substantial number that take a second, third or fourth look into the paper.

Newspapers last more than one day

There may be a perception that a newspaper is read and then discarded the same day. Actually, **62% of newspaper readers indicate that they often KEEP sections or the entire paper for more than one day.**

The paper provides valuable on-going information such as sport schedules, what's on locally (where community activities are highlighted), special topical sections, movies, ads and other fascinating and relevant information.

Canadians trust newspaper ads

Advertising is not always appreciated or believed. Newspapers are one of the places that consumers expect and accept ads. And compared to other media, newspapers always score high on "most trustworthy for advertising". In 2010, **63% of Canadian newspaper readers indicated that they TRUST the ads in this medium.**

Newspaper readers notice the ads

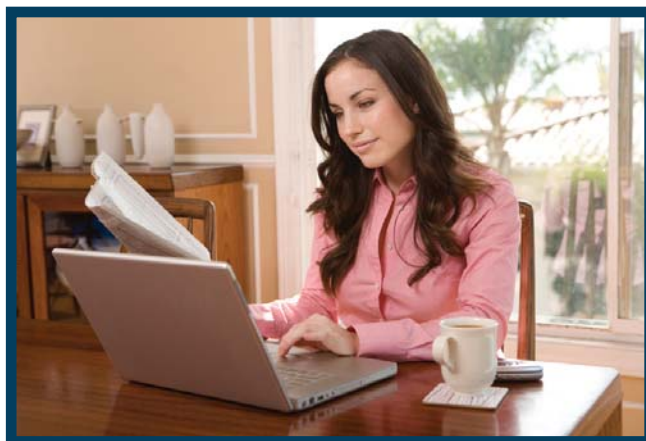
Ads are part of the newspaper experience allowing readers to discover sales, new products, announcements and more. A whopping **75% of newspaper readers indicate that they BROWSE THE ADS!**

Newspapers ads drive to online

Newspaper ads can be very compelling. Some tease the reader to find out more. In the internet age, that can mean going online. In Canada, **70% of newspaper readers have gone ONLINE to find out more information about something they've SEEN IN THE PRINT NEWSPAPER.**

Newspaper readers buy

Newspapers allow advertisers to present their goods and services to Canadians. And Canadians respond. **73% of newspaper readers indicated that they have been influenced to BUY a product or service because of an ad they saw in the printed newspaper.**



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