

Top Reasons For Advertising in Newspapers

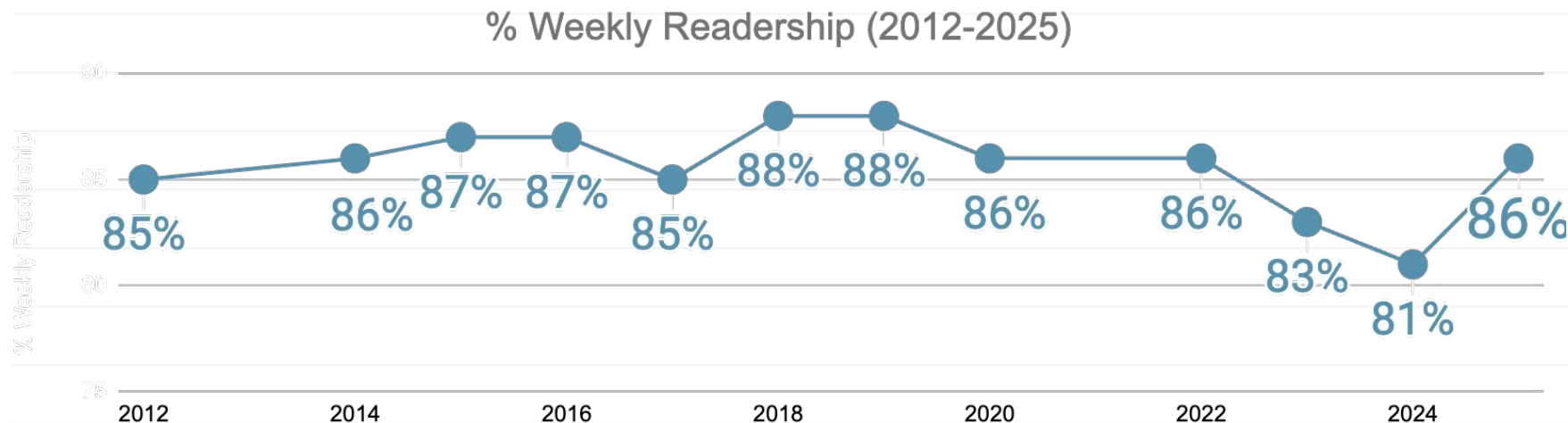
From unmatched audience trust to hyper-targeted local reach, there are many reasons that you should consider local, community print for your next advertising campaign....these are just some of them.



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- 1. 86% of Adults 18+ read a newspaper
- in traditional or online format
- in the last week.

While narratives suggest that newspaper readership is in decline, the results of the latest Totum Research study (2025) show that newspaper engagement levels haven't changed in decades.



Totum Research; Canadians 18+, weekly readership, December 2024/January 2025
Traditional format: Print + E-edition. Online Format: posted content/articles on websites or apps only

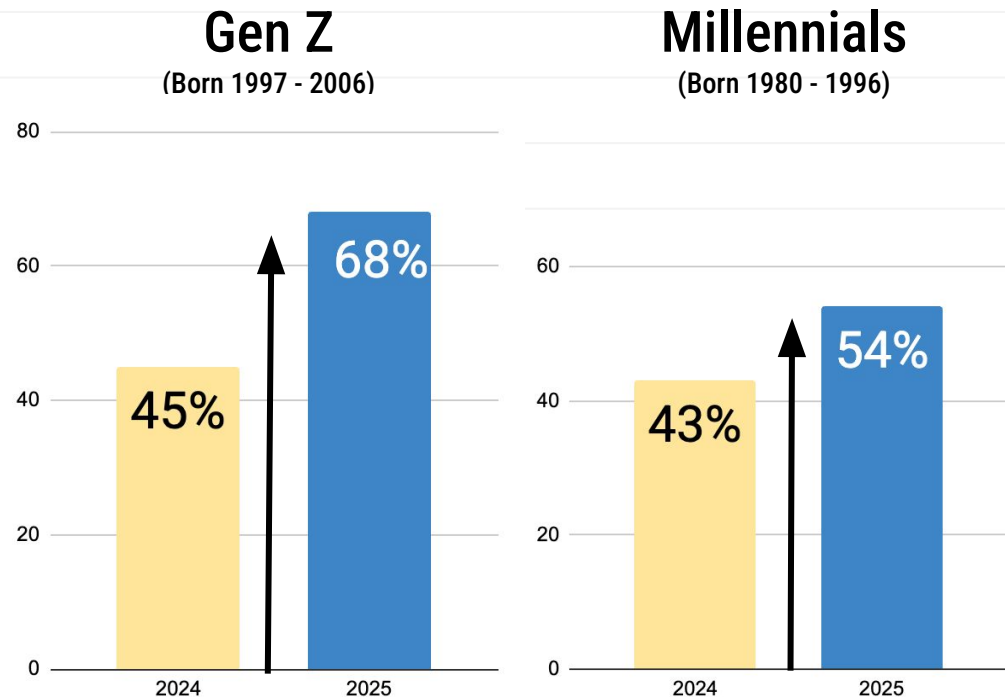


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2. Readership of traditional format newspapers amongst younger generations is increasing.

Younger generations (Gen Z and Millennials) are engaging more with newspapers in traditional formats (print/e-editions) supporting the desire for trusted sources of information, authenticity and community connection.

These digital natives that have grown up learning media literacy skills that encourage checking multiple sources and find printed newspapers provide a welcome break from screens.



Totum Research; Canadians 18+, weekly readership, December 2024/January 2025



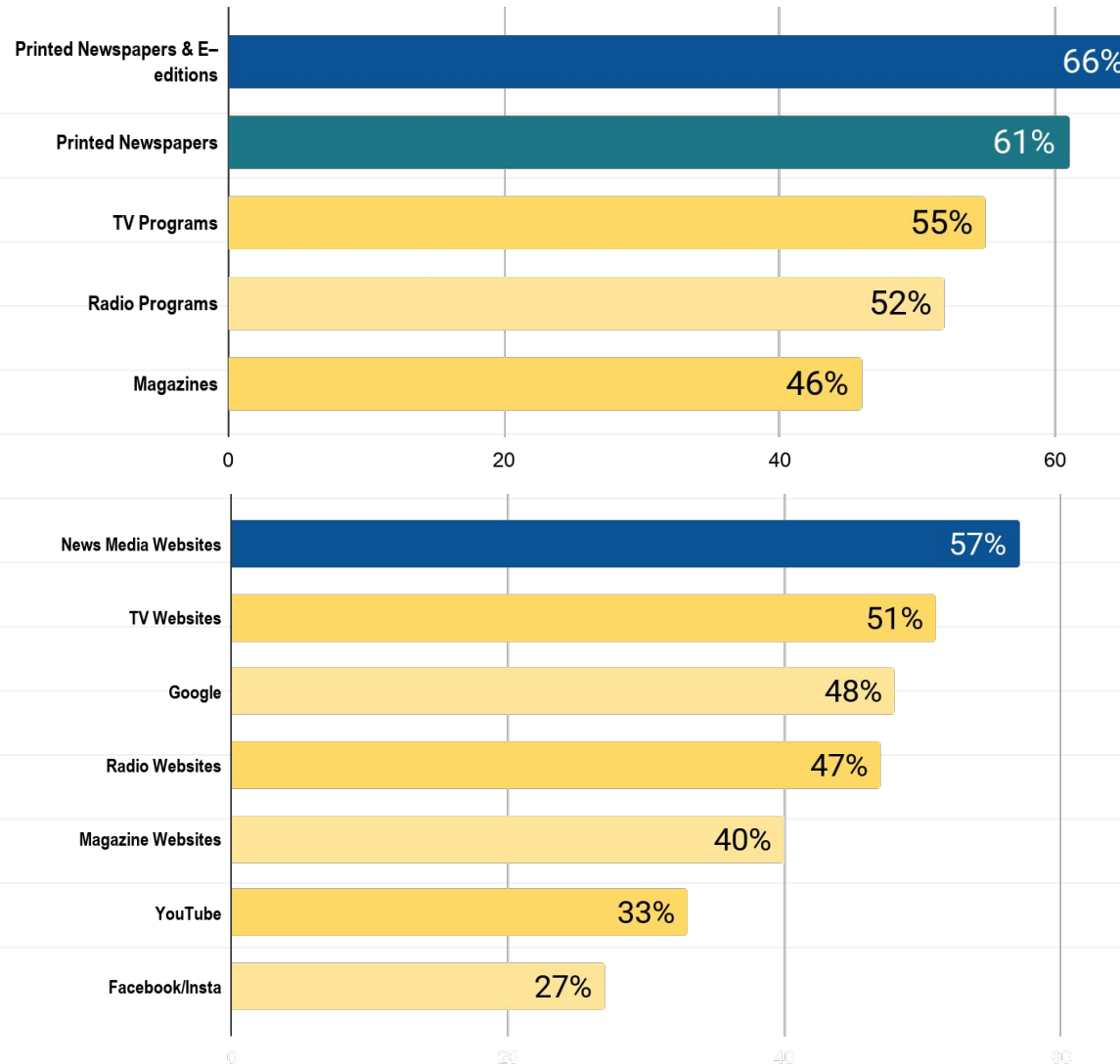
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3. Canadians trust newspaper content.

Two thirds of Canadians trust newspaper content in printed newspapers/ E-editions.

Editorial content in printed newspapers and their digital products (including E-editions) is clearly the most trusted.

57% of Canadians trust editorial content news media websites (digital newspapers) but only 27% trust in Facebook/Instagram content



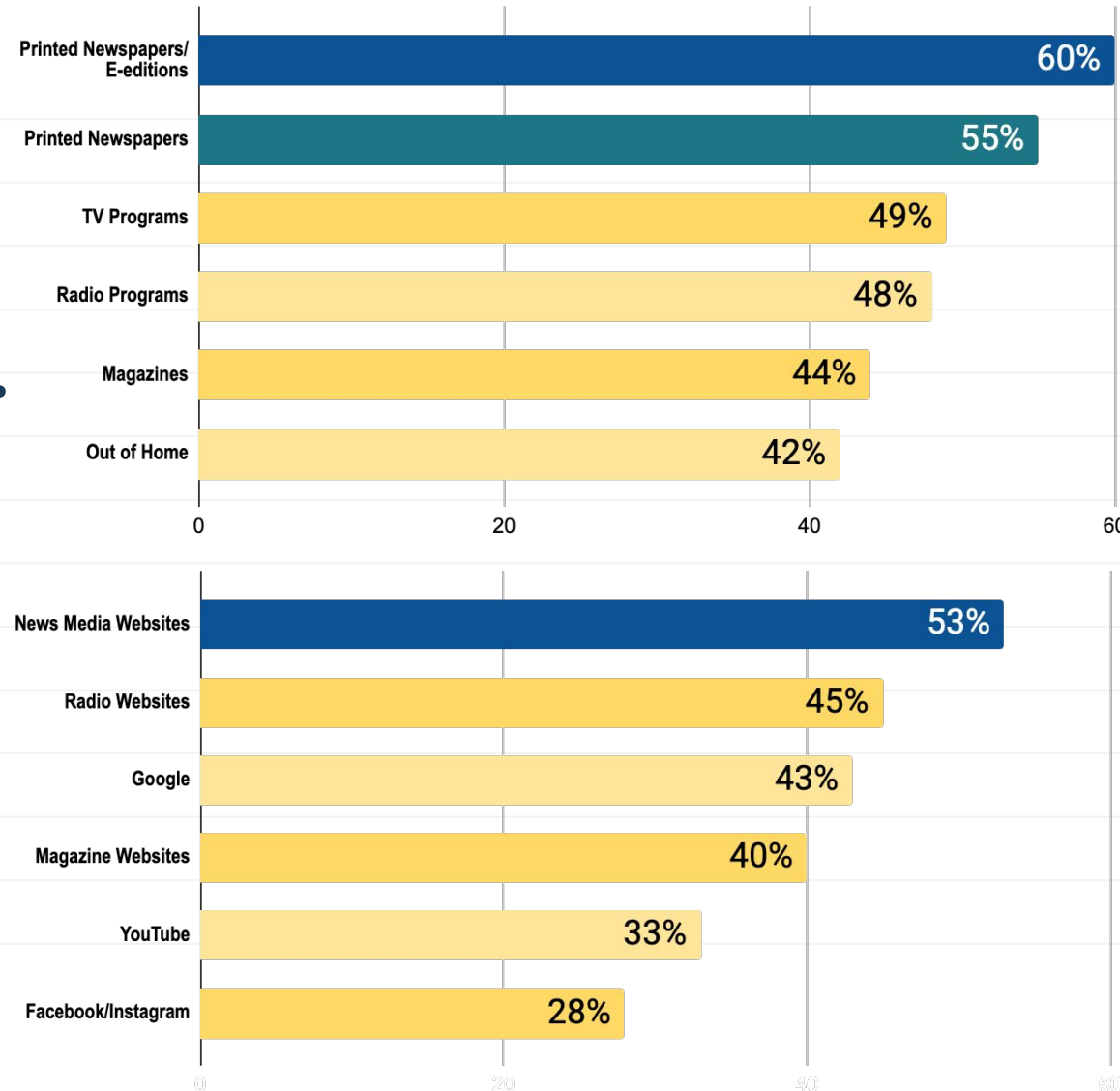
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4. Advertising works best in trusted environments.

When audiences believe in the credibility of the media, that trust extends to the ads they see, boosting attention, engagement and recall, creating a safe space for brands.

Advertising in **printed newspapers/E-editions** is trusted more than any other single format. (60%)

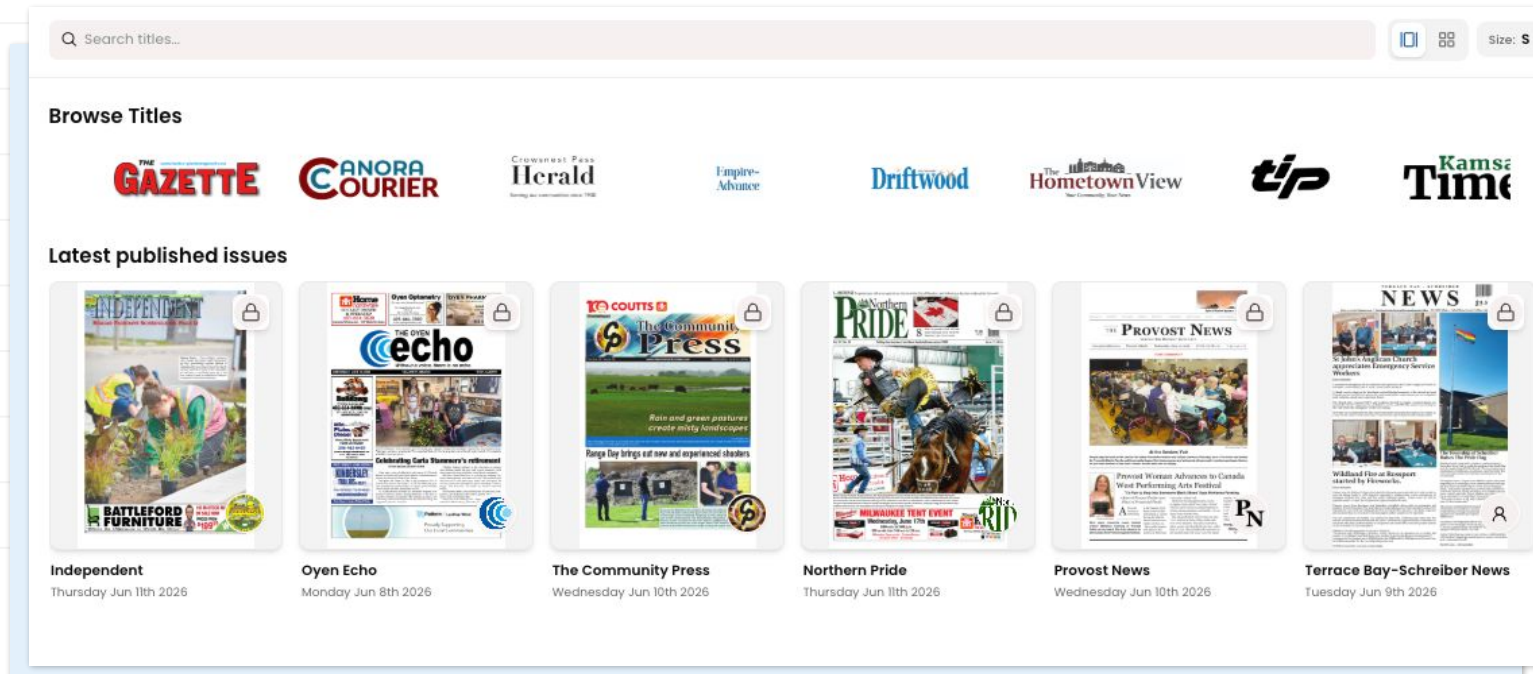
And advertising on **news media websites** is the most trusted digital format (53%)



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5. With E-editions your print campaign is also your online campaign.

For many newspapers, the E-edition, due to its concise and curated packaging, is emerging as a preferred platform for engaging readership online. Unlike generic online traffic, E-edition readership can be qualified and verified and ads E-editions often offer the very same analytics as typical online ads do, all for the cost of a print ad.



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7. Verified audience.

Unlike page views and impressions, a newspaper's audience is qualifiable at geographies that matter to advertisers

No guessing where your message is actually appearing or who it is reaching.

Newspaper circulations are verifiable and make targeting deady accurate.



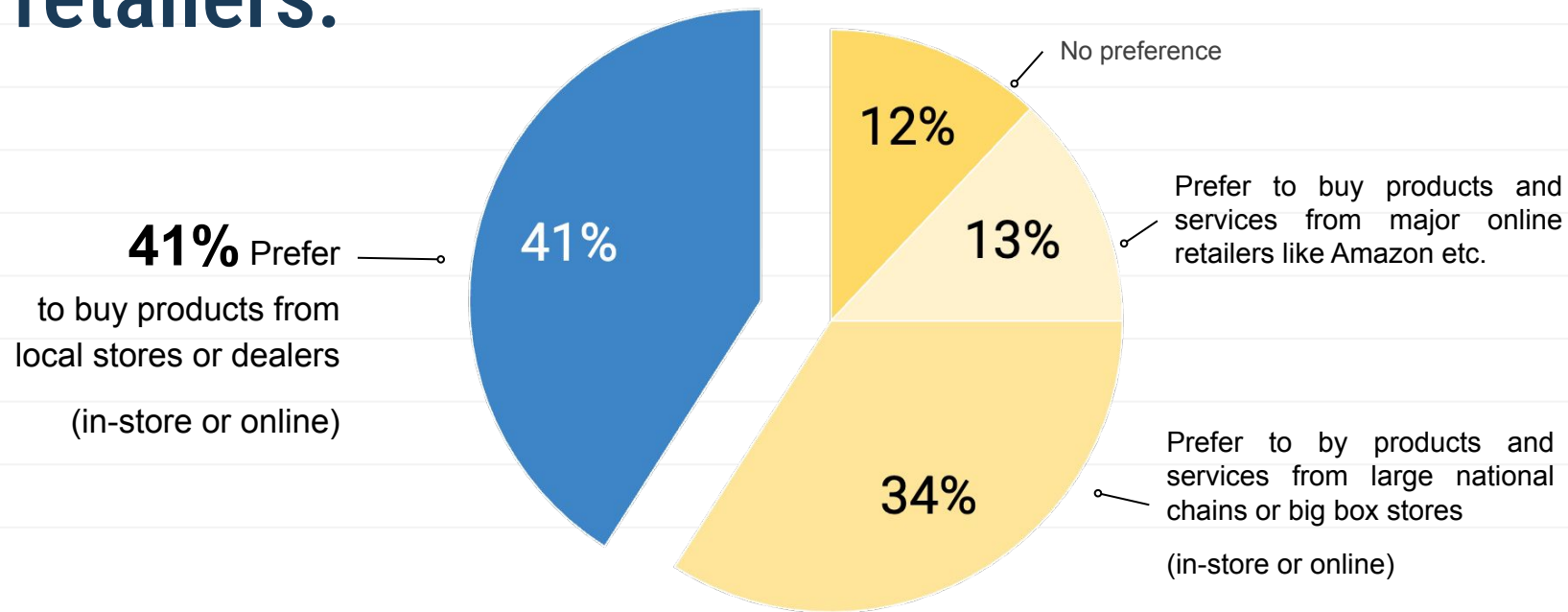
And with current software even the geo-location data for E-edition audiences are pinpoint accurate.

			
Canadian Media Circulation Audit			
Community Newspaper Audit Report for the 12-month period from August 1, 2021 to July 31, 2022			
Newspaper:	Winkler Morden Voice Box 39, 74 Patterson Dr. Stonewall, MB, R0C 2Z0	Published:	Weekly
		ID/Edition:	203501 --R--
1. Total average circulation:			
Paid Circulation		Controlled Circulation	0 Total Paid Circulation
0 Mail Subscriptions	2869 Mail	13901 Total Controlled Circulation	13901 Total Circulation
0 Carrier Deliveries	9018 Carriers		
0 Dealers	0 Dealers/Distributors	0 Service/sample copies	13901 Total Distribution
0 Bulk Sales	2014 Counter/Street Boxes	0 Subscription Drives	
0 Counter Sales	0 Other Controlled		
0 Other Paid	0 Electronic		
0 Electronic			
0 Total Paid Circulation	13901 Total Controlled Circulation		
2. Average circulation by quarter in the period covered by this report.			
1st Quarter	13771	2nd Quarter	13628
3rd Quarter	13967	4th Quarter	14031
3. Trading area Distribution with more than 25 copies for the issue of: 17-Mar-2022			
Winkler 7837	Swan Lake 84		
Morden 4914	La Riviere 75		
Miami 209	Altamont 70		
Menitou 165	Somerset 60		
Darlington 105	St. Leon 56		
Roland 100	Pilot Mound 41		
Lower Farm 90	Thornhill 37		
Crystal City 89	Snowflake 26		



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- 8. Printed newspaper readers prefer to buy products and services from local or national retailers rather than major online only retailers.
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Totum Research; Canadians 18+, weekly readership, December 2024/January 2025

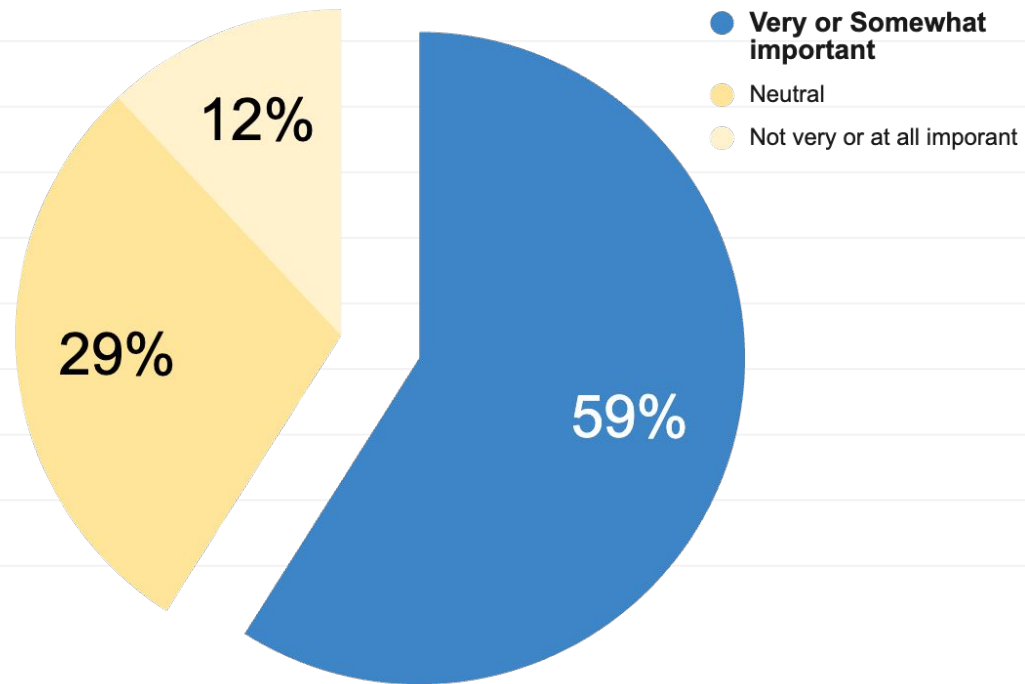


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9. Readers support advertisers.

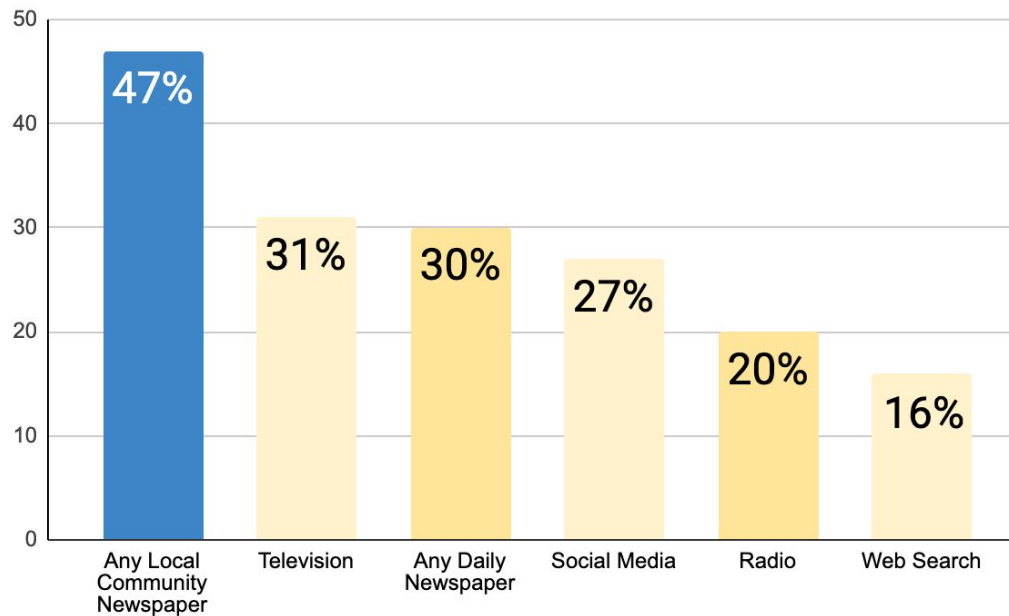
When asked *"How important is it to Buy Products or Services From Companies That Advertise in the Local Newspaper"* 59% of Canadians said it was either Somewhat or Very Important to Buy From Companies That Advertise in the Local Newspapers

Readers understand the importance of advertising in ensuring a healthy, viable local newspaper and demonstrate that by their support of companies that advertise in it.



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- 10. Local community newspapers continue to be the preferred choice for local news.
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For many communities, local newspapers are the preferred choice for local news because they are usually the **ONLY** source of local news.

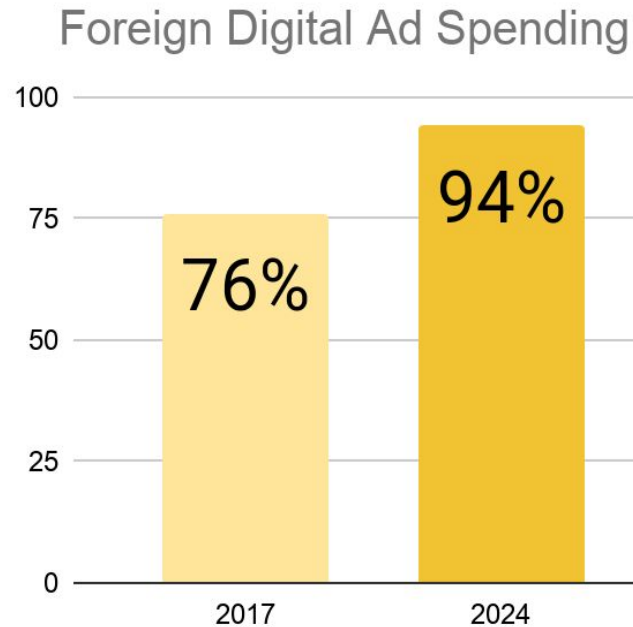


● 11. Support Locally-Owned Canadian Media ● Not Billion Dollar Tech Giants.

● Foreign digital platforms
● accounted for 94% of
● Canadian digital ad spending
● in 2024, up from 76% in 2017.

● If current trends persist, the
● report forecasts that only
● \$21.32 of every \$100 spent
● on media in Canada will
● remain within the domestic
● economy.

● Source: Canadian Media Means Business, April 2026



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● 12. Positive Brand Reputation

● Local newspapers are viewed by residents as community pillars. By extension, so are advertisers.

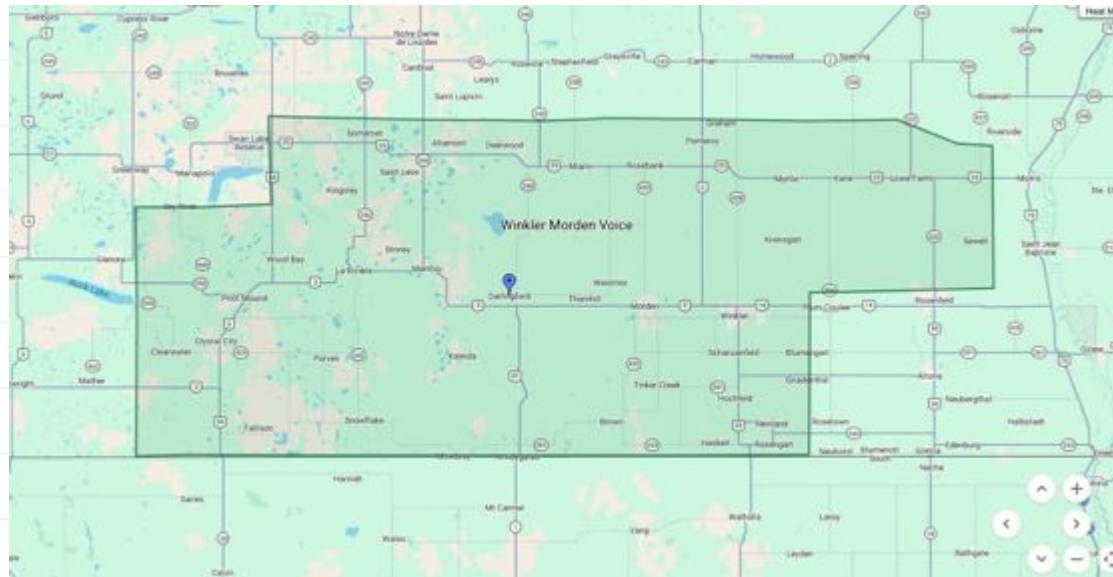


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● 13. Targeting capability.

● With community newspaper distributions verified and linked to readers by community, local newspapers can be used to target audiences at the most granular levels.

● With local newspaper circulation areas defined by minimum penetration %'s in communities served, advertisers are able to see clearly from 10,000' where their message will get its exposure.



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● 14. Tangible and durable.

Unlike fleeting digital ads, newspaper ads benefit from a longer exposure, resulting in multiple opportunities for readers to engage

The 'One in, One Out' Rule. Most households recycle the previous week's edition exactly when the new one arrives resetting the household life cycle for up to 7 more days.



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Top Reasons for Advertising in Local Community Newspapers: At a Glance

1. 86% of Adults 18+ Read a Newspaper in Traditional or Online Format in the Last Week.
2. Readership of Traditional Format Newspapers Amongst Younger Generations is Increasing.
3. Trust. The Combination of Print + E-Edition is the Most Trusted Form of News Content Creating THE SAFEST Environment for Brands.
4. Advertising Works Best in Trusted Environments and Advertising in Printed Newspapers/E-editions is Trusted More Than Any Other Platform.
5. Your PRINT Campaign, is Also Your ONLINE campaign.
6. The Halo Effect: Advertising gets aligned to Exclusive Content.
7. Verified Audiences: qualifiable at geographies that matter to advertisers.
8. Printed Newspaper Readers Prefer to Buy Products and Services From Local or National Retailers Rather Than Major Online Only Retailers
9. Readers Support Advertisers. 59% of Canadians Said it Was Either Somewhat or Very Important to Buy From Companies That Advertise in the Local Newspaper.
10. Local Newspapers Remain the Preferred Source for Information About Issues, People and Events in the Local Community.
11. Support Locally-Owned Canadian Media Not Billion Dollar Tech Giants.
12. Positive Brand Reputation: Local newspapers are viewed by residents as community pillars. By extension, so are advertisers.
13. Targeting capability.
14. Tangible and durable.



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