

CANADIAN  
NEWSPAPER  
ASSOCIATION



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CANADIENNE  
DES JOURNAUX

# Circulation Data Report 2009

APRIL 2010



## DAILY NEWSPAPERS CIRCULATION REPORT 2009

The 2009 Circulation Data Report calculates paid circulation levels based on ABC, CCAB or owner-provided data. CCAB currently provides paid averages based on a 12-month period ending December 31<sup>st</sup>. For those dailies measured by ABC, the paid averages of two six-month ABC Fas Fax reports were utilized for the periods ending March 31<sup>st</sup> and September 30<sup>th</sup>. (Prior to 2008, ABC and CCAB circulation data only reflected the 6-month periods ending March 31<sup>st</sup>.)

The following two methods of analysis were used:

- The average number of copies sold *per publishing day* (traditional method) and
- The total number of copies sold *per week* or customer cycle (neo-traditional method).



### Table of Contents

2	Total Circulation
4	Circulation by Region
6	Circulation by Language
8	Circulation by Format
10	Circulation in Competitive Markets
12	Newspaper Ownership Review
15	Newspaper Circulation by Province
18	Free Dailies - circulation
19	Technical Notes

## DAILY NEWSPAPERS CIRCULATION REPORT, 2009

### 2009 TOTAL PAID Circulation Data

Canada's daily **paid** circulation stood at 4.1 million copies on an average publishing day in 2009, and 26.9 million copies in an average week. There were 96 English and French paid-for dailies in Canada last year, two less than in 2008 and three less than in 2007.

The English language independent in Flin Flon, Manitoba, The Reminder, ceased publishing as a daily, but still publishes three days a week. Three dailies in Ontario (The Recorder and Times in Brockville, The Chatham Daily News and The Daily Observer in Pembroke) reduced their six-day publishing cycle to five days –Tuesday to Saturday. The Daily Graphic in Portage La Prairie, Manitoba, reduced its distribution from five days to four days –Tuesday to Friday.

*Papers audited by CCAB now provide 12-month averages ending December 31<sup>st</sup>. For those dailies audited by ABC, data from two 6-months Fas Fax reports, ending March 31<sup>st</sup> and September 30<sup>th</sup>, has been averaged to provide a 12-month picture.*

Not covered in the body of this report, but included as an addendum, are the 18 free daily newspapers currently distributed in Canada. This relatively new breed of free dailies came to Canada in 2000 and continues to successfully capture new, young readers. Six ownership groups publish most of these papers totaling almost 1.6 million copies daily. Torstar and Metro International SA jointly publish 'Metro' in Toronto, Ottawa, Edmonton, Calgary and Vancouver. Transcontinental publishes Montreal's Métro together with Metro International SA. Quebecor publishes 24 Hours in Toronto, Ottawa, Edmonton, Calgary and Vancouver, in addition to 24 Heures in Ottawa-Gatineau and Montreal.

Canwest's free dailies, Ottawa Rush Hour, Edmonton Rush Hour and Calgary Rush Hour have folded, in addition to its national free daily, Dose. The free papers published by Black Press in British Columbia are distributed two to three times a week and do not qualify as dailies.

## CANADIAN TOTAL CIRCULATION - TRADITIONAL

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Average number of copies sold per publishing day

<b>2009 Total Circulation - 96 Newspapers</b>	<b>4,116,809</b>
<b>2008 Total Circulation - 98 Newspapers</b>	<b>4,295,238</b>
Percentage Difference*	-4.1%

## CANADIAN TOTAL CIRCULATION - NEO-TRADITIONAL

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Total number of copies sold per week

<b>2009 Total Circulation - 96 Newspapers</b>	<b>26,850,542</b>
<b>2008 Total Circulation - 98 Newspapers</b>	<b>28,031,105</b>
Percentage Difference*	-4.2%

## CIRCULATION BY REGION

The 11 Quebec dailies remained relatively stable in 2009, down by a marginal -0.3% compared to 2008. Quebec's share of the paid daily or weekly circulation pie grew by almost +1%.

Ontario's portion of the total newspaper market stands at 42%, heavily influencing Canada's overall circulation trends. Ontario continued to suffer the most losses in 2009, down by -7.5% in 2009 in an average day, but the decline was considerably less than the -12.5% decline registered in 2008. The number of paid-for dailies in Ontario dropped by one in 2009, to 38. Two dailies, the Cobourg Star and the Port Hope Evening Guide, in addition to the weekly Colborne Chronicle, were combined to create Northumberland Today.

There were 17 dailies in the Prairie provinces in 2009, one less than in 2008. The Reminder, the independently owned paper in Flin Flon, Manitoba, converted to a weekly by reducing its publishing cycle from five days to three. The Prairies registered average paid losses of -3.4%, just under the national average of -4.1%.

The 13 papers in the Atlantic provinces recorded paid circulation declines of -2.2% on an average day, only half of the national circulation losses.

The 17 dailies in the B.C./Yukon region registered an average daily decline of -1.8% in 2009 after posting the sole increase (+3.4%) in 2008. The dailies in this region comprise 11.8% of the total daily circulation in Canada, up slightly from an 11.5% share in the previous year.

## TOTAL CIRCULATION BY REGION: TRADITIONAL

Average number of copies sold per publishing day

	2009	2008	%Change
ATLANTIC	309,824	316,901	-2.2%
QUEBEC	918,972	921,892	-0.3%
ONTARIO	1,721,951	1,857,474	-7.3%
PRAIRIES	679,876	703,950	-3.4%
B.C. & YUKON	486,186	495,020	-1.8%

## SHARE OF TOTAL CIRCULATION BY REGION: TRADITIONAL

Average number of copies sold per publishing day

	2009 %Share	2008 %Share	Share Change
ATLANTIC	7.5%	7.4%	+0.1
QUEBEC	22.3%	21.5%	+0.8
ONTARIO	41.8%	43.2%	-1.4
PRAIRIES	16.5%	16.4%	+0.1
B.C. & YUKON	11.8%	11.5%	+0.3

## TOTAL CIRCULATION BY REGION: NEO-TRADITIONAL

Total number of copies sold per week

	2009	2008	%Change
ATLANTIC	1,985,485	2,032,159	-2.3
QUEBEC	6,303,133	6,322,671	-0.3
ONTARIO	10,997,330	11,890,127	-7.5
PRAIRIES	4,589,719	4,749,186	-3.4
B.C. & YUKON	2,974,877	3,036,963	-2.0

## SHARE OF TOTAL CIRCULATION BY REGION: NEO-TRADITIONAL

Total number of copies sold per week

	2009 %Share	2008 %Share	Share Change
ATLANTIC	7.4%	7.3%	+0.1
QUEBEC	23.5%	22.6%	+0.9
ONTARIO	41.0%	42.4%	-1.4
PRAIRIES	17.1%	16.9%	+0.2
B.C. & YUKON	11.1%	10.8%	+0.3

## CIRCULATION BY LANGUAGE

There were 85 English language paid dailies in 2009, two less than in 2008. Total paid circulation stood at 3.3 million on an average day and 21.4 million in an average week. Circulation levels dipped by -4.8%, about half of the losses experienced in 2008. The English papers comprise 80% of the total circulation in Canada.

The 11 French language paid dailies, which account almost 12% of the total *number* of papers, continue to deliver an impressive 20% of the total daily and weekly circulation levels. The French dailies posted a marginal decline of -1.9%, less than half of the losses experienced by the English-language dailies.

### TOTAL CIRCULATION BY LANGUAGE: TRADITIONAL

Average number of copies sold per publishing day

	2009	2008	%Change
ENGLISH	3,309,232	3,472,878	-4.7%
FRENCH	807,577	822,359	-1.8%

### SHARE OF TOTAL CIRCULATION BY LANGUAGE: TRADITIONAL

Average number of copies sold per publishing day

	2009 % Share	2008 % Share	Share Change
ENGLISH	80.4%	80.9%	+0.5
FRENCH	19.6%	19.1%	+0.5

### TOTAL CIRCULATION BY LANGUAGE: NEO-TRADITIONAL

Total number of copies sold per week

	2009	2008	%Change
ENGLISH	21,374,873	22,452,102	-4.8%
FRENCH	5,475,669	5,579,003	-1.9%

### SHARE OF TOTAL CIRCULATION BY LANGUAGE: NEO-TRADITIONAL

Total number of copies sold per week

	2009 %Share	2008 % Share	Share Change
ENGLISH	79.6%	80.1%	-0.5
FRENCH	20.4%	19.8%	+0.6



## CIRCULATION BY FORMAT

The broadsheet dailies, which comprise over three-quarters of the total circulated daily and weekly copies, dipped by -3.5% in 2009, cutting the losses experienced in 2008 in half.

The tabloid-dailies, which account for 18% of the total number of daily newspapers, represent about one-quarter of the total weekly paid circulation in Canada. The tabloid dailies declined by about -6.2% in 2009, significantly less than the loss recognized in 2008 (-11.5%).

There are currently 80 broadsheet and 16 tabloid dailies in Canada, one less of each format, than in 2008.

### TOTAL CIRCULATION BY FORMAT: TRADITIONAL

Average number of copies sold per publishing day

	2009	2008	%Change
BROADSHEET	3,152,540	3,267,345	-3.5%
TABLOID	964,269	1,027,892	-6.2%

### SHARE OF TOTAL CIRCULATION BY FORMAT: TRADITIONAL

Average number of copies sold per publishing day

	2009 % Share	2008 % Share	Share Change
BROADSHEET	76.6%	76.1%	+0.5
TABLOID	23.4%	23.9%	-0.5

### TOTAL CIRCULATION BY FORMAT: NEO-TRADITIONAL

Total number of copies sold per week

	2009	2008	% Change
BROADSHEET	20,354,011	21,097,921	-3.5%
TABLOID	6,496,532	6,933,184	-6.3%

### SHARE OF TOTAL CIRCULATION BY FORMAT: NEO-TRADITIONAL

Total number of copies sold per week

	2009 % Share	2008% Share	Share Change
BROADSHEET	75.8%	75.3%	+0.5
TABLOID	24.2%	24.7%	-0.5

## CIRCULATION IN COMPETITIVE MARKETS

A competitive market, in this report, is one in which two or more daily newspapers are published. While competition exists in other markets through spill from newspapers from outside the market, these figures are not available using the ABC or CCAB reports. There are currently nine competitive daily newspaper markets in Canada, the same as in 2008 and one less than in 2007.

Montreal was the only competitive market to post increases in 2009, rising by +0.3% in an average week and day. Three dailies, The Gazette (+8.2%), Le Devoir (+1.7%) and La Presse (+0.1%) registered circulation growth over 2008.

The highly competitive Toronto market, supporting four English language paid dailies, declined the most in 2009, posting a -9.9% loss on an average day and -9.8% in an average week. The Toronto papers represent over one-fifth of Canada's total daily paid circulation, greatly impacting overall national circulation levels.

Edmonton also posted paid circulation losses greater than the national average, down by -4.7% on an average day or week.

Dailies in four competitive markets, Vancouver, Sherbrooke, Calgary and Quebec, remained relatively stable in 2009, recording decreases of less than 2% over 2008.

## CIRCULATION IN COMPETITIVE MARKETS: TRADITIONAL

Average number of copies sold per publishing day

	2009	2008	%Change
Toronto	929,566	1,031,601	-9.9%
Montreal	622,374	620,640	+0.3%
Vancouver	338,337	342,528	-1.2%
Ottawa-Gatineau	197,465	203,762	-3.1%
Edmonton	168,978	177,225	-4.7%
Quebec	172,337	175,422	-1.8%
Calgary	168,482	171,433	-1.7%
Winnipeg	155,107	159,469	-2.7%
Sherbrooke	37,283	37,853	-1.5%

## TOTAL CIRCULATION IN COMPETITIVE MARKETS: NEO-TRADITIONAL

Total number of copies sold per week

	2009	2008	% Change
Toronto	6,035,044	6,691,412	-9.8%
Montreal	4,326,893	4,315,263	+0.3%
Vancouver	2,030,022	2,055,166	-1.2%
Ottawa-Gatineau	1,346,044	1,390,404	-3.2%
Edmonton	1,182,846	1,240,572	-4.7%
Quebec	1,206,359	1,227,954	-1.8%
Calgary	1,179,373	1,200,572	-1.8%
Winnipeg	1,085,747	1,116,286	-2.7%
Sherbrooke	219,296	222,545	-1.5%

## NEWSPAPER OWNERSHIP OVERVIEW

There are currently 13 daily newspaper ownership groups in Canada in addition to three independent daily newspapers, one less than in 2008. Canwest's dailies continue to have the most circulation, delivering an average of almost 8.2 million paid copies weekly, 1.3 million on an average day, and a 31% share of the total Canadian daily newspaper market.

Quebecor owns the most number of dailies (36) and is the second largest owner in terms of total paid circulation, with 6.4 million in an average week and almost 1 million in an average day. The number of Quebecor dailies reduced by one last year, when the Cobourg Star and Port Hope Evening Guide were replaced by Northumberland Today.

F.P. Canadian Newspapers Limited Partnership, posted an increase in 2009, with its two dailies selling one percent more copies in an average week over 2008.

## CANADIAN DAILY NEWSPAPER OWNERSHIP

### GLACIER CANADIAN NEWSPAPERS (9)

Cranbrook Daily Townsman  
Alaska Highway News, Fort St. John  
The Daily Bulletin, Kimberley  
Nelson Daily News  
Dawson Creek Daily News  
The Daily News, Prince Rupert  
The Trail Times  
The Kamloops Daily News  
The Citizen, Prince George

### QUEBECOR/SUN MEDIA/OSPREY MEDIA (36)

Le Journal de Montréal  
Le Journal de Québec  
The Brockville Recorder & Times  
The London Free Press  
Beacon-Herald, Stratford  
The Simcoe Reformer  
The Sentinel Review, Woodstock  
Winnipeg Sun  
The Toronto Sun  
The Edmonton Sun  
The Calgary Sun  
The Ottawa Sun  
St. Thomas Times-Journal  
Daily Herald-Tribune, Grande Prairie  
Fort McMurray Today  
Daily Miner & News, Kenora  
Daily Graphic, Portage La Prairie  
The Barrie Examiner

The Chatham Daily News  
NorthumberlandToday.com  
Cornwall Standard-Freeholder  
The Kingston Whig-Standard  
St. Catharines Standard  
The Expositor, Brantford  
Niagara Falls Review

The Tribune, Welland  
The North Bay Nugget  
The Intelligencer, Belleville  
The Observer, Sarnia  
The Sault Star, Sault Ste Marie

The Sudbury Star  
The Daily Press, Timmins  
The Sun Times, Owen Sound  
The Packet & Times, Orillia  
The Daily Observer, Pembroke  
The Peterborough Examiner

### F.P. CANADIAN NEWSPAPERS LIMITED PARTNERSHIP (2)

Winnipeg Free Press  
Brandon Sun

### BRUNSWICK NEWS INC. (3)

Times & Transcript, Moncton  
The Daily Gleaner, Fredericton  
The Telegraph-Journal, St John

### SING TAO NEWSPAPERS (CANADA 1988 LIMITED) (1)

Sing Tao Daily (50% Torstar)

### TORSTAR (4)

Toronto Star  
The Hamilton Spectator  
Guelph Mercury  
The Record, Grand River Valley

### CANWEST MEDIAWORKS PUBLICATIONS (13)

The Gazette, Montreal  
Ottawa Citizen

National Post  
The Windsor Star  
The Leader-Post, Regina  
The StarPhoenix, Saskatoon  
Calgary Herald  
Edmonton Journal  
The Vancouver Sun  
The Province, Vancouver  
Nanaimo Daily News  
Times Colonist, Victoria  
Alberni Valley Times, Port Alberni

### HALIFAX HERALD LTD (1)

The Chronicle Herald

### POWER CORP. OF CANADA (7)

La Presse, Montreal  
Le Nouvelliste, Trois-Rivieres  
La Tribune, Sherbrooke  
La Voix de l'Est, Granby  
Le Soleil, Quebec  
Le Quotidien, Chicoutimi  
Le Droit, Ottawa/Gatineau

### CTVGLOBEMEDIA (1)

The Globe and Mail

### BLACK PRESS (1)

Red Deer Advocate

### CONTINENTAL NEWSPAPERS CANADA LTD (3)

The Chronicle Journal, Thunder Bay  
Penticton Herald  
The Daily Courier, Kelowna

### GLACIER CANADIAN NEWSPAPERS/ ALTA NEWSPAPER GROUP (3)

Lethbridge Herald  
Medicine Hat News  
The Record, Sherbrooke

### TRANSCONTINENTAL INC. (10)

Amherst Daily News  
Cape Breton Post  
The Evening News, New Glasgow  
Truro Daily News  
The Telegram, St. John's

The Guardian, Charlottetown  
The Journal Pioneer, PEI  
The Western Star, Corner Brook  
The Times-Herald, Moose Jaw

Prince Albert Daily Herald

### INDEPENDENT NEWSPAPERS (3)

L'Acadie Nouvelle, Caraquet  
Le Devoir, Montreal  
The Whitehorse Star



## DAILY NEWSPAPERS: 2009 Circulation by Ownership Groups

<b>OWNER</b>	<b># OF PAPERS</b>	<b>Average Issue Paid Daily Circulation</b>	<b>% Share of Total Paid Daily Circulation</b>	<b>Average Issue Paid Weekly</b>	<b>% Share of total Paid Weekly Circulation</b>
Canwest	13	1,267,876	30.8%	8,198,500	30.5%
Quebecor/Sun Media/Osprey Media	36	957,286	23.3%	6,354,458	23.7%
Torstar	4	477,838	11.6%	3,181,200	11.8%
Power Corp. Canada	7	455,980	11.1%	3,064,517	11.4%
CTVGlobemedia	1	315,272	7.7%	1,891,629	7.0%
FP CNLP	2	142,749	3.5%	999,246	3.7%
Transcontinental Inc.	10	105,261	2.6%	650,749	2.4%
Halifax-Herald Ltd.	1	107,353	2.6%	751,474	2.8%
Brunswick News Inc.	3	91,193	2.2%	547,161	2.0%
Continental Newspapers Canada	3	47,569	1.2%	332,984	1.2%
Glacier Canadian Newspapers	9	48,306	1.2%	267,189	1.0%
Glacier Canadian Newspapers/Alta Newspaper Group LP	3	32,935	0.8%	210,348	0.8%
Independents	3	52,079	1.3%	310,423	1.2%
Black Press	1	15,111	0.4%	90,667	0.3%

Source: For CCAB audited dailies: 12-month paid averages ending December 31<sup>st</sup>, 2009. For ABC audited papers: paid average of two 6-month Fas Fax reports, ending March 31<sup>st</sup> and September 30<sup>th</sup>, 2009.

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## 2009 DAILY NEWSPAPER PAID CIRCULATION LEVELS: By Province

ABC Fas Fax: averaging March 31st 2009 & Sept. 30th, 2009 6-month statements

CCAB: 2009 year-end circulation reports

Newspaper	Province	Owner								CCAB 12month & ABC Mar.&Sept.Avg	
			Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Weekly Total	Ave.Day
Red Deer Advocate	Alberta	Black Press	15,136	15,136	15,136	15,136	15,136	14,989		90,667	15,111
Calgary Herald	Alberta	Canwest Mediaworks Publications	126,129	126,129	126,129	126,129	126,129	122,718	118,884	872,247	124,607
The Edmonton Journal	Alberta	Canwest Mediaworks Publications	118,944	118,944	118,944	118,944	118,944	120,432	115,194	830,343	118,620
Lethbridge Herald	Alberta	Glacier Cdn./Alta Newspaper Group	17,630	17,630	17,630	17,630	17,630	16,942	14,910	120,002	17,143
Medicine Hat News	Alberta	Glacier Cdn./Alta Newspaper Group	11,388	11,388	11,388	11,388	11,388	11,388		68,328	11,388
Daily Herald-Tribune, Grande Prairie	Alberta	Quebecor/Sun Media	6,575	6,575	6,575	6,575	6,575			32,875	6,575
The Calgary Sun	Alberta	Quebecor/Sun Media	37,818	40,906	41,128	41,440	40,890	42,742	62,202	307,126	43,875
Fort McMurray Today	Alberta	Quebecor/Sun Media	2,830	2,830	2,830	2,830	2,830			14,150	2,830
The Edmonton Sun	Alberta	Quebecor/Sun Media	48,424	48,497	48,913	49,144	48,527	45,843	63,155	352,503	50,358
Nanaimo Daily News	B.C.	Canwest Mediaworks Publications	6,518	6,518	6,518	6,518	6,518	6,518		39,105	6,518
Alberni Valley Times, Port Alberni	B.C.	Canwest Mediaworks Publications	4,257	4,257	4,257	4,257	4,257			21,285	4,257
The Province, Vancouver	B.C.	Canwest Mediaworks Publications	158,916	158,916	158,916	158,916	158,916		182,008	976,588	162,765
The Vancouver Sun	B.C.	Canwest Mediaworks Publications	168,616	168,616	168,616	168,616	168,616	210,356		1,053,434	175,572
Times Colonist, Victoria	B.C.	Canwest Mediaworks Publications	65,464	65,464	65,464	65,464	65,464	64,034	63,055	454,408	64,915
Courier, Kelowna	B.C.	Continental Newspapers Canada	14,563	14,563	14,563	14,563	14,563	14,768	14,194	101,777	14,540
Penticton Herald	B.C.	Continental Newspapers Canada	7,330	7,330	7,330	7,330	7,330	7,478	6,703	50,831	7,262
Alaska Highway News, Fort St. John	B.C.	Glacier Cdn. Newspapers	3,750	3,750	3,750	3,750	3,750			18,750	3,750
The Kamloops Daily News	B.C.	Glacier Cdn. Newspapers	12,592	12,592	12,592	12,592	12,592	12,592		75,552	12,592
Dawson Creek Daily News	B.C.	Glacier Cdn. Newspapers	2,200	2,200	2,200	2,200	2,200			11,000	2,200
Cranbrook Daily Townsman	B.C.	Glacier Cdn. Newspapers	3,575	3,575	3,575	3,575	3,575			17,875	3,575
The Daily News, Prince Rupert	B.C.	Glacier Cdn. Newspapers	2,800	2,800	2,800	2,800	2,800			14,000	2,800
Nelson Daily News	B.C.	Glacier Cdn. Newspapers	3,300	3,300	3,300	3,300	3,300			16,500	3,300
The Trail Times	B.C.	Glacier Cdn. Newspapers	5,224	5,224	5,224	5,224	5,224			26,120	5,224
The Daily Bulletin, Kimberley	B.C.	Glacier Cdn. Newspapers	1,800	1,800	1,800	1,800	1,800			9,000	1,800
Prince George Citizen	B.C.	Glacier Cdn. Newspapers	12,807	12,807	12,807	12,807	13,582	13,582		78,392	13,065
Brandon Sun	Manitoba	F.P. Cdn. Np Ltd.	14,172	14,172	14,172	14,172	14,172	16,029	17,037	103,923	14,846
Winnipeg Free Press	Manitoba	F.P. Cdn. Np. Ltd.	121,858	121,858	121,858	121,858	121,858	162,899	123,137	895,323	127,903
Winnipeg Sun	Manitoba	Quebecor/Sun Media	26,411	26,621	26,554	27,048	28,135	26,394	29,261	190,424	27,203
The Daily Graphic, Portage la Prairie*	Manitoba	Quebecor/Sun Media		2,402	2,402	2,402	2,402			9,606	2,382



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## 2009 DAILY NEWSPAPER PAID CIRCULATION LEVELS: By Province

ABC Fas Fax: averaging March 31st 2009 & Sept. 30th, 2009 6-month statements

CCAB: 2009 year-end circulation reports

Newspaper	Province	Owner								CCAB 12month & ABC Mar.&SeptAve	
			Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Weekly Total	Ave.Day
New Brunswick Telegraph Journal	New Brunswick	Brunswick News Inc.	32,581	32,581	32,581	32,581	32,581	34,764		197,667	32,944
The Daily Gleaner, Fredericton	New Brunswick	Brunswick News Inc.	21,200	21,200	21,200	21,200	21,200	21,783		127,783	21,297
Times & Transcript, Moncton	New Brunswick	Brunswick News Inc.	36,406	36,406	36,406	36,406	36,406	39,684		221,712	36,952
L'Acadie Nouvelle, Caraquet	New Brunswick	Independent	20,300	20,300	20,300	20,300	20,300	20,300		121,800	20,300
The Telegram, St. John's	Newfoundland	Transcontinental Inc.	20,620	20,770	20,992	21,210	28,893	40,166		152,651	21,807
The Western Star, Corner Brook	Newfoundland	Transcontinental Inc.	6,278	6,281	6,327	6,306	6,546	7,493		39,231	6,539
Cape Breton Post, Sydney	Nova Scotia	Transcontinental Inc.	21,701	21,717	21,727	21,822	21,551	23,122		131,640	21,940
The Daily News, Truro	Nova Scotia	Transcontinental Inc.	5,328	5,410	5,417	5,425	5,684	6,298		33,562	5,594
The News, New Glasgow	Nova Scotia	Transcontinental Inc.	5,849	5,897	5,856	5,802	5,996	6,495		35,895	5,983
Amherst Daily News	Nova Scotia	Transcontinental Inc.	2,583	2,617	2,634	2,632	2,645			13,111	2,622
The Chronicle-Herald, Halifax	Nova Scotia	Halifax Herald	108,533	108,533	108,533	108,533	108,533	114,526	94,283	751,474	107,353
The Globe and Mail	Ontario	CTVGlobemedia Inc.	303,043	303,043	303,043	303,043	303,043	376,417		1,891,629	315,272
Ottawa Citizen	Ontario	Canwest Mediaworks Publications	125,211	125,211	125,211	125,211	125,211	124,113	116,824	866,989	123,856
National Post	Ontario	Canwest Mediaworks Publications	154,987	154,987	154,987	154,987	154,987	164,942		939,874	156,646
The Windsor Star	Ontario	Canwest Mediaworks Publications	63,318	63,318	63,318	63,318	63,318	66,629		383,219	63,870
The Chronicle-Journal, Thunder Bay	Ontario	Continental Newspapers Canada	25,999	25,999	25,999	25,999	25,999	27,127	23,256	180,376	25,768
The Expositor, Brantford	Ontario	Osprey Media	17,522	17,871	17,950	17,989	18,500	19,008		108,840	18,140
The Standard, St. Catharines	Ontario	Osprey Media	21,162	21,155	21,316	21,399	20,099	23,649		128,780	21,463
The Tribune, Welland	Ontario	Osprey Media	10,945	10,961	10,868	11,003	10,996	11,152		65,925	10,988
Niagara Falls Review	Ontario	Osprey Media	12,028	11,996	12,185	12,058	11,974	12,169		72,410	12,068
The Barrie Examiner	Ontario	Osprey Media	5,382	5,481	5,504	5,472	5,606	5,452		32,897	5,483
The Daily Press, Timmins	Ontario	Osprey Media	7,255	7,259	7,288	7,397	7,814	7,564		44,577	7,430
The Packet & Times, Orillia	Ontario	Osprey Media	5,946	5,953	5,958	5,850	6,066	6,026		35,799	5,967
Northumberland Today	Ontario	Osprey Media	7,821	7,821	7,821	7,821	7,821			39,105	7,821
The Daily Observer, Pembroke*	Ontario	Osprey Media		4,753	4,804	4,688	4,760	5,139		24,144	4,829
The Chatham Daily News *	Ontario	Osprey Media		8,951	8,881	8,867	9,412	9,305		45,416	9,083
The Sudbury Star	Ontario	Osprey Media	13,530	13,623	13,618	15,607	13,732	15,045		85,155	14,193
The Intelligencer, Belleville	Ontario	Osprey Media	10,500	10,505	10,515	10,503	10,690	10,973		63,686	10,614
The Observer, Sarnia	Ontario	Osprey Media	14,229	14,204	14,231	14,260	14,481	16,301		87,706	14,618
The Peterborough Examiner	Ontario	Osprey Media	15,855	15,860	15,879	15,409	16,051	16,693		95,747	15,958
The Sun Times, Owen Sound	Ontario	Osprey Media	12,643	13,043	13,150	13,287	14,221	13,755		80,099	13,350
The Kingston Whig-Standard	Ontario	Osprey Media	21,453	21,363	21,503	21,380	21,738	25,634		133,071	22,179
The Sault Star, Sault Ste. Marie	Ontario	Osprey Media	14,201	14,251	14,337	15,149	16,505	15,316		89,759	14,960
The North Bay Nugget	Ontario	Osprey Media	11,849	11,958	11,961	12,253	13,046	13,251		74,318	12,386
Standard-Freeholder, Cornwall	Ontario	Osprey Media	11,704	11,641	11,666	11,694	11,782	11,961		70,448	11,741
Le Droit, Ottawa/Hull	Ontario	Power Corp. of Canada	35,856	35,856	35,856	35,856	35,856	37,981		217,258	36,210
The London Free Press	Ontario	Quebecor/Sun Media	72,558	72,301	72,484	72,383	76,449	86,859		453,034	64,719
The Sentinel-Review, Woodstock	Ontario	Quebecor/Sun Media	7,700	7,700	7,700	7,700	7,700	7,700		46,200	7,700
St. Thomas Times-Journal	Ontario	Quebecor/Sun Media	5,663	5,644	5,659	5,672	5,692	5,805		34,135	5,689
Daily Miner and News, Kenora	Ontario	Quebecor/Sun Media	3,205	3,205	3,205	3,205	3,205			16,025	3,205
The Toronto Sun	Ontario	Quebecor/Sun Media	136,601	138,012	139,007	138,844	131,516	119,703	200,644	1,004,327	143,475

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## 2009 DAILY NEWSPAPER PAID CIRCULATION LEVELS: By Province

ABC Fas Fax: averaging March 31st 2009 & Sept. 30th, 2009 6-month statements

CCAB: 2009 year-end circulation reports

Newspaper	Province	Owner								CCAB 12month & ABC Mar.&Sept.Avg	
			Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Weekly Total	Ave.Day
The Simcoe Reformer	Ontario	Quebecor/Sun Media	9,125	9,125	9,125	9,125	9,125			45,625	9,125
The Beacon Herald, Stratford	Ontario	Quebecor/Sun Media	8,009	8,169	8,185	8,191	8,108	8,572		49,234	8,206
The Brockville Recorder and Times*	Ontario	Quebecor/Sun Media		9,524	9,452	9,512	9,984	10,054		48,526	9,705
The Ottawa Sun	Ontario	Quebecor/Sun Media	38,682	39,198	39,101	39,082	39,102	30,794	35,838	261,797	37,400
The Spectator, Hamilton	Ontario	Torstar	93,727	93,435	93,884	94,473	94,609	105,694		575,822	95,970
Guelph Mercury	Ontario	Torstar	11,602	11,566	11,621	11,624	11,951	13,059		71,423	11,904
Toronto Star	Ontario	Torstar	286,303	280,271	284,675	284,109	285,545	460,709	317,602	2,199,214	314,173
Waterloo Region Record	Ontario	Torstar	54,190	54,121	54,637	54,512	56,041	61,240		334,741	55,790
The Journal-Pioneer, Summerside	P.E.I.	Transcontinental Inc.	7,855	7,954	8,006	8,137	8,314	8,241		48,507	8,085
The Guardian, Charlottetown	P.E.I.	Transcontinental Inc.	18,108	18,027	17,915	18,080	18,325	19,998		110,453	18,409
The Gazette, Montreal	Québec	Canwest Mediaworks Publications	162,322	162,322	162,322	162,322	162,322	174,431	158,464	1,144,504	163,501
The Record, Sherbrooke	Québec	Glacier Cdn./Alta Newspaper Group	4,404	4,404	4,404	4,404	4,404			22,018	4,404
Le Devoir, Montréal	Québec	Independent	26,999	26,999	26,999	26,999	26,999	43,371		178,363	29,727
La Presse, Montréal	Québec	Power Corp. of Canada	203,373	203,373	203,373	203,373	203,373	267,680	221,450	1,505,992	215,142
La Tribune, Sherbrooke	Québec	Power Corp. of Canada	32,206	32,206	32,206	32,206	32,206	36,248		197,278	32,880
Le Quotidien, Chicoutimi	Québec	Power Corp. of Canada	27,196	27,196	27,196	27,196	27,196	28,345	36,738	201,060	28,723
Le Nouvelliste, Trois-Rivières	Québec	Power Corp. of Canada	42,359	42,359	42,359	42,359	42,359	44,887		256,682	42,780
La Voix de l'Est, Granby	Québec	Power Corp. of Canada	15,171	15,171	15,171	15,171	15,171	16,989		92,844	15,474
Le Soleil, Québec	Québec	Power Corp. of Canada	79,686	79,686	79,686	79,686	79,686	108,415	86,559	593,404	84,772
Le Journal de Montréal	Québec	Quebecor/Sun Media	209,403	209,480	209,658	211,635	212,801	232,895	212,162	1,498,034	214,005
Le Journal de Québec	Québec	Quebecor/Sun Media	84,579	84,875	85,662	86,677	87,334	97,646	86,182	612,955	87,565
The Leader-Post, Regina	Saskatchewan	Canwest Mediaworks Publications	48,271	48,271	48,271	48,271	48,271	50,313		291,665	48,611
The StarPhoenix, Saskatoon	Saskatchewan	Canwest Mediaworks Publications	53,560	53,560	53,560	53,560	53,560	57,040		324,840	54,140
TheTimes-Herald, Moose Jaw	Saskatchewan	Transcontinental Inc.	8,300	8,300	8,300	8,300	8,300	8,300		49,800	8,300
Prince Albert Daily Herald	Saskatchewan	Transcontinental Inc.	5,799	5,835	5,846	5,900	6,219	6,300		35,899	5,983
The Whitehorse Star	Yukon	Independent	2,052	2,052	2,052	2,052	2,052			10,260	2,052
			<b>3,983,844</b>	<b>4,009,907</b>	<b>4,018,905</b>	<b>4,025,876</b>	<b>4,041,056</b>	<b>4,371,217</b>	<b>2,399,740</b>	<b>26,850,542</b>	<b>4,116,809</b>

\*denotes papers that reduced their published cycle

Notes: 1) Flin Flon Reminder ceased publishing as a daily; now publishes 3 times a week.

2) Cobourg Daily Star and Port Hope Evening Guide were replaced by Northumberland Today

## Free Daily Newspapers in Canada, 2009

Province	Free Daily	Average Daily Circulation	Format	Owner Group	Start Date
<b>Nova Scotia (1)</b>	Metro Halifax	<b>25,000</b>	English a.m. tabloid	Transcontinental & Metro Intl. SA	2008
<b>Quebec (3)</b>	Montreal Metro	<b>142,154</b>	French a.m. tabloid	Transcontinental & Metro Intl. SA	2001
	Montreal 24 Heures	<b>143,008</b>	French a.m. tabloid	Quebecor	2001
	Quebec Media Matin	<b>40,000</b>	French a.m. tabloid	Syndicat candien de la fonction publique	2007
<b>Ontario (8)</b>	The Gazette (London)	<b>11,000</b>	English a.m. tabloid	Independent (University Students Coucil)	1906
	Metro Ottawa	<b>60,000</b>	English a.m. tabloid	Metro Intl.SA & TorStar	2005
	Ottawa 24 Hours	<b>32,568</b>	English a.m. tabloid	Quebecor	2006
	24 Heures Gatineau-Ottawa	<b>41,000</b>	French a.m. tabloid	Quebecor	2006
	Epoch Times (Toronto)	<b>41,000</b>	Chinese broadsheet	Epoch Times	2004
	Metro Toronto	<b>258,858</b>	English a.m. tabloid	Metro Intl. SA & TorStar	2000
	Toronto 24 Hours	<b>247,236</b>	English a.m. tabloid	Quebecor	2003
	T.O.Night	<b>100,000</b>	English p.m. tabloid	T.O.Night Newspaper Grp.	2009



## TECHNICAL NOTES

**Definition of “Daily Newspaper”:** A daily newspaper for the purposes of this report is a paid publication containing general news, published four or more times per week in either of Canada’s official languages.

**Sources of Data:** The data used in this report is based on the CCAB and ABC reports. For CCAB, 12-month audit period ending December 31<sup>st</sup>, 2009 was used. For ABC, two 6-month Fas Fax reports, ending March 31<sup>st</sup> and September 2009, were averaged to reflect a comparable 12-month period. .

**Calculation of Circulation Data:** Circulation data as published by ABC and CCAB is quite adequate to describe the circulation of an individual daily. However, in order to establish meaningful industry-wide data, it is necessary to make further calculations based on these figures.

This necessity is based on the fact that there is no single publication schedule that applies across the industry. Some newspapers publish five days a week; some six; some seven. Some dailies publish on Saturday, but do not publish on Sunday, and others, vice versa. Two dailies do not publish on Monday. For some newspapers, the Friday edition has the highest circulation of the week; for many newspapers Saturday is the strongest; and others have a peak in circulation on Sunday.

**Two methods of calculating circulation data are used in this report.** Each has its advocates. Since they are calculated using the same basic information, they have been named “Traditional” and “Neo-Traditional”.

**Traditional Method.** This method takes the sum of the copies sold by each newspaper in one week, and then divides that sum by the number of days that the newspaper publishes in that week. These averages are then totaled for all Canadian dailies. The result is the ***average number of copies sold per publishing day.***

**Neo-Traditional Method.** This method takes the sum of the copies sold by each newspaper in one week, and then simply totals these sums for all Canadian dailies. The result is the ***total number of copies sold per week (or per consumer purchase cycle).***

### **The Circulation Data 2009 report is published by:**

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Toronto, Ontario M4W 3P4  
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