



Press Release

FOR IMMEDIATE RELEASE

September 23rd, 2011

Single-Source Data for Printed Newspapers and Websites Readership Now Available

NADbank announces the introduction of its Integrated Newspaper Planning Tool. In conjunction with Nielsen IMS, NADbank has developed a planning tool to evaluate the total impact of a newspaper’s print and website reach in the marketplace.

The new software programme is the first single-source cross-platform planning tool available in Canada. Data from the NADbank 2010 Supplementary report provides readership reach curves for website and print products.

“This single-source planning tool allows advertisers to look at their campaign reach across our print and website editions. The planning tool allows us to showcase our total brand footprint in the marketplace. As the NADbank study broadens its measurement to include more digital channels, we will develop more sophisticated tools to reflect all platforms of our business. This is a great first step.”

Andrew Saunders, Vice President, Advertising Sales

Readership at Daily Newspaper Websites

Daily newspapers are no longer a printed medium produced and distributed once a day; they are news media companies distributing content throughout the day, every day, in print and via a wide variety of electronic devices.

New data from 2010 demonstrates that readership at individual websites and the Hub sites (*canada.com, canoe.ca and cyberpresse.ca*) grows over the week and augments print readership. On the average weekday, print readership is augmented by 5% in Halifax to an additional 8% in Calgary. Over the week, migration between print and website readership grows as readership to both formats of the newspaper increases. Website-only readership remains stable at about 6%. Printed editions remain the dominant format in all markets.

	Yesterday				Last Week			
	Print	Websites	Hubs	Total	Print	Websites	Hubs	Total
Toronto	44%	12%	2%	50%	70%	25%	10%	77%
Montréal	48%	6%	13%	55%	75%	16%	30%	81%
Vancouver	51%	10%	4%	56%	77%	23%	11%	82%
Ottawa-Gatineau	51%	14%	6%	58%	75%	26%	19%	83%
Calgary	45%	15%	4%	53%	73%	26%	12%	79%
Edmonton	46%	11%	4%	52%	74%	24%	11%	78%
Halifax	58%	14%	2%	63%	79%	28%	5%	83%

Detailed tables by market for adults 18+ are attached.

The New Planning Model

This data now allows planners to combine the plans developed in print and on the website to determine a newspaper's brand footprint in the marketplace. The new planning tool is unique because it is based on single-source data unlike traditional models which bring two datasets together. Actual duplication and exclusive readership by platform and newspaper are used to generate reach for newspaper campaigns.

This is what our buying community is saying:

“NADbank's Integrated Planning Tool is an important step in the quest for single-source cross-media measurement in Canada. For the first time, media planners can evaluate the combined footprint of a newspaper brand, both online and offline, and show how newspaper websites add incremental reach to a print-only schedule. This will provide an essential tool to help newspapers to leverage the true value of their brands as they continue to extend into the online universe.”

Brian Reeves, Media Director, HBC Media Services

NADbank is the principal research arm for the Canadian Daily Newspaper industry and a tri-partite organization whose membership is comprised of daily newspapers, advertising agencies and media companies and advertisers. NADbank conducts annual readership, product, retail and lifestyle category studies in urban markets across Canada.

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SUMMARY TABLES

YESTERDAY AND WEEKLY PRINT AND WEBSITE READERSHIP

2010 SUPPLEMENTARY REPORT

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Toronto, Montréal, Vancouver, Ottawa-Gatineau, Calgary, Edmonton and Halifax

YESTERDAY				
Market	Print	Websites	Hubs	Total
TORONTO				
Any Paper	44%	12%	2%	50%
Toronto Star	21%	7%	-	26%
The Toronto Sun	11%	2%	-	12%
The Globe and Mail	8%	5%	-	12%
National Post	4%	1%	-	5%
Metro	12%	-	-	12%
24 Hours	7%	1%	-	8%
canada.com	-	-	1%	1%
canoe.ca	-	-	2%	2%
cyberpresse.ca	-	-	-	-
MONTRÉAL				
Any Paper	48%	6%	13%	55%
The Gazette	9%	2%	-	10%
Le Journal de Montréal	20%	1%	-	20%
La Presse	13%	4%	-	15%
24 Heures	9%	-	-	9%
Métro	11%	-	-	11%
canada.com	-	-	1%	1%
canoe.ca	-	-	7%	7%
cyberpresse.ca	-	-	7%	7%
VANCOUVER				
Any Paper	51%	10%	4%	56%
The Vancouver Sun	23%	6%	-	27%
The Province	23%	2%	-	24%
Metro	10%	-	-	10%
24 Hours	14%	-	-	14%
The Globe and Mail	5%	3%	-	8%
National Post	3%	-	-	3%
canada.com	-	-	3%	3%
canoe.ca	-	-	-	-
cyberpresse.ca	-	-	-	-
OTTAWA - GATINEAU				
Any Paper	51%	14%	6%	58%
Le Droit	10%	1%	-	12%
Ottawa Citizen	26%	7%	-	30%
The Ottawa Sun	15%	4%	-	17%
Metro	8%	-	-	9%
24 Hours	6%	1%	-	6%
The Globe and Mail	8%	4%	-	10%
National Post	2%	1%	-	3%
canada.com	-	-	2%	2%
canoe.ca	-	-	3%	3%
cyberpresse.ca	-	-	3%	3%

WEEKLY				
Market	Print	Websites	Hubs	Total
TORONTO				
Any Paper	70%	25%	10%	77%
Toronto Star	45%	16%	-	51%
The Toronto Sun	22%	4%	-	24%
The Globe and Mail	20%	12%	-	25%
National Post	9%	4%	-	12%
Metro	24%	2%	-	25%
24 Hours	16%	2%	-	18%
canada.com	-	-	6%	6%
canoe.ca	-	-	5%	5%
cyberpresse.ca	-	-	-	-
MONTRÉAL				
Any Paper	75%	16%	30%	81%
The Gazette	16%	4%	-	17%
Le Journal de Montréal	40%	3%	-	41%
La Presse	27%	9%	-	31%
24 Heures	18%	-	-	18%
Métro	23%	1%	-	24%
canada.com	-	-	4%	4%
canoe.ca	-	-	20%	20%
cyberpresse.ca	-	-	14%	14%
VANCOUVER				
Any Paper	77%	23%	11%	82%
The Vancouver Sun	43%	15%	-	48%
The Province	47%	8%	-	49%
Metro	26%	1%	-	26%
24 Hours	32%	1%	-	32%
The Globe and Mail	16%	8%	-	20%
National Post	6%	4%	-	9%
canada.com	-	-	10%	10%
canoe.ca	-	-	2%	2%
cyberpresse.ca	-	-	-	-
OTTAWA - GATINEAU				
Any Paper	75%	26%	19%	83%
Le Droit	17%	4%	-	19%
Ottawa Citizen	46%	18%	-	51%
The Ottawa Sun	30%	8%	-	33%
Metro	23%	2%	-	23%
24 Hours	16%	1%	-	16%
The Globe and Mail	17%	8%	-	21%
National Post	6%	3%	-	8%
canada.com	-	-	7%	7%
canoe.ca	-	-	10%	10%
cyberpresse.ca	-	-	6%	6%

Source: Adults 18+ 2010 Supplementary Report

SUMMARY TABLES

YESTERDAY AND WEEKLY PRINT AND WEBSITE READERSHIP

2010 SUPPLEMENTARY REPORT

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Toronto, Montréal, Vancouver, Ottawa-Gatineau, Calgary, Edmonton and Halifax

YESTERDAY				
Market	Print	Websites	Hubs	Total
CALGARY				
Any Paper	45%	15%	4%	53%
Calgary Herald	29%	9%	-	35%
The Calgary Sun	16%	5%	-	19%
Metro	9%	-	-	10%
24 Hours	3%	-	-	3%
The Globe and Mail	4%	4%	-	7%
National Post	2%	1%	-	3%
canada.com	-	-	2%	2%
canoe.ca	-	-	2%	2%
cyberpresse.ca	-	-	-	-
EDMONTON				
Any Paper	46%	11%	4%	52%
Edmonton Journal	29%	6%	-	32%
The Edmonton Sun	18%	3%	-	20%
Metro	7%	-	-	7%
24 Hours	4%	-	-	5%
The Globe and Mail	4%	3%	-	6%
National Post	2%	1%	-	3%
canada.com	-	-	2%	2%
canoe.ca	-	-	2%	2%
cyberpresse.ca	-	-	-	-
HALIFAX				
Any Paper	58%	14%	2%	63%
The ChronicleHerald	45%	11%	-	50%
Metro	20%	1%	-	20%
The Globe and Mail	7%	4%	-	10%
National Post	-	1%	-	1%
canada.com	-	-	1%	1%
canoe.ca	-	-	1%	1%
cyberpresse.ca	-	-	-	-

WEEKLY				
Market	Print	Websites	Hubs	Total
CALGARY				
Any Paper	73%	26%	12%	79%
Calgary Herald	50%	18%	-	57%
The Calgary Sun	38%	9%	-	41%
Metro	22%	2%	-	23%
24 Hours	10%	1%	-	10%
The Globe and Mail	12%	7%	-	15%
National Post	7%	4%	-	10%
canada.com	-	-	8%	8%
canoe.ca	-	-	6%	6%
cyberpresse.ca	-	-	-	-
EDMONTON				
Any Paper	74%	24%	11%	78%
Edmonton Journal	50%	16%	-	54%
The Edmonton Sun	39%	9%	-	41%
Metro	19%	1%	-	20%
24 Hours	13%	1%	-	14%
The Globe and Mail	11%	5%	-	14%
National Post	7%	3%	-	9%
canada.com	-	-	7%	7%
canoe.ca	-	-	6%	6%
cyberpresse.ca	-	-	-	-
HALIFAX				
Any Paper	79%	28%	5%	83%
The ChronicleHerald	67%	23%	-	72%
Metro	49%	6%	-	52%
The Globe and Mail	21%	4%	-	24%
National Post	-	2%	-	2%
canada.com	-	-	3%	3%
canoe.ca	-	-	2%	2%
cyberpresse.ca	-	-	-	-

Source: Adults 18+ 2010 Supplementary Report