

# Why Advertise in Your Local Community Newspaper?

- 83% of Ontario adults are readers of their local community newspaper.

- Nine out of ten Ontario adults are print or online newspaper readers.

- A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

- 39% of Ontario adults cannot be reached by commercial radio: **Reach non-listeners with community newspapers - 79% of them are readers.**

- 32% of community newspaper readers listed Advertising as one of the reasons for reading their community newspaper.

## COMMUNITY NEWSPAPERS REACH KEY DEMOGRAPHICS

GENDER  
Male 82% Female 83%

AGE  
Young Readers 18-24 years 62%  
Age 25-49 years 83%  
Baby Boomers 50+ years 85%

EDUCATION  
High School or less 84%  
College (including Technical) 85%  
University + 79%

HOUSEHOLD INCOME  
<\$30K 82% \$30-\$49K 85% >\$50K 82% >\$75K 84% >\$100K 83%

RESIDENCE  
Own Residence 85% Rent Residence 73%

FAMILY STATUS  
With children 85% Without children 81%

LIFE EVENTS (occurred in last year/next year)  
Marriage 78% Child/Grandchild born 84% Retire 89% Change job 76% Move (same city) 73%

Source: ComBase 2008/2009

## What Else?

- Even in the most desirable target groups community newspapers are better read than daily newspapers –adults 18-34, university educated and high income earners are among the targets who are stronger community newspaper readers than dailies

- Exclusive community newspaper readership is also strong across all the desirable target groups –a substantial percentage can't be reached with advertising in daily newspapers

- The results also demonstrate that a number of adults can't be reached with commercial radio

- Light broadcast –radio listeners and TV viewers –can also be reached effectively with community newspapers

Source: ComBase 2005 Two Year Study

## Newspaper Ads Trounce TV in Canada

Source: <http://www.marketingcharts.com/print/newspaper-ads-trounce-tv-in-canada-3564/>

Six of ten Canadians (61%) say that they'd rather look at the ads in a newspaper than watch advertisements on TV, according to an Ipsos Reid national survey by Ipsos Reid for the Canadian Newspaper Association.

Also, of the Canadians surveyed...

- 45% indicate that there are some days when they read the newspaper as much for the ads as for the content.

- 70% often search newspaper ads for information on the latest offerings and sales in their area.

- 49% say they use newspaper ads to get gift ideas for special occasions (birthdays, weddings, anniversaries).