

CANADIAN  
NEWSPAPER  
ASSOCIATION



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CANADIENNE  
DES JOURNAUX

# Circulation Data Report

# 2008

MAY 2009



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## DAILY NEWSPAPERS CIRCULATION REPORT, 2008

### 2008 TOTAL PAID Circulation Data

The daily **paid** circulation stood at 4.3 million copies on an average publishing day in 2008, and 28 million copies in a week. There were 98 English and French language paid daily newspapers in Canada last year, one less than in 2007 and two less than in 2006. The Daily News in Halifax, a Transcontinental newspaper, ceased publishing in February 2008. The Telegram in St. John's Newfoundland reduced its publishing cycle to six days a week after ceasing its Sunday edition.

In addition to paid dailies, there are the 37 free daily newspapers distributed in Canada, one more than in 2007 (circulation data on the free newspapers is not included in this report). New to the Atlantic provinces is Halifax Metro, published

by Transcontinental together with Metro International SA. This relatively new breed of free dailies came to Canada nine years ago and has had much success in attracting new, young readers. Six ownership groups publish most of these papers for a total of almost 1.7 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 introduced three free dailies in Edmonton, Calgary and Ottawa called Rush Hour in 2007, accessible only digitally. Black Press publishes 17 free dailies in various regions across B.C.

PLEASE NOTE

The Canadian Newspaper Association's 2008 circulation data report calculates paid circulation levels based on ABC and CCAB audit statements. Due to the change in the data collection periods in 2008, any comparisons over the previous year's data should be used with caution. Papers audited by CCAB now provide 12-month averages ending December 31. 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 and September 30 to provide a 12-month picture. (Previous ABC and CCAB circulation data only reflected the six-month periods ending March 31)

The following two methods of analyses were utilized:

- 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).

## CANADIAN TOTAL CIRCULATION - TRADITIONAL

Average number of copies sold per publishing day

<b>2008 Total Circulation</b>	
<b>98 Newspapers</b>	<b>4,295,238</b>
<b>2007 Total Circulation</b>	
<b>99 Newspapers</b>	<b>4,674,900</b>
Percentage Difference*	-8.1%

## CANADIAN TOTAL CIRCULATION - NEO-TRADITIONAL

Total number of copies sold per week

<b>2008 Total Circulation</b>	
<b>98 Newspapers</b>	<b>28,031,105</b>
<b>2007 Total Circulation</b>	
<b>99 Newspapers</b>	<b>30,622,236</b>
Percentage Difference*	-8.5%

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\* Note: Data collected in 2008 is based on a different reporting period from previous year's data, resulting in a more dramatic change in year-over-year comparisons. CCAB now provides 12-month averages ending December 31<sup>st</sup>. For those papers audited by ABC, the average of two 6-month Fas Fax reports, ending March 31<sup>st</sup> and September 30<sup>th</sup>, was used.

## CIRCULATION BY REGION

The 17 dailies in the B.C./Yukon region registered the sole increase in 2008, with a +3.4% growth. These dailies comprise 11% of the total daily and weekly circulation levels, a share up by almost 2% in an average day.

Ontario dailies suffered the most losses with a -12.2% decline over 2007. These 39 newspapers make up 42% of the total weekly paid circulation levels across the country, down two share points over the previous year.

The 11 Quebec dailies constitute another 23% of the total weekly circulation level, almost one share point higher than in 2007.

The 18 daily newspapers in the Prairie provinces registered average paid losses less than the national average, down by about -5%. These dailies gained almost one share point of the total circulation market.

The *number* of paid dailies in the Atlantic region declined by one in 2008, due to the cessation of the Daily News in Halifax. The share of total weekly and daily circulation levels, however, remained relatively consistent, comprising just over 7% of all dailies.

## TOTAL CIRCULATION BY REGION: TRADITIONAL

Average number of copies sold per publishing day

	2008	2007	% Change
ATLANTIC	316,901	355,974	-11.0%
QUEBEC	921,892	980,619	-6.0%
ONTARIO	1,857,474	2,114,499	-12.2%
PRAIRIES	703,950	745,014	-5.5%
B.C. & YUKON	495,020	478,795	+3.4%

## SHARE OF TOTAL CIRCULATION BY REGION: TRADITIONAL

Average number of copies sold per publishing day

	2008 % Share	2007 % Share	Share Change
ATLANTIC	7.4%	7.6%	-0.2%
QUEBEC	21.5%	20.9%	+0.6
ONTARIO	43.2%	45.2%	-2.0
PRAIRIES	16.4%	15.9%	+0.5
B.C. & YUKON	11.5%	10.2%	+1.3

## TOTAL CIRCULATION BY REGION: NEO-TRADITIONAL

Total number of copies sold per week

	2008	2007	% Change
ATLANTIC	2,032,159	2,291,536	-11.3%
QUEBEC	6,322,671	6,730,302	-6.1%
ONTARIO	11,890,127	13,617,633	-12.7%
PRAIRIES	4,749,186	5,030,311	-5.6%
B.C. & YUKON	3,036,963	2,952,454	+2.9%

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

Total number of copies sold per week

	2008 % Share	2007 % Share	Share Change
ATLANTIC	7.3%	7.5%	-0.2%
QUEBEC	22.6%	21.9%	+0.7
ONTARIO	42.4%	44.5%	-2.1
PRAIRIES	16.9%	16.4%	0.5
B.C. & YUKON	10.8%	9.6%	+1.2

## CIRCULATION BY LANGUAGE

There were 87 English-language paid dailies in 2008, one less than in 2007. Total paid circulation stood at almost 3.5 million on an average day and 22.5 million in an average week. Circulation levels reportedly dipped by –8.2%, but the change in collection periods contributed to this decline. The English papers comprise 80.9% of the total circulation in Canada, comparable to their share in 2007.

The 11 French-language paid dailies, which account for a little over 11% of the total number of papers, continue to deliver an impressive 20% of the total weekly circulation levels. These dailies, however, posted a decline comparable to their English counterparts, dipping by –8% in an average day or –9% in an average week over 2007.

### **TOTAL CIRCULATION BY LANGUAGE: TRADITIONAL**

Average number of copies sold per publishing day

	<b>2008</b>	<b>2007</b>	<b>%Change</b>
ENGLISH	<b>3,472,878</b>	<b>3,781,795</b>	<b>-8.2%</b>
FRENCH	<b>822,359</b>	<b>893,506</b>	<b>-8.0%</b>

### **SHARE OF TOTAL CIRCULATION BY LANGUAGE: TRADITIONAL**

Average number of copies sold per publishing day

	<b>2008</b>	<b>2007</b>	<b>Share Change</b>
	<b>% Share</b>	<b>% Share</b>	<b>0.0</b>
ENGLISH	<b>80.9%</b>	<b>80.9%</b>	<b>0.0</b>
FRENCH	<b>19.1%</b>	<b>19.1%</b>	<b>0.0</b>

### **TOTAL CIRCULATION BY LANGUAGE: NEO-TRADITIONAL**

Total number of copies sold per week

	<b>2008</b>	<b>2007</b>	<b>%Change</b>
ENGLISH	<b>22,452,102</b>	<b>24,548,954</b>	<b>-8.5%</b>
FRENCH	<b>5,579,003</b>	<b>6,073,282</b>	<b>-9.1%</b>

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

Total number of copies sold per week

	<b>2008</b>	<b>2007</b>	<b>Share Change</b>
	<b>%Share</b>	<b>% Share</b>	<b>0.0</b>
ENGLISH	<b>80.1%</b>	<b>80.2%</b>	<b>-0.1</b>
FRENCH	<b>19.8%</b>	<b>19.8%</b>	<b>0.0</b>

## CIRCULATION BY FORMAT

The broadsheet dailies, which comprise over three-quarters of the total circulated daily and weekly copies, dipped by over –7% or week in 2008.

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 recorded a substantial collective decline of about –12% in an average day or week. Much of this loss can be attributed to the cessation of one tabloid last February – The Daily News in Halifax.

There are currently 81 broadsheet and 17 tabloid dailies in Canada.

### TOTAL CIRCULATION BY FORMAT: TRADITIONAL

Average number of copies sold per publishing day

	2008	2007	%Change
BROADSHEET	3,267,345	3,513,677	-7.1%
TABLOID	1,027,892	1,161,224	-11.5%

### SHARE OF TOTAL CIRCULATION BY FORMAT: TRADITIONAL

Average number of copies sold per publishing day

	2008 % Share	2007 % Share	Share Change
BROADSHEET	76.1%	75.2%	+0.9
TABLOID	23.9%	24.8%	-0.9

### TOTAL CIRCULATION BY FORMAT: NEO-TRADITIONAL

Total number of copies sold per week

	2008	2007	% Change
BROADSHEET	21,097,921	22,737,906	-7.2%
TABLOID	6,933,184	7,884,330	-12.1%

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

Total number of copies sold per week

	2008 % Share	2007 Share	Share Change
BROADSHEET	75.3%	75.2%	+0.1
TABLOID	24.7%	24.8%	-0.1

## CIRCULATION IN COMPETITIVE MARKETS

There are currently nine competitive daily newspaper markets in Canada, one less than in 2007 due to the cessation of The Daily News in Halifax. 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 6-month Fas-Fax.

Vancouver was the only competitive market to post substantial gains in 2008, rising by +7.6% in an average week and day. Both Canwest dailies in this market, the Vancouver Sun and Province, registered remarkable gains last year, rising by +3% and +13% respectively in an average week.

The competitive Sherbrooke market posted the fewest declines in 2008, slipping by -1.8%. Winnipeg, Montreal, Ottawa-Gatineau and Calgary also registered circulation losses less than the national average of -8% last year.

The highly competitive Toronto market, supporting four English-language paid dailies, slipped the most in 2008, posting double-digit losses. These Toronto papers represent almost one-quarter of the total daily circulation in Canada, and they greatly impact the overall national circulation levels.

## CIRCULATION IN COMPETITIVE MARKETS: TRADITIONAL

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Average number of copies sold per publishing day

	2008	2007	%Change
Toronto	1,031,601	1,203,235	-14.2%
Montreal	620,640	661,900	-6.2%
Vancouver	342,528	318,255	+7.6%
Ottawa-Gatineau	203,762	215,674	-5.5%
Edmonton	177,225	193,164	-8.3%
Quebec	175,422	191,015	-8.2%
Calgary	171,433	185,029	-7.3%
Winnipeg	159,469	165,396	-3.6%
Sherbrooke	37,853	38,543	-1.8%

## TOTAL CIRCULATION IN COMPETITIVE MARKETS: NEO-TRADITIONAL

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Total number of copies sold per week

	2008	2007	% Change
Toronto	6,691,412	7,879,253	-15.1%
Montreal	4,315,263	4,602,866	-6.3%
Vancouver	2,055,166	1,909,527	+7.6%
Ottawa-Gatineau	1,390,404	1,473,029	-5.6%
Edmonton	1,240,572	1,352,146	-8.2%
Quebec	1,227,954	1,337,106	-8.2%
Calgary	1,200,572	1,295,201	-7.3%
Winnipeg	1,116,286	1,157,769	-3.6%
Sherbrooke	222,545	226,454	-1.7%

## NEWSPAPER OWNERSHIP OVERVIEW

There are currently 13 daily newspaper ownership groups in Canada in addition to four independent daily newspapers. Canwest's daily newspapers continue to have the most circulation, with dailies delivering an average of almost 8.5 million paid copies weekly, 1.3 million on an average day, and a 30% share of the total Canadian daily newspaper market.

Quebecor owns the most dailies (37) and is the second largest owner in terms of total paid circulation, with 6.9 million in an average week and 1 million on an average day.

The number of Transcontinental dailies reduced to 10 from 11 in 2008, with the cessation of The Daily News in Halifax. Transcontinental, however, introduced the first free daily newspaper to the Atlantic region last year, jointly publishing Metro in Halifax with Metro International SA.

## CANADIAN DAILY NEWSPAPER OWNERSHIP

### GLACIER CANADIAN NEWSPAPERS (9)

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

### QUEBECOR/SUN MEDIA/OSPREY MEDIA (37)

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  
Cobourg Daily Star  
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  
Port Hope Evening Guide  
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 (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. (GESCA) (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

### CTV GLOBEMEDIA (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 (4)

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

## DAILY NEWSPAPERS: 2008 Circulation by Ownership Groups

OWNER	# OF PAPERS	Average Issue Paid Daily Circulation	% Share of Total Paid Daily Circulation	Average Issue Paid Weekly	% Share of total Paid Weekly Circulation
Canwest	13	1,317,501	30.7%	8,491,635	30.3%
Quebecor/Sun Media/Osprey	37	1,032,979	24.0%	6,893,019	24.6%
Torstar	4	500,989	11.7%	3,341,616	11.9%
Power Corp.	7	459,308	10.7%	3,087,015	11.07%
CTVGlobemedia	1	332,764	7.7%	1,996,582	7.1%
FP CNLP	2	141,388	3.3%	989,719	3.5%
Transcontinental	10	111,607	2.6%	692,910	2.5%
Halifax-Herald	1	107,485	2.5%	752,397	2.7%
Brunswick News	3	92,563	2.2%	555,337	2.0%
Continental Newspapers	3	49,333	1.1%	345,331	1.2%
Glacier Canadian Newspapers	9	46,070	1.1%	257,399	0.9%
Glacier Canadian Newspapers/Alta Newspaper Group	3	33,648	0.8%	214,698	0.8%
Independents	4	53,570	1.2%	317,220	1.2%
Black Press	1	16,032	0.4%	96,190	0.3%

Source: For CCAB audited dailies: 12-month paid averages ending December 31<sup>st</sup>, 2008. 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>, 2008.

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## 2008 DAILY NEWSPAPER PAID CIRCULATION LEVELS: By Province

ABC Fas Fax: averaging March 31st, 2008 & Sept. 30th, 2008 6-month statements

CCAB 2008 year end audit report

Newspaper	Province	Owner	2008							2008	2008	
			Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Weekly Total	Ave.Day	
Red Deer Advocate	Alberta	Black Press	16,045	16,045	16,045	16,045	16,045	15,967		96,190	16,032	
Calgary Herald	Alberta	Canwest	124,552	124,552	124,552	124,552	124,552	118,775	111,064	852,599	121,800	
The Edmonton Journal	Alberta	Canwest	120,985	120,985	120,985	120,985	120,985	120,654	113,789	839,365	119,909	
Lethbridge Herald	Alberta	Glacier Cdn./Alta Newspaper Group	17,618	17,618	17,618	17,618	17,618	17,858	15,726	121,672	17,382	
Medicine Hat News	Alberta	Glacier Cdn./Alta Newspaper Group	11,694	11,694	11,694	11,694	11,694	11,694		70,161	11,694	
Daily Herald-Tribune, Grande Prairie	Alberta	Quebecor/Sun Media	6,739	6,739	6,739	6,739	6,739	0		33,695	6,739	
The Calgary Sun	Alberta	Quebecor/Sun Media	45,357	46,482	47,004	47,002	46,403	45,600	69,586	347,434	49,633	
Fort McMurray Today	Alberta	Quebecor/Sun Media	3,085	3,085	3,085	3,085	3,085	0		15,423	3,085	
The Edmonton Sun	Alberta	Quebecor/Sun Media	54,734	55,312	56,189	56,216	54,937	51,749	72,070	401,207	57,315	
Nanaimo Daily News	B.C.	Canwest	6,868	6,868	6,868	6,868	6,868	6,868		41,208	6,868	
Alberni Valley Times, Port Alberni	B.C.	Canwest	4,579	4,579	4,579	4,579	4,579	0		22,893	4,579	
The Province, Vancouver	B.C.	Canwest	160,739	160,739	160,739	160,739	160,739	0	191,332	995,027	165,838	
The Vancouver Sun	B.C.	Canwest	169,307	169,307	169,307	169,307	169,307	213,604		1,060,139	176,690	
Times Colonist, Victoria	B.C.	Canwest	70,521	70,521	70,521	70,521	70,521	68,844	67,542	488,988	69,855	
The Daily Courier, Kelowna	B.C.	Continental Newspapers Canada	15,462	15,462	15,462	15,462	15,462	15,677	15,108	108,093	15,442	
Penticton Herald	B.C.	Continental Newspapers Canada	7,489	7,489	7,489	7,489	7,489	7,486	6,953	51,882	7,412	
Alaska Highway News, Fort St. John*	B.C.	Glacier Cdn. Newspapers	3,790	3,790	3,790	3,790	3,790			18,950	3,790	
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	
Peace River Block News, Dawson Creek*	B.C.	Glacier Cdn. Newspapers	2,060	2,060	2,060	2,060	2,060			10,300	2,060	
Cranbrook Daily Townsman*	B.C.	Glacier Cdn. Newspapers	1,660	1,660	1,660	1,660	1,660			8,300	1,660	
The Daily News, Prince Rupert*	B.C.	Glacier Cdn. Newspapers	1,987	1,987	1,987	1,987	1,987			9,935	1,987	
Nelson Daily News*	B.C.	Glacier Cdn. Newspapers	3,065	3,065	3,065	3,065	3,065			15,325	3,065	
The Trail Times*	B.C.	Glacier Cdn. Newspapers	4,794	4,794	4,794	4,794	4,794			23,970	4,794	
The Daily Bulletin, Kimberley*	B.C.	Glacier Cdn. Newspapers	1,666	1,666	1,666	1,666	1,666			8,330	1,666	
Prince George Citizen	B.C.	Glacier Cdn. Newspapers	14,147	14,147	14,147	14,147	15,076	15,076		86,737	14,456	
Brandon Sun	Manitoba	F.P. Cdn. Np Ltd.	14,143	14,143	14,143	14,143	14,143	17,200	12,349	100,262	14,323	
Winnipeg Free Press	Manitoba	F.P. Cdn. Np. Ltd.	121,150	121,150	121,150	121,150	121,150	163,622	120,086	889,457	127,065	
The Reminder, Flin Flon*	Manitoba	Independent	1,933	1,933	1,933	1,933	1,933			9,665	1,933	
Winnipeg Sun	Manitoba	Quebecor/Sun Media	32,087	31,529	31,839	32,019	33,016	30,888	35,451	226,829	32,404	
The Daily Graphic, Portage la Prairie	Manitoba	Quebecor/Sun Media	2,591	2,591	2,591	2,591	2,591			12,955	2,591	
New Brunswick Telegraph Journal	New Brunswick	Brunswick News Inc.	33,080	33,080	33,080	33,080	33,080	35,817		201,214	33,536	
The Daily Gleaner, Fredericton	New Brunswick	Brunswick News Inc.	21,647	21,647	21,647	21,647	21,647	22,619		130,852	21,809	
Times & Transcript, Moncton	New Brunswick	Brunswick News Inc.	36,505	36,505	36,505	36,505	36,505	40,786		223,311	37,219	
L'Acadie Nouvelle, Caraquet*	New Brunswick	Independent	20,152	20,152	20,152	20,152	20,152	20,152		120,912	20,152	
The Telegram, St. John's (a)	Newfoundland	Transcontinental Inc.	21,404	21,646	22,072	21,869	30,091	41,759	22,805		181,646	25,949
The Western Star, Corner Brook	Newfoundland	Transcontinental Inc.	6,723	6,703	6,740	6,724	6,899	8,025		41,814	6,969	
Cape Breton Post, Sydney	Nova Scotia	Transcontinental Inc.	22,305	22,247	22,290	22,413	22,530	23,690		135,475	22,579	
The Daily News, Truro	Nova Scotia	Transcontinental Inc.	5,417	5,415	5,388	5,417	5,709	6,465		33,811	5,635	
The News, New Glasgow	Nova Scotia	Transcontinental Inc.	5,976	6,024	5,999	6,034	6,129	6,618		36,780	6,130	
Amherst Daily News	Nova Scotia	Transcontinental Inc.	2,675	2,680	2,684	2,677	2,693			13,409	2,682	
The Chronicle-Herald, Halifax	Nova Scotia	Halifax Herald	109,164	109,164	109,164	109,164	109,164	115,645	90,935	752,397	107,485	

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## 2008 DAILY NEWSPAPER PAID CIRCULATION LEVELS: By Province

ABC Fas Fax: averaging March 31st, 2008 & Sept. 30th, 2008 6-month statements

CCAB 2008 year end audit report

Newspaper	Province	Owner	2008							2008	2008
			Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Weekly Total	Ave.Day
The Globe and Mail	Ontario	CTVGlobemedia Inc.	321,109	321,109	321,109	321,109	321,109	391,040		1,996,582	332,764
Ottawa Citizen	Ontario	Canwest	128,919	128,919	128,919	128,919	128,919	131,406	124,199	900,197	128,600
National Post	Ontario	Canwest	194,795	194,795	194,795	194,795	194,795	208,234		1,182,206	197,034
The Windsor Star	Ontario	Canwest	67,530	67,530	67,530	67,530	67,530	71,232		408,882	68,147
The Chronicle-Journal, Thunder Bay	Ontario	Continental Newspapers Canada	26,626	26,626	26,626	26,626	26,626	28,288	23,941	185,357	26,480
The Expositor, Brantford	Ontario	Osprey Media	19,952	19,967	20,030	20,075	20,600	21,193		121,817	20,303
The Standard, St. Catharines	Ontario	Osprey Media	23,241	23,161	23,430	23,394	22,479	25,167		140,872	23,479
The Tribune, Welland	Ontario	Osprey Media	11,690	11,678	11,715	11,719	11,628	11,914		70,344	11,724
Niagara Falls Review	Ontario	Osprey Media	12,472	12,461	12,482	12,489	12,381	12,786		75,071	12,512
The Barrie Examiner	Ontario	Osprey Media	5,749	5,760	5,769	5,792	5,824	5,807		34,701	5,784
The Daily Press, Timmins	Ontario	Osprey Media	7,809	7,816	7,905	7,947	8,614	8,140		48,231	8,039
The Packet & Times, Orillia	Ontario	Osprey Media	6,229	6,230	6,239	6,235	6,296	6,343		37,572	6,262
Port Hope Evening Guide	Ontario	Osprey Media	2,084	2,080	2,092	2,042	2,226			10,524	2,105
Cobourg Daily Star	Ontario	Osprey Media	3,531	3,526	3,581	3,479	4,007			18,124	3,625
The Daily Observer, Pembroke	Ontario	Osprey Media	5,272	5,299	5,369	5,290	5,385	5,814		32,429	5,405
The Chatham Daily News	Ontario	Osprey Media	11,179	11,078	11,290	11,107	11,687	11,527		67,868	11,311
The Sudbury Star	Ontario	Osprey Media	14,514	14,577	14,723	16,779	14,673	16,252		91,518	15,253
The Intelligencer, Belleville	Ontario	Osprey Media	11,781	11,741	11,792	11,809	11,916	12,444		71,483	11,914
The Observer, Sarnia	Ontario	Osprey Media	15,890	15,860	15,896	15,932	16,146	18,418		98,142	16,357
The Peterborough Examiner	Ontario	Osprey Media	17,412	17,412	17,460	17,440	17,145	18,471		105,340	17,557
The Sun Times, Owen Sound	Ontario	Osprey Media	14,406	14,417	14,525	14,806	15,938	15,424		89,516	14,919
The Kingston Whig-Standard	Ontario	Osprey Media	22,892	22,716	22,957	22,798	23,128	27,343		141,834	23,639
The Sault Star, Sault Ste. Marie	Ontario	Osprey Media	15,442	15,434	15,562	15,939	18,178	16,666		97,221	16,204
The North Bay Nugget	Ontario	Osprey Media	12,847	12,811	12,876	12,986	14,070	14,236		79,826	13,304
Standard-Freeholder, Cornwall	Ontario	Osprey Media	13,104	13,050	13,084	13,111	13,158	13,391		78,898	13,150
Le Droit, Ottawa/Hull	Ontario	Power Corp. of Canada	35,292	35,292	35,292	35,292	35,292	39,119		215,579	35,930
The London Free Press	Ontario	Quebecor/Sun Media	75,437	75,549	75,633	78,179	92,349	58,792		455,939	65,134
The Sentinel-Review, Woodstock*	Ontario	Quebecor/Sun Media	7,097	7,097	7,097	7,097	7,097	7,097		42,582	7,097
St. Thomas Times-Journal*	Ontario	Quebecor/Sun Media	6,537	6,537	6,537	6,537	6,537	6,537		39,222	6,537
Daily Miner and News, Kenora*	Ontario	Quebecor/Sun Media	3,036	3,036	3,036	3,036	3,036			15,180	3,036
The Toronto Sun	Ontario	Quebecor/Sun Media	154,602	156,570	157,399	159,430	154,513	133,452	246,898	1,162,864	166,123
The Simcoe Reformer*	Ontario	Quebecor/Sun Media	7,200	7,200	7,200	7,200	7,200			36,000	7,200
The Beacon Herald, Stratford	Ontario	Quebecor/Sun Media	8,904	8,797	8,814	8,820	8,966	9,233		53,534	8,922
The Brockville Recorder and Times	Ontario	Quebecor/Sun Media	11,133	11,123	11,113	11,173	11,983	11,903		68,428	11,405
The Ottawa Sun	Ontario	Quebecor/Sun Media	40,620	41,292	40,770	40,968	40,919	32,186	37,873	274,628	39,233
The Spectator, Hamilton	Ontario	Torstar	93,217	92,484	92,924	93,604	94,220	107,214		573,663	95,611
Guelph Mercury	Ontario	Torstar	11,586	11,544	11,633	11,627	11,874	12,802		71,066	11,844
Toronto Star	Ontario	Torstar	309,793	307,019	306,395	307,197	310,169	477,683	331,504	2,349,760	335,680
Waterloo Region Record ©	Ontario	Torstar	55,673	55,982	56,365	56,519	58,441	64,147		347,127	57,855

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## 2008 DAILY NEWSPAPER PAID CIRCULATION LEVELS: By Province

ABC Fas Fax: averaging March 31st, 2008 & Sept. 30th, 2008 6-month statements

CCAB 2008 year end audit report

Newspaper	Province	Owner	2008							2008	2008
			Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Weekly Total	Ave.Day
The Journal-Pioneer, Summerside	P.E.I.	Transcontinental Inc.	8,111	8,077	8,104	8,137	8,433	8,344		49,206	8,201
The Guardian, Charlottetown	P.E.I.	Transcontinental Inc.	18,116	18,073	18,097	18,204	18,619	20,224		111,333	18,556
The Gazette, Montreal	Québec	Canwest	150,159	150,159	150,159	150,159	150,159	161,973	144,529	1,057,294	151,042
The Record, Sherbrooke	Québec	Glacier Cdn./Alta Newspaper Group	4,573	4,573	4,573	4,573	4,573			22,865	4,573
Le Devoir, Montréal	Québec	Independent	26,658	26,658	26,658	26,658	26,658	42,021		175,308	29,218
La Presse, Montréal	Québec	Power Corp. of Canada	203,022	203,022	203,022	203,022	203,022	269,556	220,008	1,504,674	214,953
La Tribune, Sherbrooke	Québec	Power Corp. of Canada	32,504	32,504	32,504	32,504	32,504	37,160		199,680	33,280
Le Quotidien, Chicoutimi	Québec	Power Corp. of Canada	27,420	27,420	27,420	27,420	27,420	28,789	37,431	203,317	29,045
Le Nouvelliste, Trois-Rivières	Québec	Power Corp. of Canada	42,389	42,389	42,389	42,389	42,389	45,289		257,234	42,872
La Voix de l'Est, Granby	Québec	Power Corp. of Canada	15,797	15,797	15,797	15,797	15,797	17,376		96,359	16,060
Le Soleil, Québec	Québec	Power Corp. of Canada	81,820	81,820	81,820	81,820	81,820	112,536	88,538	610,173	87,168
Le Journal de Montréal	Québec	Quebecor/Sun Media	219,283	221,204	224,324	222,520	222,617	245,993	222,046	1,577,987	225,427
Le Journal de Québec	Québec	Quebecor/Sun Media	85,365	85,487	86,638	86,961	87,245	102,332	83,753	617,781	88,254
The Leader-Post, Regina	Saskatchewan	Canwest	50,627	50,627	50,627	50,627	50,627	53,713		306,848	51,141
The StarPhoenix, Saskatoon	Saskatchewan	Canwest	55,325	55,325	55,325	55,325	55,325	59,365		335,990	55,998
TheTimes-Herald, Moose Jaw*	Saskatchewan	Transcontinental Inc.	8,200	8,200	8,200	8,200	8,200	8,200		49,200	8,200
Prince Albert Daily Herald	Saskatchewan	Transcontinental Inc.	6,472	6,524	6,517	6,601	7,016	7,106		40,236	6,706
The Whitehorse Star	Yukon	Independent	2,267	2,267	2,267	2,267	2,267			11,335	2,267
			<b>4,183,186</b>	<b>4,185,537</b>	<b>4,194,408</b>	<b>4,202,180</b>	<b>4,232,879</b>	<b>4,527,403</b>	<b>2,505,512</b>	<b>28,031,105</b>	<b>4,295,238</b>

\*Older statements/data for 6 months ending Sept. 30th, 2007, or in latest C.A.R.D., Oct.08.

Note a): Sunday edition of The Telegram, St. John's, ceased Sept. 21st. 2008. Average circulation listed is up to and including that day.

b) Halifax News no longer published as a paid for daily;

c) Kitchener-Waterloo Record now "Waterloo Region Record"

## TECHNICAL NOTES

**Definition of “Daily Newspaper”:** A daily newspaper for the purposes of this report is a paid publication containing general news, published five 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>, 2008 was used. For ABC, two 6-month Fas Fax reports, ending March 31<sup>st</sup> and September 2008, 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)*.

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Compiled by Stella Penney



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