Ads on Newspaper Sites Work

The Canadian Newspaper Association in conjunction with the Canadian Community Newspapers Association undertook research with Ipsos Reid to understand Canadians impressions of newspaper sites and its advertising.[1] This research demonstrates the power of newspaper site advertising!

Newspapers sites are visited multiple times daily

Most Canadians look at a newspaper site more than once over the course of a day. That's because newspaper sites are refreshed with new information throughout the day. And visitors can look for depth on an issue and they can source a quick update.

52% of Canadians look at a newspaper site one or more times over a day. While a full 20% of Canadians come back to the newspaper site - looking at it two or more times of a course of a day.

For newspaper site users in Canada, **39% look at a newspaper site TWO OR MORE times over a day!** This is a testament to Canadians interest in the latest, breaking news.

Canadians trust newspaper site ads

Local newspaper websites rate better overall than other local media competitors in terms of being trustworthy.[2] This research found local newspaper sites ranked first for trustworthiness (36% agree) followed by TV (23%) and then online portals (11%). Separate research supports this, finding that newspapers and their sites have believable advertising – scoring above all other media.[3]

In Canada, **almost half of newspaper site readers indicated that they TRUST the ads** in this medium.

Newspaper site ads drive to online

Newspaper site users find the ads useful and take action because of them. In Canada, **75% of newspaper online users have gone ONLINE to find out more information about something they've SEEN ON A NEWSPAPER WEBSITE.**

Newspaper website users buy

Newspaper site users are shoppers - 62% have shopped vs. all adults (55%) in the past week (excludes grocery, gas, toiletries and drugs).[4] Not only are they shoppers but they take action and buy. **Almost half of newspaper site users have been inspired to BUY a product or service because of an ad they saw on a newspaper site.**

For further case studies, go to www.cna-acj.ca (under Marketing)

Sources

1 Ipsos Reid for Canadian Newspaper Association and Canadian Community Newspapers Association, January 2010 (National online panel of 1,032 Canadian adults 18+, newspaper readers = 669; estimated margin of error of +/-3.1 percentage points, 19 times out of 20)
2 Comscore for Newspaper Association of America, February 2010
3 Celsius for The Newspaper Works, Australia, February 2009; All 14-69
4 MORI for Newspaper Association of America, 2009

CANADIAN Community Newspapers ASSOCIATION

CANADIAN NEWSPAPER ASSOCIATION