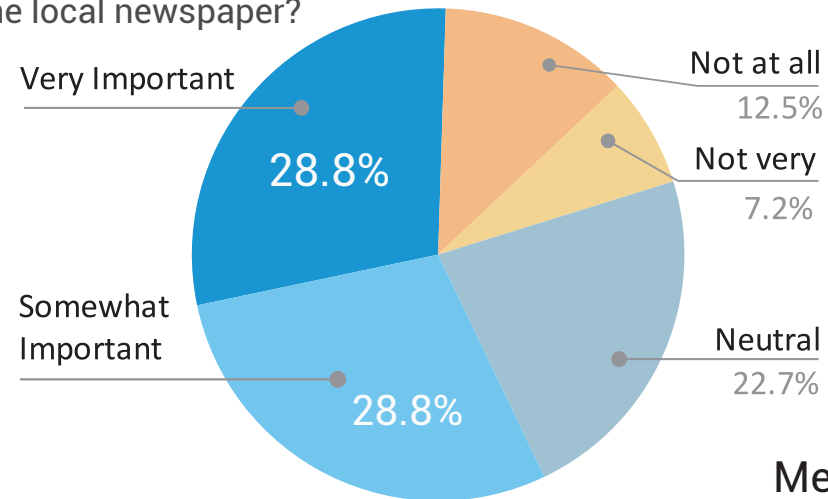


How Geography Impacts Media Access, Usage and Engagement

 Medium Cities: Population 50,000 - 100,000

Importance of Supporting Newspaper Advertisers

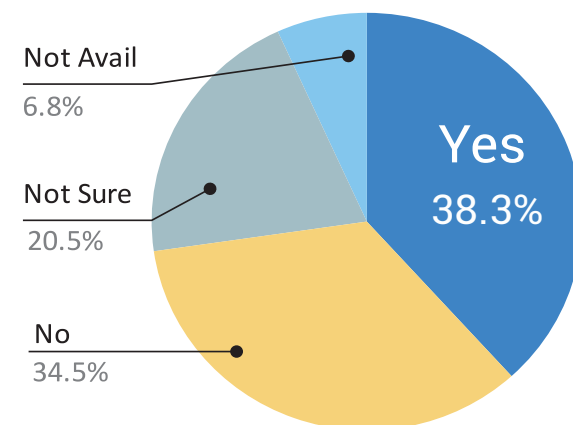
How important is it to buy from companies that advertise in the local newspaper?



This response of value and trust was shared equally between Men & Women and all three polled age groups (Under 45, 45- 64 and 65 & older)

Medium cities' respondents **value their local newspaper and its advertisers.** They intend to turn that value and trust into patronage

Will you be more likely to buy from companies that advertise in your local newspaper?

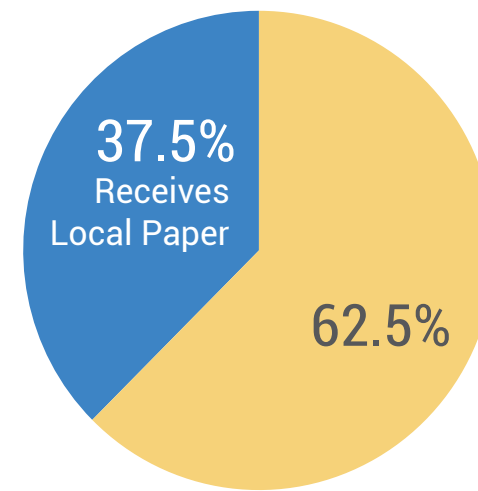


For more information on the 2021 Totum Research Media Study contact AdCanada Media Inc. info@adcanadamedia.ca

How Geography Impacts Media Access, Usage and Engagement

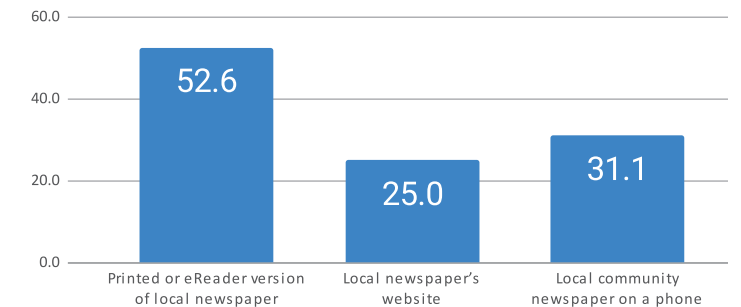
 Medium Cities: Population 50,000 - 100,000

Receipt of and Readership of the Community Newspaper



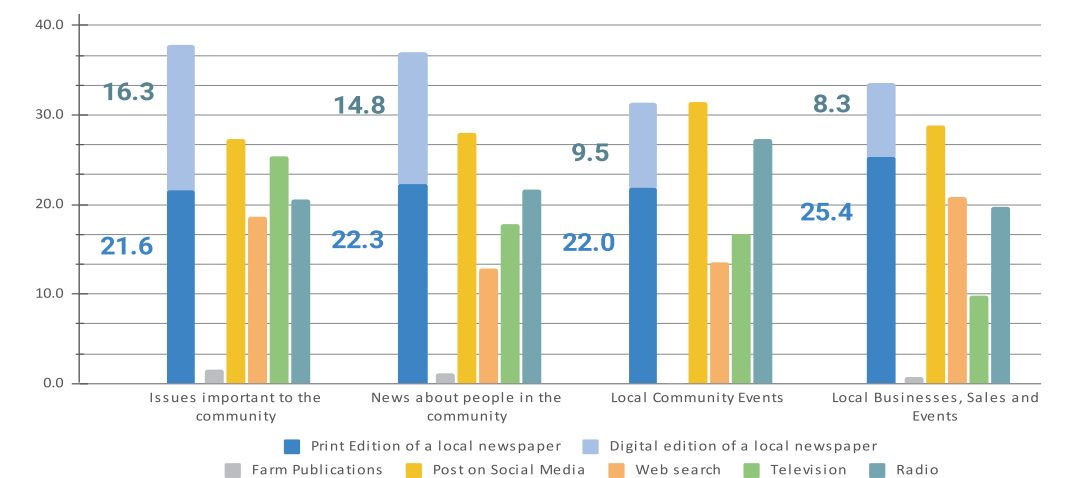
11.7% via Subscription | 10.6% via Newsstand
9.5% via Free Delivery | 5.7% via Free Pickup

75% Engage with their local paper in some format **every week**



Community Newspapers are well received and remain the **preferred platform** for local topics of interest

Preferred Media to Receive Information



59% of respondents in medium cities said each edition had multiple readers in the household

