

What is NADbank?

NADbank (Newspaper Audience Databank) is the principal research arm of the Canadian daily newspaper industry.

NADbank designs and conducts research in Canadian markets to provide cost-effective and accurate in-depth marketing information for its members to assist in the buying and selling of newspaper advertising in Canada.

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NADbank Structure & Governance

NADbank is a tri-partite organization comprised of daily newspapers, advertising agencies/media buying companies, and advertiser members. NADbank is governed by a Board of Directors, a Technical Committee and a Membership Services Committee.

Board of Directors

Kevin Bent (Chair)

President & Publisher,
Pacific Newspaper Group
Executive Vice-President,
Western Canada
Postmedia Network Inc.

Andrew Saunders (Vice-Chair)

Vice-President, Advertising Sales
The Globe and Mail

Veronica Engelberts (Treasurer)

President,
Vector Media

Anne Crassweller

President,
NADbank Inc.

Kirk Allen

Executive VP,
Postmedia Integrated Advertising
Postmedia Network Inc.

Don Brander

Publisher, The Guardian; Group Publisher,
Transcontinental Media Nova Scotia and
Prince Edward Island

Jean Durocher

vice-président, marketing et ventes
La Presse Ltée

Philippe Guay

Vice-President, Toronto National Sales
Quebecor Media Inc.

Sara Hill

President,
M2 Universal Communications
Management

Sandy MacLeod

Vice-President, Consumer Marketing
Toronto Star

Bill McDonald

Group Publisher,
Metro English Canada
Metro

Mike Power

Publisher,
The Toronto Sun/24 hours
Toronto

John Tarantino

vice-président, directeur média
COSSETTE

Alain Tardy

vice-président, média
Marketel

Robert Troutbeck

President,
Troutbeck Chernoff Inc.

Peter Vaz

Vice-President,
Director Digital Communications
M2 UniversalDIGITAL

Technical Committee

The Technical Committee is responsible for the development of NADbank studies including methodology, technical requirements and questionnaire content.

Membership Services Committee

The Membership Services Committee provides direction on promoting NADbank within the advertising community and develops resources to assist members in using the NADbank study.

STUDY 2010

Membership in NADbank is
your competitive advantage



