



Community Newspapers

The Power to Reach!

ad*reach



315 Community Newspapers Across Ontario

- 147 Independent Newspapers
- 99 Metroland Media Group
- 61 Quebecor/Sun Media
- 5 Postmedia Network
- 3 Transcontinental Media

We've Got Ontario Covered!

Total Weekly Circulation Over **6** Million



- ✓ 4.1 Million Households
- ✓ 5.8 Million Readers

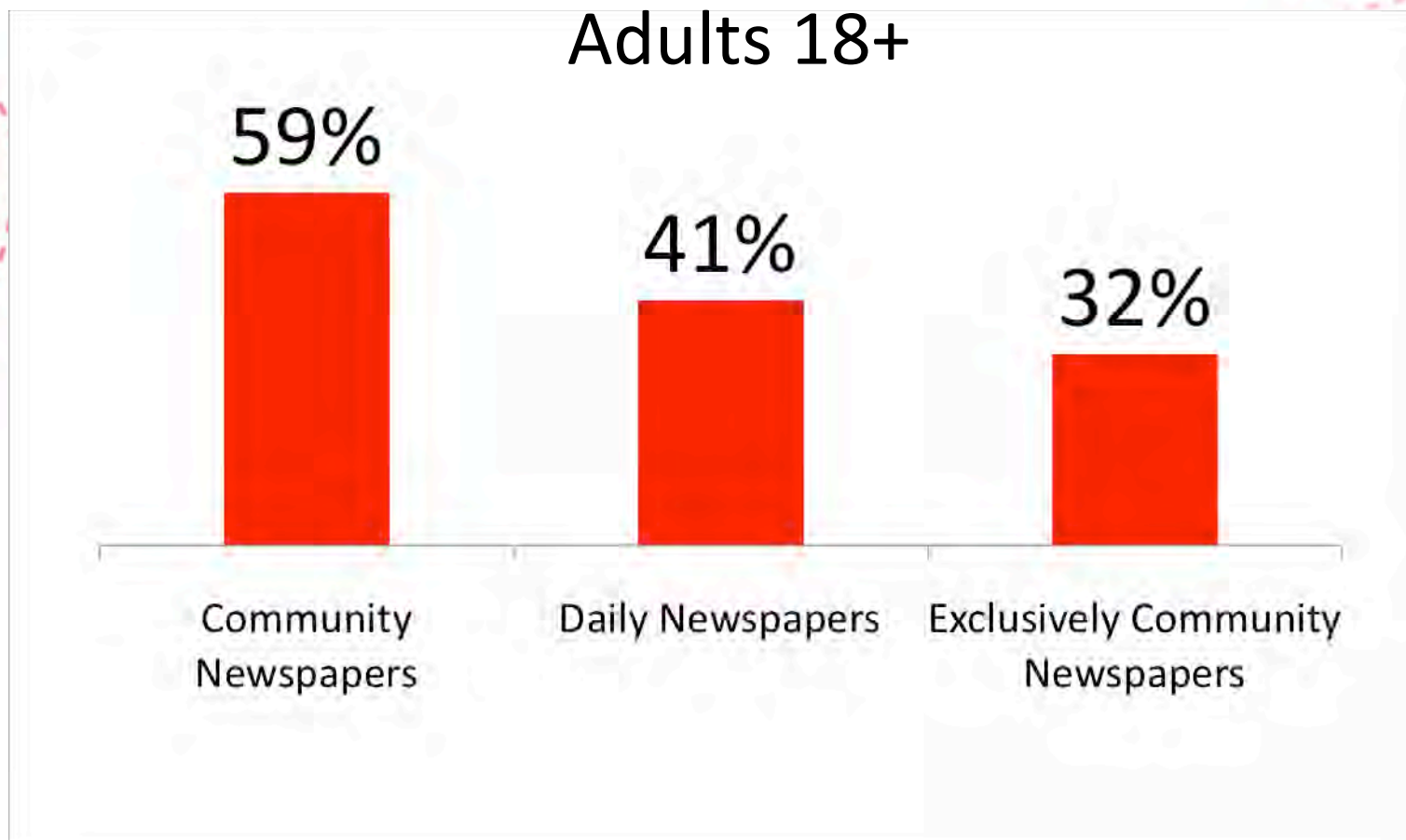
Advantages of using ad*reach

- ✓ One Stop Source of Community Newspaper Information
- ✓ Volume Discounts
- ✓ One Call, One Invoice
- ✓ Flighting of Material
- ✓ Speed of Service
- ✓ Research
- ✓ Custom Mapping



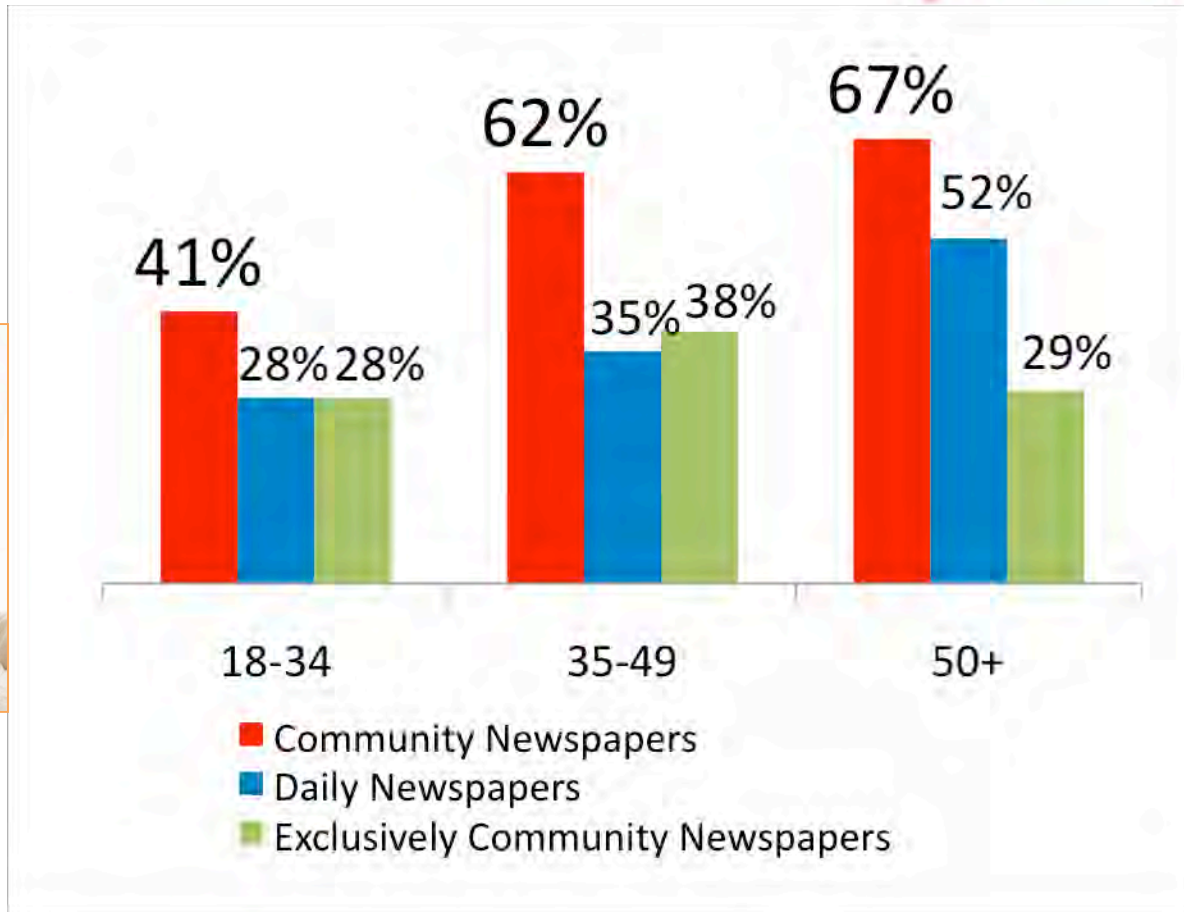
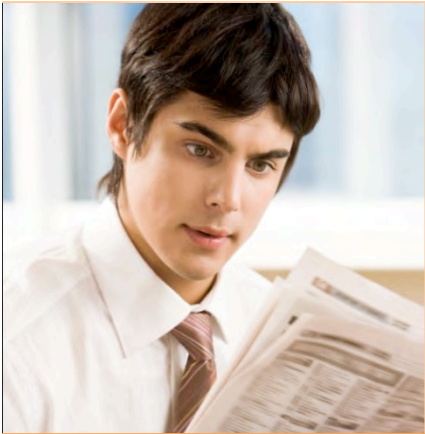
All at **N*** additional cost to you!

The Power to Reach!



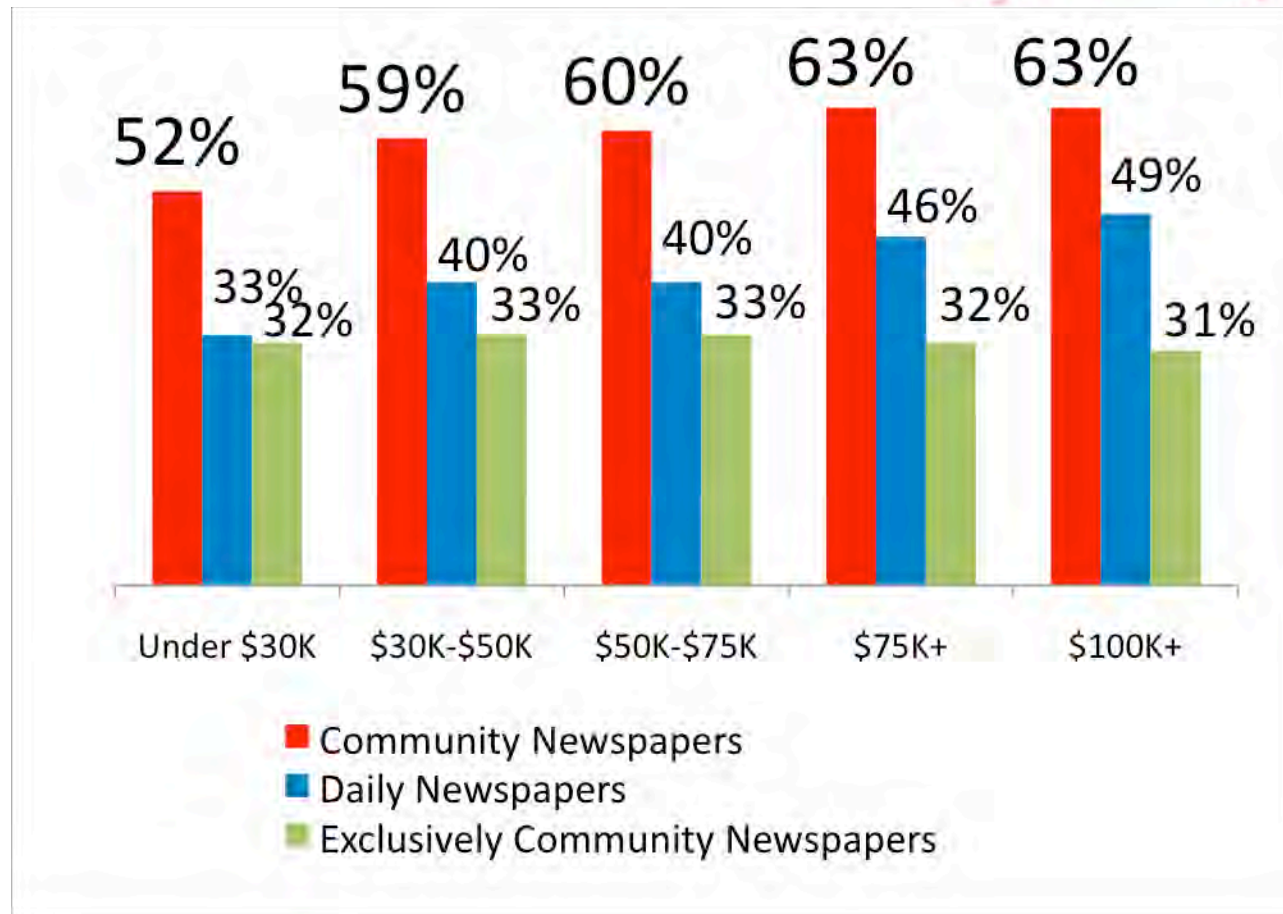
Source: ComBase 2008/2009
Adults 18+ Population 5,542,287
Read Last Issue

Readership by Age



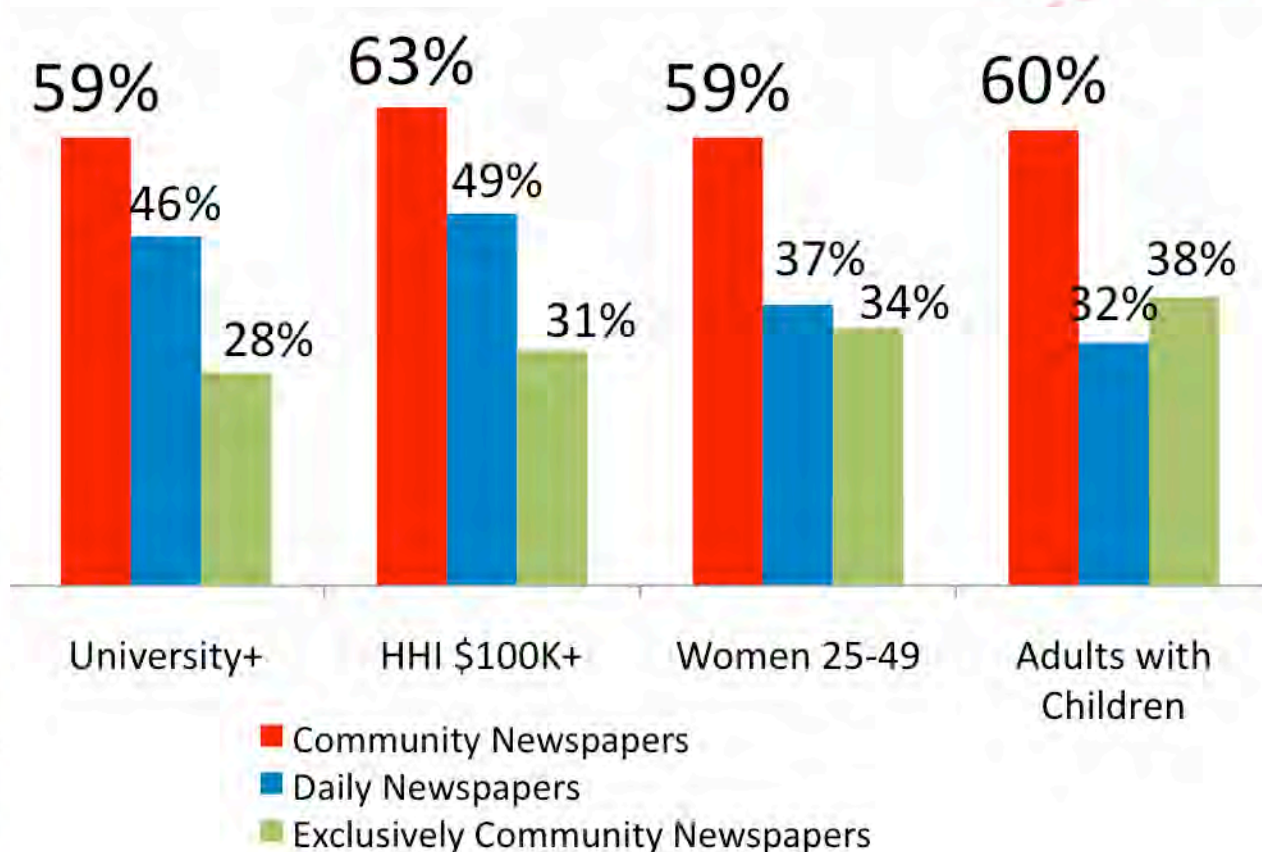
Source: ComBase 2008/2009
Adults 18+ Population 5,542,287
Read Last Issue

Readership by Household Income



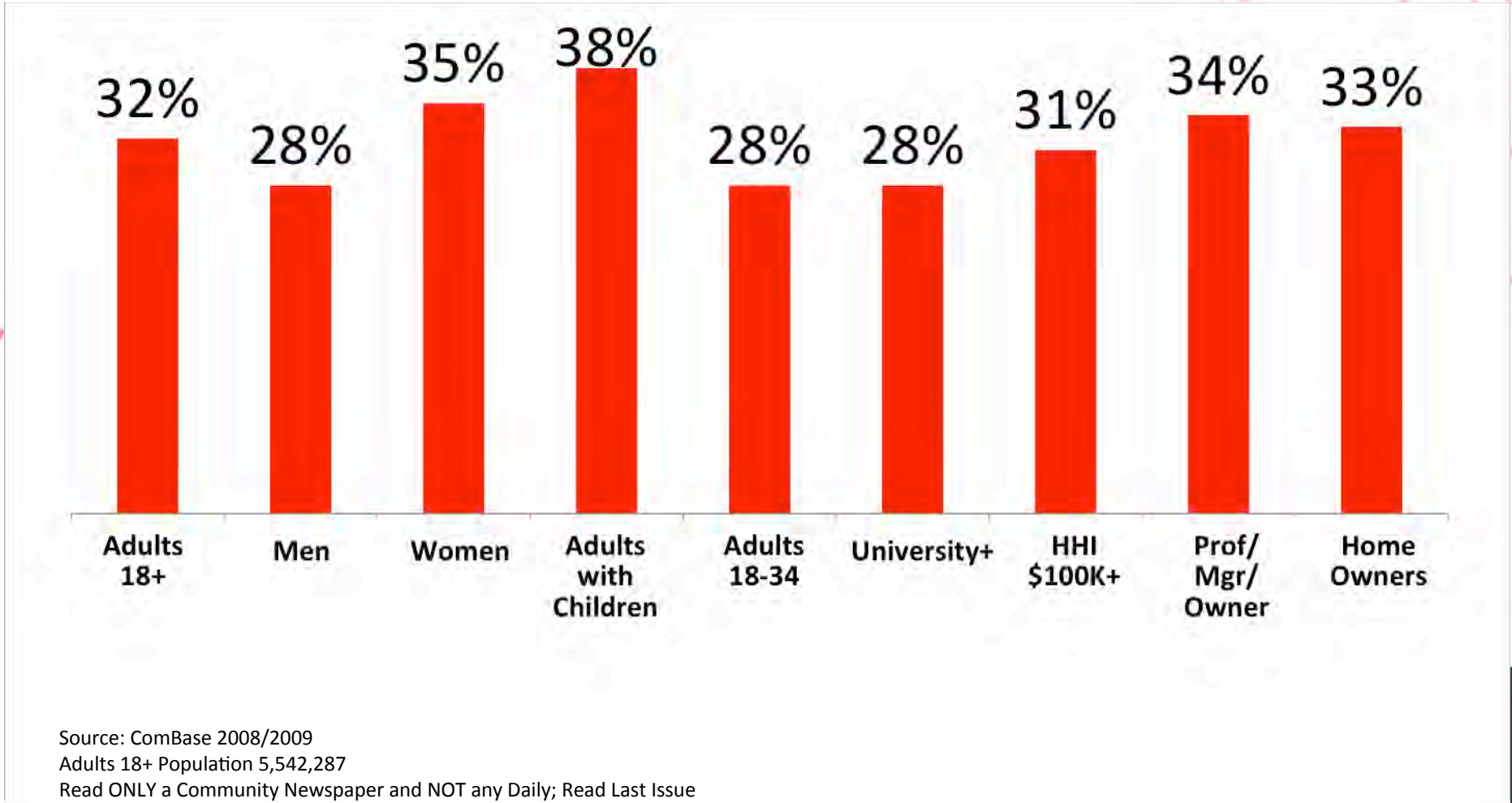
Source: ComBase 2008/2009
Adults 18+ Population 5,542,287
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Reach Key Demos

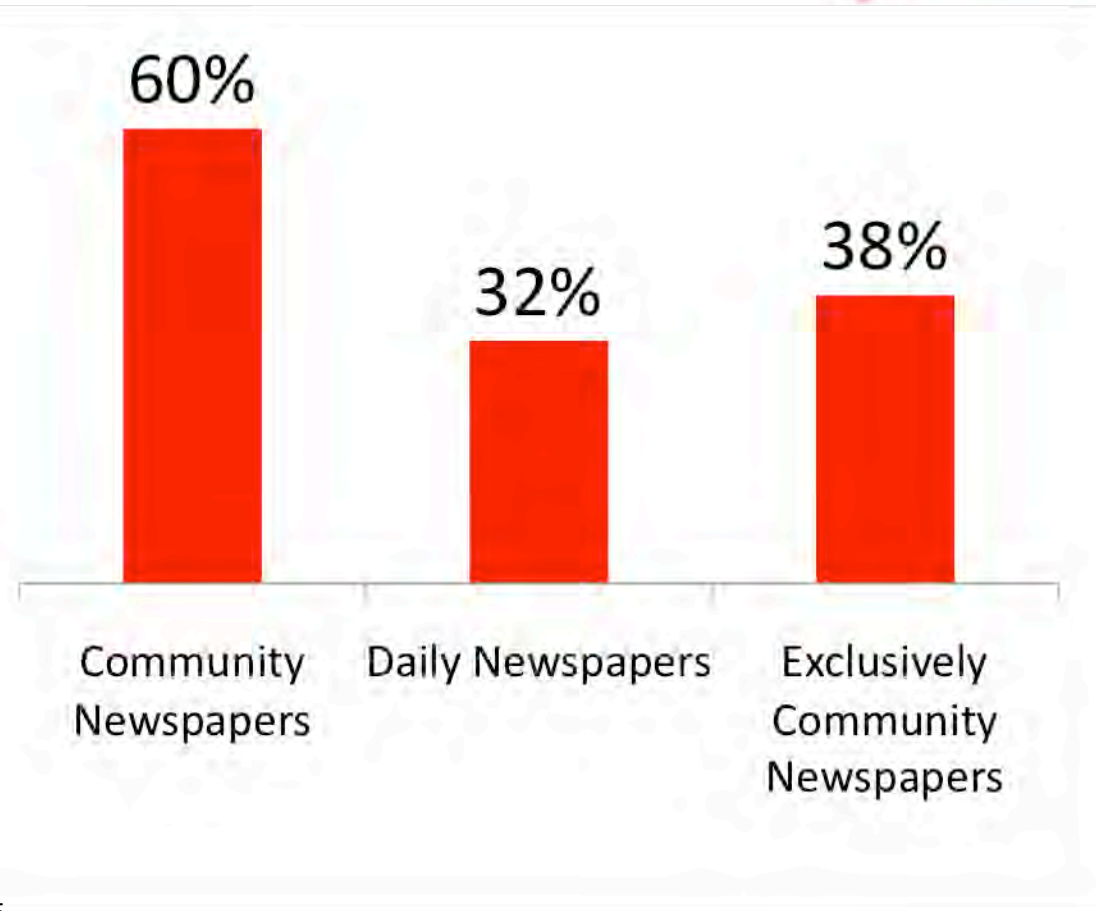


Source: ComBase 2008/2009
Adults 18+ Population 5,542,287
Read Last Issue

Exclusive Reach by Demo



Focus on Families

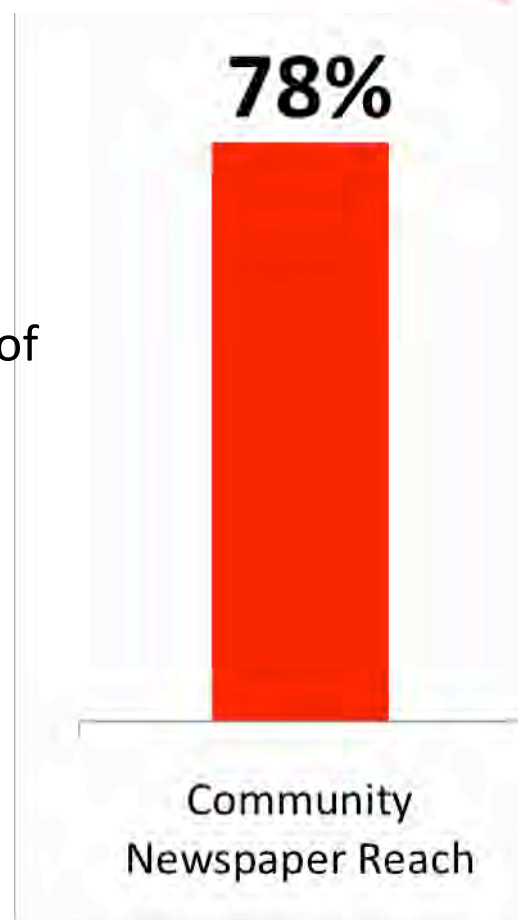


Source: ComBase 2008/2009
Adults 18+ With Children Population 2,064,155
Read Last Issue

Empty Nester Powerhouse



- Ontario Adults 50+ population is 4,556,800 – 1 in 3 Ontarians.
- Fastest growing segment of the population.
- Controls 80% of Canada's personal wealth.
- Fastest growing group of online users.
- Accounts for 80% of all luxury travel.

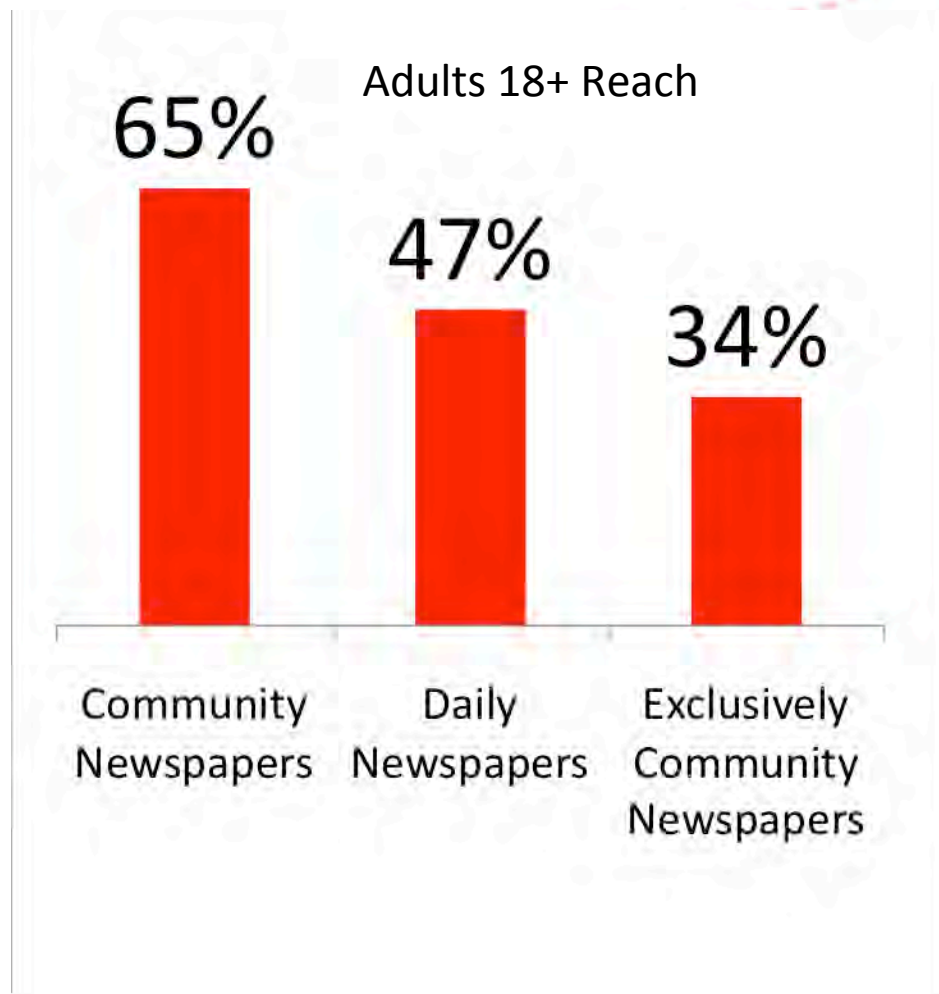


Source: ComBase 2008/2009; Adults 50+ Without Children; Population 2,085,884; Read Last Issue
Statistics Canada, Forever Young

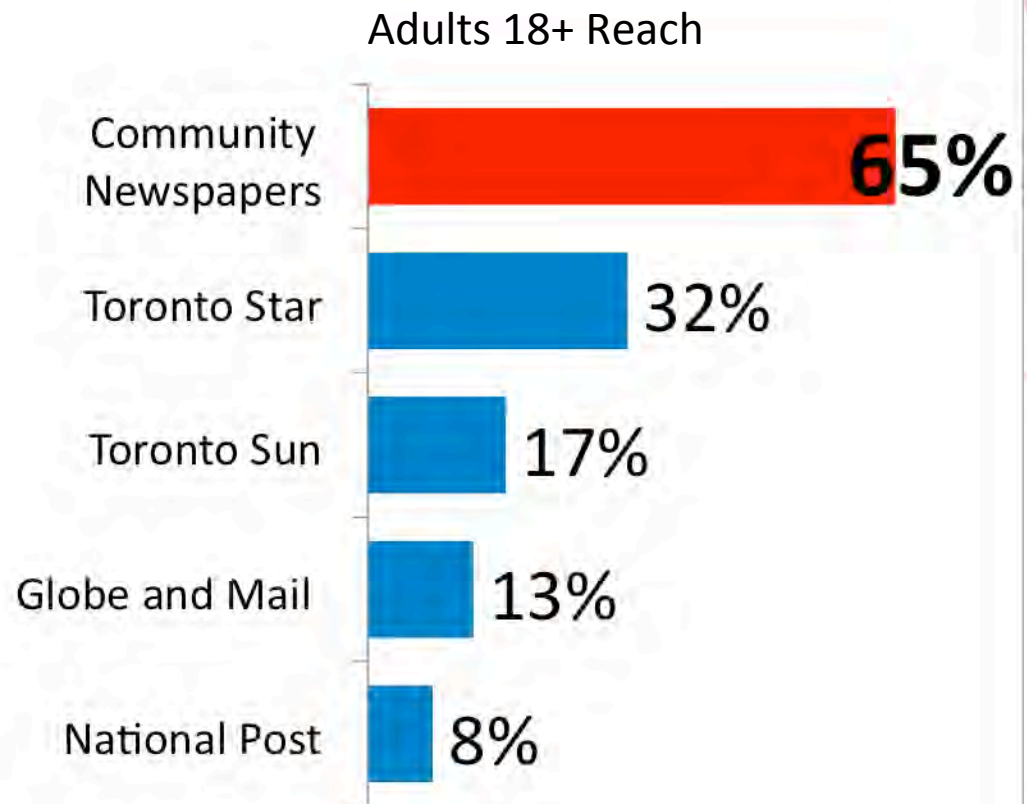
Reach the Toronto GTA!



Source: 2010 Metroland Readership Study
Adults 18+ Population 4,426,000
Read Last Issue

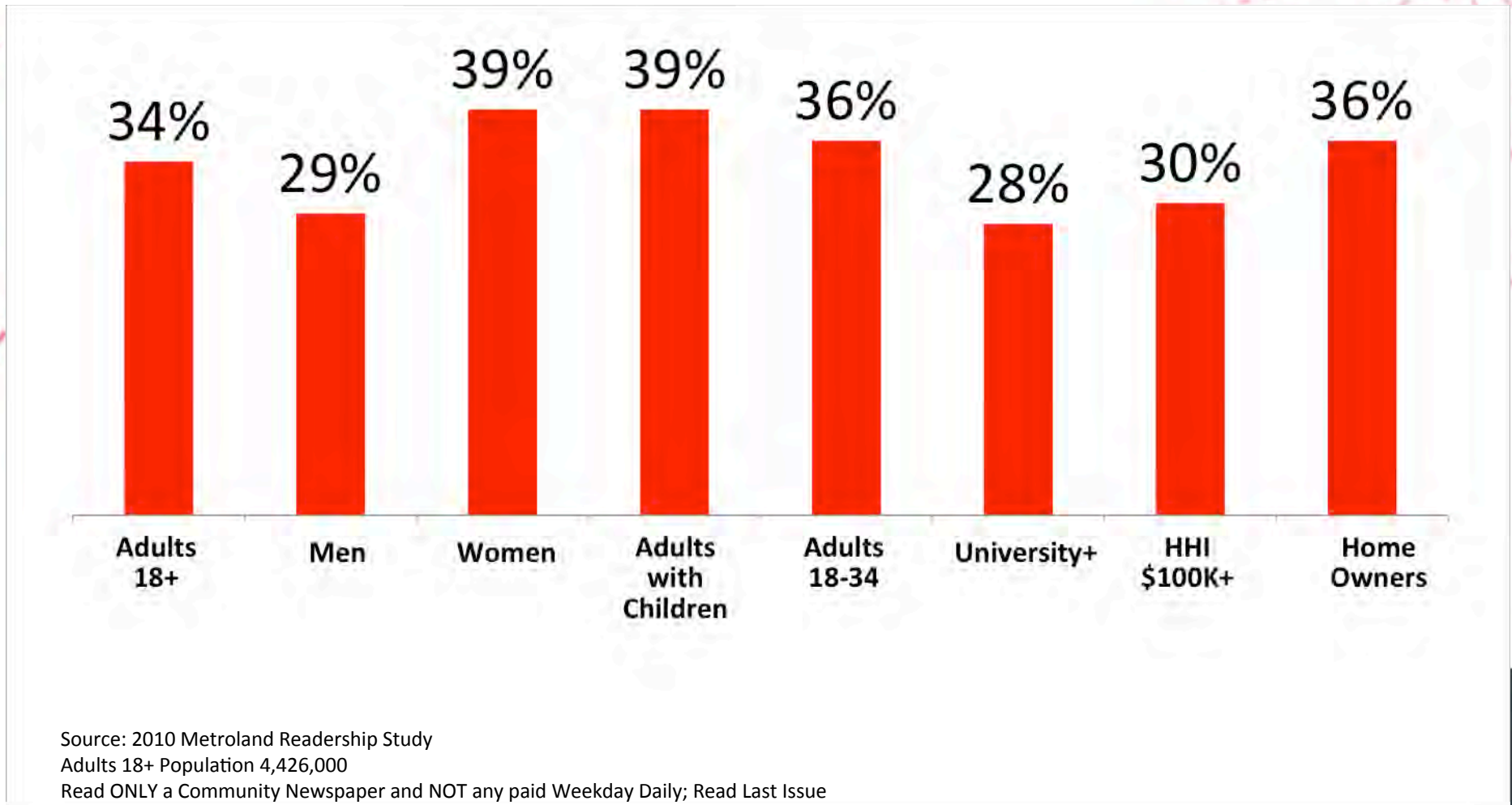


More Than Twice the Reach of any Daily!



Source: 2010 Metroland Readership Study
Adults 18+ Population 4,426,000
Read Last Issue (Community Newspapers); Read Yesterday's Weekday Issue (Daily Newspaper)

GTA Exclusive Reach by Demo



Small Markets, Large Returns



Economic Value of Smaller Markets

- 464,000 university educated adults
- 205,000 adults in management positions
- \$35.4 Billion in discretionary income
- \$45.8 Billion in retail sales
- \$158.6 Billion in equity investments

Source: FP Markets 2009; Communities under 100,000 population

Growing Readership, Print and Online

Community Newspaper Advantage

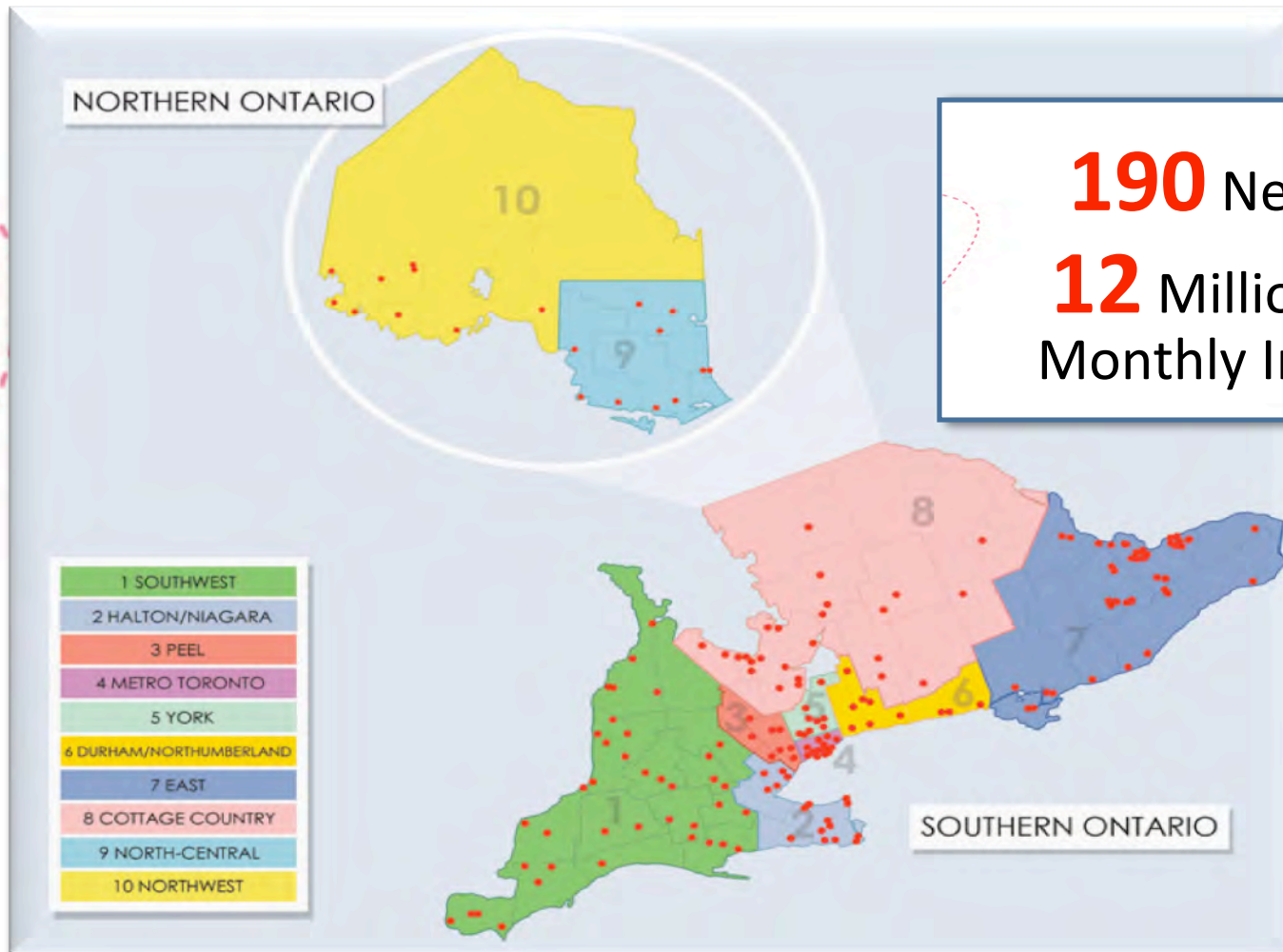


- Ontario paid dailies are continuing to lose circulation (-7.3% 2009 vs. 2008).
- Community newspapers continue to grow (OCNA +3.6% 2009 vs. 2008).
- Online readership of newspaper sites grew 13.9% between 2008 and 2009.
- AdReach offers an online advertising network of community news sites.

Source: Newspapers Canada, OCNA

ad*reach

Online Advertising



Community Newspapers Deliver



Precision Targeting

- ✓ Community-by-Community ROP Targeting
- ✓ Insert Delivery by FSA

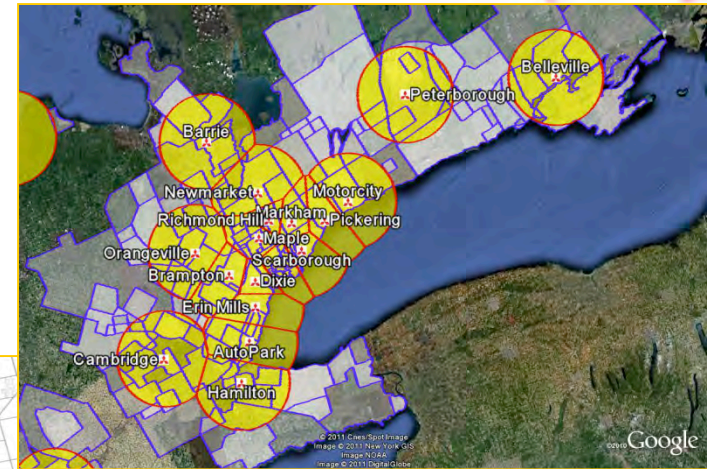
Flexibility

- ✓ ROP – advertorials, bookends, sponsored sections
- ✓ Inserts – flyers, Post-It Notes, wraps, samples
- ✓ Press Releases – distribution to 510 newspapers in Ontario
- ✓ Network Classifieds – an opportunity to extend your message to a larger audience



Market Analyzer

- Combines demographic/socio-economic data with circulation/distribution-based areas.
- Helps identify target markets and determine which distribution options best meet needs of media buying opportunity.



Market Analyzer an xviewmedia.com solution [QUICKINFO](#) [HOME](#)

Project: Mitsubishi > result

RESULTS OF STATISTICAL DATA MERGED WITH TARGET GEOGRAPHY

The following data matches the statistical data for analysis with the physical geography defined data for the coverage area of the newspaper or group of newspapers that relate to the target market. The data is sorted alphabetically or by relevance by clicking the headings at the top of each column. Thematic map publication by clicking the appropriate icons to the left of the newspaper name. When you look at the 'mapped' data within the circulation boundary of this newspaper. The size of the icon represents the proliferation of the 'mapped' data within the circulation boundary of this newspaper. The size of the icon represents the proliferation of the 'mapped' data within the circulation boundary of this newspaper. Proceed to the Evaluate/Report stage to view different types of Reports for Analysis or to export data.

STEP 1 - SETUP

PROJECT

STEP 2 - TARGET → F0002 Total population by sex and age groups

SELECT DATABASES → S3000_3130 Private transportation (HH)

SELECT CATEGORIES → S3000 Automobiles (HH)

DEFINE GEOGRAPHY → DWELLING Dwelling

GET RESULTS → Penetration Penetration

STEP 3 - SELECT → TOTAL_CIRCULATION Total circulation

DS	MAP NEWSPAPER/MARKET NAME	F0002	S3000_3130	S3000_3130	Penetration	Penetration
→	Mississauga News - Wed, Ontario	668,241	10,748	2,775	0.28	114,312
→	Mississauga News - Fri, Ontario	668,241	10,748	2,775	0.20	96,030
→	Scarborough Mirror - Thur, Ontario	606,856	9,208	2,302	0.20	95,976
→	Scarborough Mirror - Fri, Ontario	606,856	9,208	2,302	0.49	114,203
→	North York Mirror - Thur, Ontario	604,070	10,249	2,620	0.50	115,303
→	North York Mirror - Fri, Ontario	604,070	10,249	2,620	0.48	165,700
→	Brampton Guardian - Wed, Ontario	435,640	10,748	2,775		
→	Brampton Guardian - Fri, Ontario	435,640	10,748	2,775		
→	Niagara This Week - Thur, Ontario	427,396	7,935	1,942		

STEP 4 - EXECUTE

NIAGARA/bis WEEK.com

