

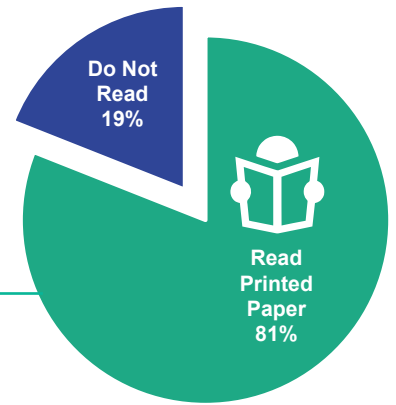
THE POWER OF PRINTED NEWSPAPERS



Advertising effectiveness increases in trusted environments making local printed newspapers an impactful way to drive action among consumers.

 Six in ten Albertans receive a printed local newspaper at home.

81% read each issue of their printed local newspaper.



Average time spent reading is 20 minutes.



Average readers per copy is 1.5 household members.

ENGAGEMENT AND TRUST – AD ENGAGEMENT INCREASES IN TRUSTED ENVIRONMENTS.

Local news is most important to Albertans.



Eight in ten Albertans spend the same amount of time or more with news (compared to 2 years ago). Albertans choose printed local newspapers as their preferred source for:



Community Issues



Community Event



People in the Community



Local Business Sales & Events

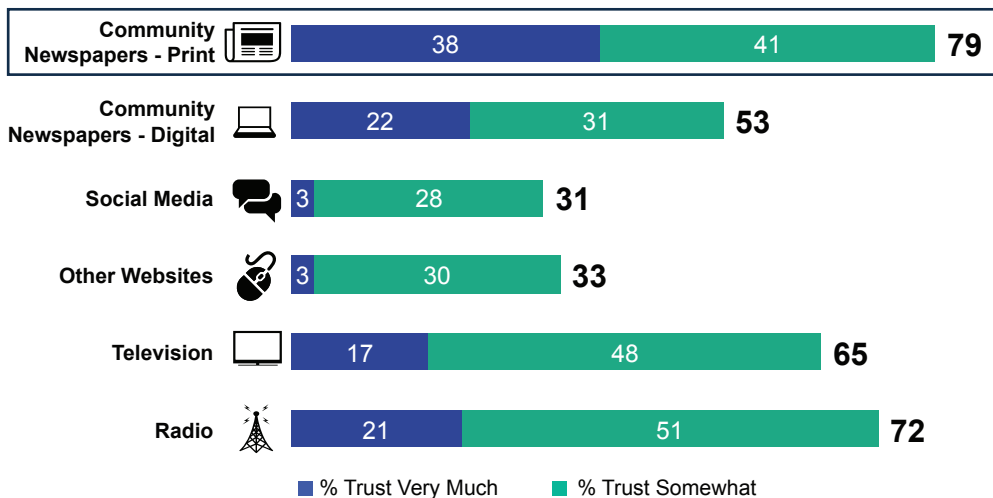


Local Schools & Education



Local Government Programs

TRUST IN NEWS AND ADVERTISING – TRUSTED CONTENT LEADS TO TRUST IN ADVERTISING.



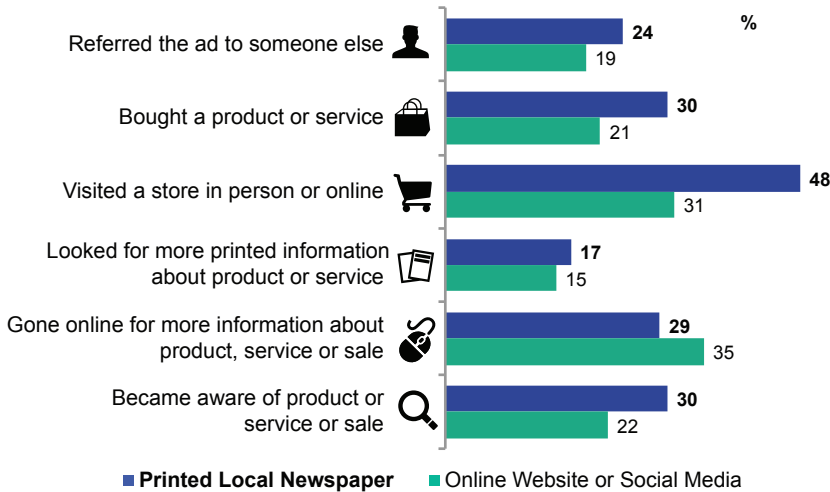
- Printed community newspapers have the **highest overall level of trust** of all media.
- 79%** of Albertans trust print community newspapers for news and advertising.
- Social media and general websites have **lowest levels of trust** among Albertans.

ALBERTA MEDIA USAGE



WANT TO INSPIRE ALBERTANS TO TAKE ACTION?
Printed local newspaper ads are the most effective medium in 6 of 8 categories.

PRINT NEWSPAPER ADS DRIVE ACTION



Newspapers are most effective in:



DIGITAL LIFE – 80% OF NON-URBAN ALBERTANS HAVE HIGH SPEED ACCESS.



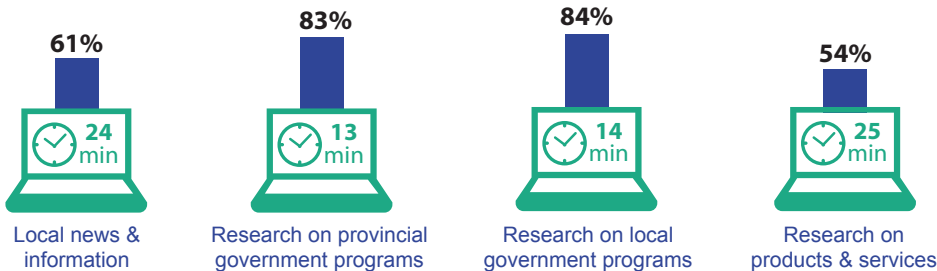
Average time spent reading community newspaper websites is 19 minutes.



67% of digital readers follow Local/Community News most of the time.

DAILY ONLINE ACTIVITIES | Average Time Spent Online

Albertans are engaged online daily with local news and research on government programs as well as products and services.



Internet is Very/Somewhat Important to:

- 68% Consume news & information
- 72% Research products & services
- 56% Learn about government programs/services
- 44% Shop Online

Some Albertans are impacted by their internet connection issues. That doesn't stop them from consuming news and doing research. Shopping online is less important outside of urban centres.