



Why Newspapers?



EXTRA! EXTRA! READ ALL ABOUT IT, never meant as much as it does today!

Readership of online editions of daily newspapers grew by 12% last year.

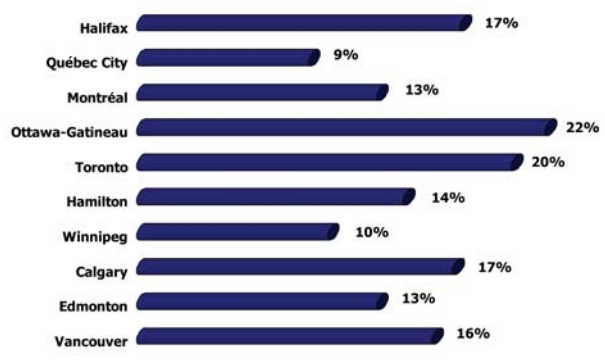
Daily newspapers are evolving along with changes in consumer behaviour to provide readers with information and entertainment in a format, and at the time, the reader is looking for it.

Newspapers collect, aggregate and distribute information; the unique role of this medium to provide "news". Consumers now

have more choice and control over what and how the news is accessed and newspapers are providing them with options. There are national newspapers, regional newspapers, and local newspapers; there are printed and online versions; there are traditional, large multi-content and in-depth products and small, condensed news editions. Newspapers can bring their readers news instantly via online editions and provide more in-depth perspective in the physical format.

READERSHIP OF ONLINE NEWSPAPERS – 2004

Today, approximately 70% of adult Canadians have access to the Internet. Consumers have gravitated to online versions of newspapers as they have to the many other services and opportunities on the Internet. Newspaper readership online tends to be related to newspaper readership levels as well as the propensity to utilize the Internet. Readership varies by market and is highest in Ottawa-Gatineau.



REACH OF ONLINE EDITIONS – 2001 TO 2004

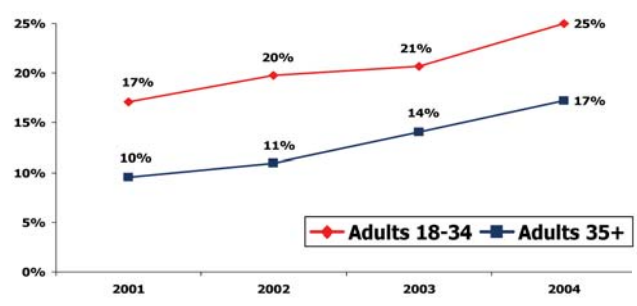
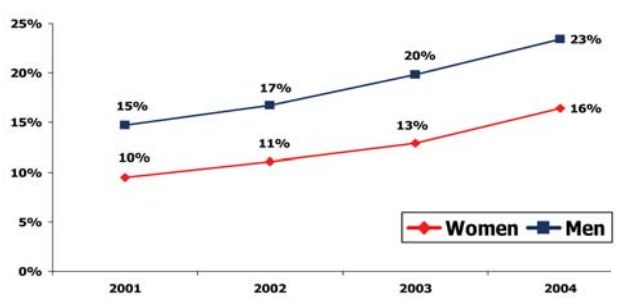
Readership of newspapers reflects the population of the Internet world. In the top 18 markets, 16% of all adults read an online edition of a daily newspaper in the average week, 23% of adults 25 to 34 do. Since 2001 readership of online editions has increased by nearly 60% for all adults; 50% for 18-24 year olds and doubled for those 65 and older.

Top 18 Markets– Read in Past Week

	2001	2002	2003	2004	Index (2004/2000)
18+	10%	12%	14%	16%	159
18–24	13%	15%	17%	19%	147
25–34	15%	17%	20%	23%	156
35–49	11%	13%	16%	18%	157
50–64	8%	10%	12%	13%	169
65+	3%	3%	4%	6%	207

READERSHIP OF ONLINE NEWSPAPERS – Toronto 2001-2004

Toronto is representative of how online readership has grown amongst younger and older adults and by gender. Men are more likely to read online newspapers than women. Young women have the same readership as men 18+.



Why Newspapers? is a newsletter dedicated to looking at why advertisers should use daily newspapers to reach their customers.

PROFILE OF INTERNET POPULATION AND READERS OF ONLINE AND PRINTED NEWSPAPERS

The online population tends to be younger, better educated and have higher incomes than the general population. 72% of adults said they accessed the Internet in the past three months and 16% indicated that they read an online edition of a daily newspaper. Online readers, compared to the Internet population, are a little younger, achieved higher levels of education, are more likely to be male and have "white collar" occupations. In general, readers of print editions are a reflection of the general population rather than online readers.

Top 18 Markets, 2004

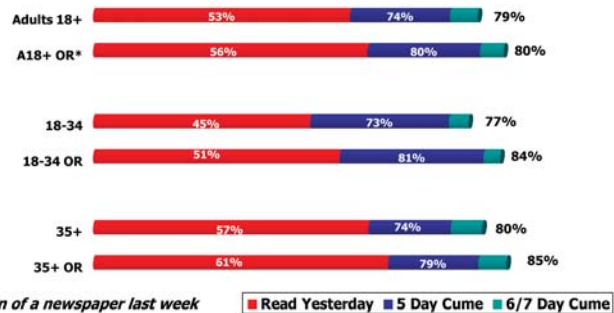
	Accessed Internet PAST 3 MONTHS	Read an Online Edition of a Daily Newspaper PAST WEEK	Read a Print Edition of a Daily Newspaper PAST WEEK
Average Age (45)*	40	39	45
% who are Men 18+ (49%)	51%	57%	51%
% who are University Graduates (32%)	40%	48%	34%
Average Personal Income (\$40k)	\$43K	\$46K	41K
% who are Senior Managers & Professionals (20%)	24%	26%	29%
% who have Blue Collar Occupations (14%)	12%	9%	14%
% who are Students (8%)	11%	12%	8%

* Population in top 18 markets

READERSHIP OF PRINTED NEWSPAPERS by Adults Who Read an Online Edition in the Past Week

Are online readers moving away from printed editions to newspapers? Yes and no. Online readers tend to read more newspapers than adults generally, and read both formats. 79% of adults read a printed version of a daily newspaper each week; 85% of adults who read online edition read the printed version each week. Only 2% of total weekly newspaper readership is to online editions, the balance of online readers are switching between the two formats. This is true for younger and older readers.

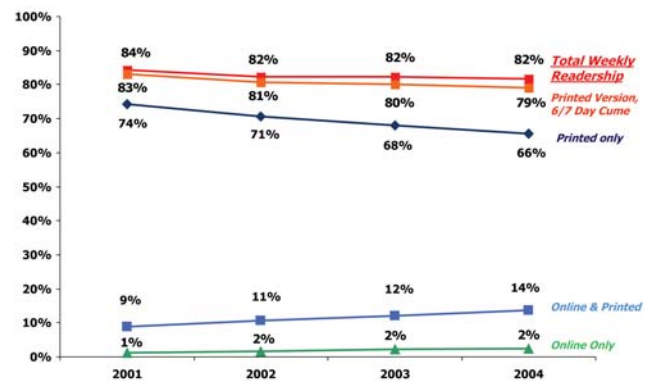
Top 18 Markets, 2004



READERSHIP OF ONLINE AND PRINTED NEWSPAPERS

Total weekly newspaper readership remains stable, 82% for the last three years. How people read the newspaper has changed. There has been a marginal decline since 2001 in the reported weekly (6/7 day cumulative) readership, from 83% to 79%; and a steeper decrease in the number of consumers reading only the printed copy of their newspaper. These changes are entirely offset by the increase in readership of daily newspapers online.

Top 18 Markets, 2001 to 2004



WEEKLY READERSHIP FOR SELECTED NEWSPAPERS – Printed and Online Editions, All Measured Markets – 2004

Looking at specific newspapers it is apparent that online editions play a different role in the audiences of individual newspapers. Not unexpectedly, the national newspapers have the largest online audiences.



It is trite to reiterate that the media landscape is in continual transition, but the words ring true. All media are changing and evolving as consumers, with "head-spinning" speed adopt all the new technological gadgets and gizmos being developed. Changes in newspaper readership will continue along with changes in all media habits. Daily newspapers are constantly adapting their products in order to provide readers with the information they seek and to offer advertisers an environment to communicate with their audience.

NADbank Inc. is the principle research arm of the Canadian Daily Newspapers industry. NADbank designs and conducts research in Canadian markets to provide cost effective and accurate in-depth information to assist in the buying and selling of newspaper advertising. NADbank is a tri-partite organization made up of newspapers, advertising agencies, and advertising members.

For more information about NADbank please visit our website: www.nadbank.com or contact Anne Crassweller, Executive Director at 416-923-4502