



## **PRESS RELEASE**

For Immediate Release September 17, 2008

### **READERSHIP OF CANADIAN DAILY NEWSPAPERS REMAINS STRONG; NEW DATA FOR THE TOP SIX CANADIAN MARKETS CONFIRMS THAT OVER 75% OF ADULTS READ A DAILY NEWSPAPER EACH WEEK.**

TORONTO - NADbank Inc. (Newspaper Audience Databank) today announces the release of the 2007/08 NADbank Readership Study for selected markets. This release includes readership data from the Fall of 2007 and the Spring of 2008 for Toronto, Ottawa-Gatineau, Montréal, Calgary, Edmonton and Vancouver. This is the first time the Calgary CMA and Edmonton CMA readership reports include results for Metro and 24 hours.

This release confirms that daily newspapers continue to be a vital source of news, information and entertainment for consumers in six of Canada's largest and most competitive markets. The readership of daily newspapers (printed edition) remains stable in all six markets.

In Toronto 76% of adults 18+ read either a printed or online edition of a daily newspaper; 77% in Montréal, 78% in Vancouver, 82% in Ottawa-Gatineau, 79% in Calgary, and 77% in Edmonton. Readership online continues to grow with the highest weekly reach in Ottawa-Gatineau (24%), Toronto (22%) and Calgary (18%).

Today's release provides members with access to new readership results for 28 Canadian daily newspapers. The full Study, NADbank 2007, provides readership for 85 Canadian daily newspapers and 2 Detroit dailies in 54 urban markets across Canada. Also available is readership data for 57 community newspapers in 33 markets and product/retail/lifestyle information in 19 markets.

The following six tables contain readership details for each market with updated data.

## Readership Results – Toronto, Montréal, Ottawa-Gatineau, Calgary, Edmonton and Vancouver

### Toronto CMA

Toronto CMA	Any Paper		Toronto Star		The Toronto Sun		The Globe and Mail	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	1,960,200	45%	929,500	21%	462,200	11%	396,400	9%
5 Day Cume	2,895,500	66%	1,643,100	38%	966,900	22%	803,200	18%
Read Saturday	1,683,200	39%	1,179,000	27%	355,600	8%	409,800	9%
Read Sunday	1,139,800	26%	751,300	17%	491,500	11%	N/A	N/A
6/7 Day Cume	3,094,600	71%	1,909,600	44%	1,109,500	25%	873,600	20%
Weekly Online	971,300	22%	591,900	14%	232,900	5%	396,700	9%
Total Weekly Readership	3,299,400	76%	2,142,000	49%	1,204,000	28%	1,030,500	24%

	National Post		Metro		24 hours	
	Audience	%	Audience	%	Audience	%
Read Yesterday	205,500	5%	471,300	11%	318,500	7%
5 Day Cume	450,100	10%	915,400	21%	691,000	16%
Read Saturday	189,000	4%	N/A	N/A	N/A	N/A
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	482,700	11%	N/A	N/A	N/A	N/A
Weekly Online	156,800	4%	50,100	1%*	64,400	2%
Total Weekly Readership	555,800	13%	943,400	22%	727,000	17%

### Montréal CMA

	Any Paper		La Presse		Le Journal de Montréal		The Gazette	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	1,467,500	50%	431,300	15%	575,100	19%	309,000	10%
5 Day Cume	2,056,600	69%	699,000	24%	1,024,800	35%	450,300	15%
Read Saturday	1,397,300	47%	601,500	20%	600,200	20%	324,000	11%
Read Sunday	980,600	33%	431,200	15%	389,500	13%	244,200	8%
6/7 Day Cume	2,210,700	75%	833,800	28%	1,143,800	39%	490,300	17%
Weekly Online	475,700	16%	300,400	10%	N/A	N/A	114,000	4%
Total Weekly Readership	2,275,800	77%	936,600	32%	N/A	N/A	530,200	18%

	Métro		24 heures		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	324,700	11%	209,700	7%	37,300	1%*	29,300	1%*
5 Day Cume	647,300	22%	442,600	15%	103,100	4%	81,800	3%
Read Saturday	N/A	N/A	N/A	N/A	31,800	1%*	34,700	1%*
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	N/A	N/A	112,200	4%	85,900	3%
Weekly Online	27,500	1%*	26,100	1%*	75,500	3%	35,900	1%*
Total Weekly Readership	652,200	22%	451,500	15%	161,900	6%	108,200	4%

\*small sample size

## Ottawa-Gatineau CMA

	Any Paper		Ottawa Citizen		The Ottawa Sun		Le Droit	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	478,500	52%	254,600	28%	114,600	12%	96,000	10%
5 Day Cume	676,200	73%	393,000	43%	237,200	26%	146,300	16%
Read Saturday	432,800	47%	277,500	30%	83,600	9%	96,100	10%
Read Sunday	286,900	31%	221,500	24%	94,600	10%	N/A	N/A
6/7 Day Cume	712,800	77%	434,900	47%	249,800	27%	158,600	17%
Weekly Online	222,800	24%	114,200	12%	70,300	8%	49,400	5%
Total Weekly Readership	758,300	82%	478,200	52%	279,700	30%	179,600	19%

	Metro		24 hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	67,900	7%	33,700	4%	49,900	5%	27,900	3%
5 Day Cume	158,900	17%	106,400	12%	119,500	13%	62,600	7%
Read Saturday	N/A	N/A	N/A	N/A	65,200	7%	26,200	3%
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	N/A	N/A	131,500	14%	66,500	7%
Weekly Online	7,200	1%*	9,400	1%*	70,300	8%	31,700	3%
Total Weekly Readership	158,900	17%	109,100	12%	169,300	18%	87,200	9%

## Calgary CMA

Calgary CMA	Any Paper		Calgary Herald		The Calgary Sun		Metro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	462,700	51%	297,300	33%	176,600	19%	43,700	5%
5 Day Cume	656,000	72%	455,600	50%	322,700	35%	82,800	9%
Read Saturday	394,900	43%	281,900	31%	134,900	15%	N/A	N/A
Read Sunday	366,700	40%	238,200	26%	162,100	18%	N/A	N/A
6/7 Day Cume	689,000	75%	479,600	52%	359,500	39%	N/A	N/A
Weekly Online	160,100	18%	98,400	11%	65,600	7%	4,900	1%*
Total Weekly Readership	720,000	79%	521,200	57%	379,100	41%	85,200	9%

	24 hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%
Read Yesterday	19,500	2%*	33,700	4%	24,300	3%*
5 Day Cume	72,800	8%	86,700	10%	66,800	7%
Read Saturday	N/A	N/A	31,300	3%	27,400	3%*
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	92,600	10%	71,500	8%
Weekly Online	5,400	1%*	39,100	4%	19,300	2%*
Total Weekly Readership	75,200	8%	115,700	13%	86,300	9%

\*small sample size

## Edmonton CMA

Edmonton CMA	Any Paper		Edmonton Journal		The Edmonton Sun		Metro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	406,300	47%	268,900	31%	128,500	15%	40,300	5%
5 Day Cume	608,700	70%	437,900	51%	302,600	35%	98,900	11%
Read Saturday	360,100	42%	262,800	30%	124,300	14%	N/A	N/A
Read Sunday	328,600	38%	224,900	26%	140,800	16%	N/A	N/A
6/7 Day Cume	641,700	74%	458,000	53%	347,100	40%	N/A	N/A
Weekly Online	146,200	17%	96,400	11%	60,000	7%	4,600	1%*
Total Weekly Readership	669,600	77%	489,800	57%	361,500	42%	102,900	12%

	24 hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%
Read Yesterday	34,700	4%*	21,200	3%*	20,200	2%*
5 Day Cume	91,400	11%	59,100	7%	49,500	6%
Read Saturday	N/A	N/A	27,700	3%	21,100	2%*
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	65,300	8%	52,800	6%
Weekly Online	4,200	1%*	35,900	4%	23,800	3%*
Total Weekly Readership	95,000	11%	91,300	11%	70,000	8%

## Vancouver CMA

Vancouver CMA	Any Paper		The Province		Vancouver Sun		Metro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	960,700	52%	415,300	22%	435,200	23%	143,900	8%
5 Day Cume	1,369,000	73%	745,400	40%	745,600	40%	349,900	19%
Read Saturday	537,800	29%	N/A	N/A	462,300	25%	N/A	N/A
Read Sunday	388,400	21%	388,400	21%	N/A	N/A	N/A	N/A
6/7 Day Cume	1,406,700	75%	809,500	43%	794,400	43%	N/A	N/A
Weekly Online	286,800	15%	97,700	5%	148,700	8%	12,800	1%*
Total Weekly Readership	1,456,300	78%	844,300	45%	845,400	45%	353,300	19%

	24 hours		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%
Read Yesterday	233,500	13%	80,100	4%	73,300	4%
5 Day Cume	507,500	27%	245,700	13%	168,200	9%
Read Saturday	N/A	N/A	110,400	6%	61,500	3%
Read Sunday	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	270,800	15%	177,100	10%
Weekly Online	23,200	1%*	107,800	6%	50,800	3%
Total Weekly Readership	514,200	28%	328,700	18%	210,500	11%

\*small sample size

**Definitions**

**Read Yesterday (average weekday):** the number (percentage) of adults 18+ who read a printed edition of a/the daily newspaper on the average weekday (Monday to Friday).

**5 Day Cume (weekday reach):** the number (percentage) of adults 18+ who read at least one printed edition of a/the newspaper in the past 5 weekdays (Monday to Friday).

**Read Saturday/Sunday:** the number (percentage) of adults 18+ who read a printed edition of a/the newspaper last Saturday/Sunday.

**6/7 Day Cume (weekly reach):** the number of adults 18+ who read at least one printed edition of a/the paper in the past week. (Monday to Saturday/Sunday).

**Weekly Online:** The number (percentage) of adults who read at least one online edition of a daily newspaper in the past week.

**Total Weekly Readership:** The number (percentage) of adults 18+ who read at least one printed or online edition of a/the daily newspaper in the past week.

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

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