



# POSTMEDIA NETWORK

'National' Media Guide

02/23/2022



# THE POWER OF POSTMEDIA

Postmedia is an expert in **strategic digital and print advertising solutions**. Known for quality, reliability, reach and cross-vertical expertise, our mission is to build long-term partnerships with our clients and provide **tailored marketing efforts** to help them succeed.

## WHY WE WIN



### Quality Journalism:

Trusted local and national news from respected and award-winning journalists.



### Desirable Audiences

Extensive reach and first-party data ensure targeting across all relevant segments.



### Scalability

Campaigns can reach up to 15.9M monthly unique digital visitors and 7.4M monthly print readers.



### Advertising opportunities

Best-in-class ad units, a massive owned & operated network and off-network partnerships ensure success.

**20.0M**

Canadian Adults  
On Print & Digital

**17.0M**

English Canadian  
Print & Digital

**77%**

Total English Reach  
Digital/Print

**65%**

Total Reach  
Digital/Print

**220,000+**

Pieces of original content in  
2020

**120+**

News Brands  
Across Canada

**15**

Major Metros

**80+**

Community  
Mastheads

# OUR WIDE RANGE OF CONTENT ATTRACTS HIGHLY DESIRED TARGET GROUPS

## Content Verticals



Sports Business Entertainment Automotive Cannabis Healthcare Technology



### Top Digital and Print Content

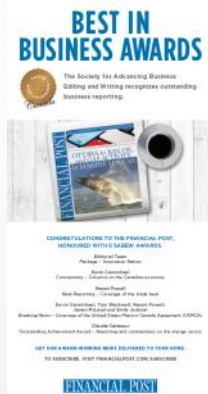
Male	Female
News (World/National/Local)	News (World/National/Local)
Health	Health
Arts & Entertainment	Arts & Entertainment
Finance & Business	Food
Editorials	Fashion & Lifestyle/Editorials

### Desired Target Groups

- |                        |                          |  |
|------------------------|--------------------------|--|
| Men/Women              | Young/Older              |  |
| Canadians              | Affluent Canadians       |  |
| Parents                | Primary Grocery Shoppers |  |
| Vehicle intenders      | Influencers              |  |
| CEO's/Business Leaders | Politicians (all levels) |  |
- And many more.

# AWARD WINNING CONTENT

## Engaging Audiences



**Best in Business Awards**  
for the Financial Post from the  
Society for Advancing  
Business Editing and Writing



**5 Best in  
Business**



**Journalist of the Year**  
(Kevin Mitchell Kayle Neis)  
and **Project of the Year**  
(Zane Schwartz and Brice Hall)



**2 National  
Newspaper  
Awards**



**Lorrie Goldstein** inducted into the  
Canadian News Hall of Fame



**Canadian News  
Hall of Fame  
Inductee**

[www.postmediasolutions.com](http://www.postmediasolutions.com)

[www.postmedia.com/](http://www.postmedia.com/)

 **POSTMEDIA**

# WE ARE ONE OF THE LARGEST NEWS MEDIA COMPANIES IN CANADA

**15.6  
MILLION**

AVERAGE  
MONTHLY DIGITAL

Desktop = 4.9 Million  
Mobile = 11.9 Million

THROUGH BOTH DIGITAL & PRINT, POSTMEDIA REACHES

**20.0 MILLION**

READERS PER MONTH

THIS EQUATES TO **65% OF ALL CANADIAN ADULTS**

**8.3  
MILLION**

AVERAGE  
MONTHLY PRINT



Sources: Overall monthly reach figure derived from internal calculations to factor-out duplication.

Population Base: Vividata Winter 2022, Adults 18+ = 30,785,000

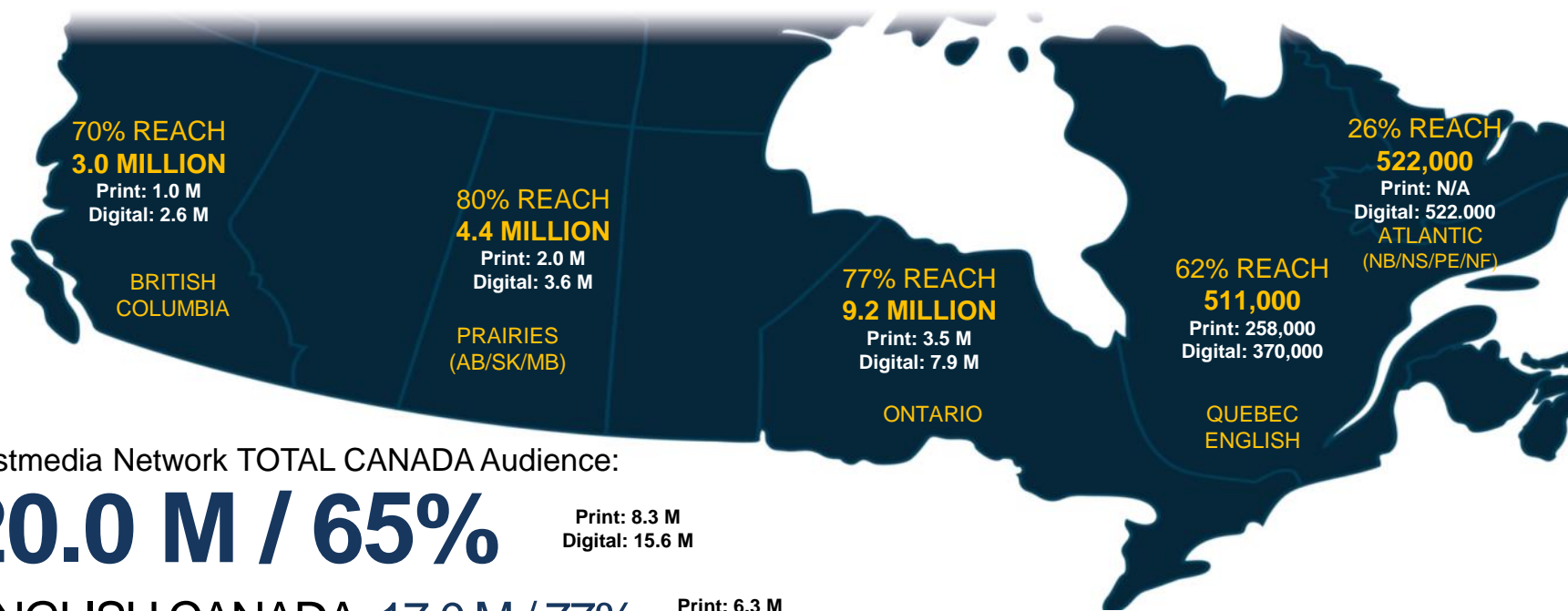
Print readership: Postmedia 27 measured Brands, Vividata Winter 2022 Monthly Reach/Frequency + Est'd Community Daily/Weekly using Circulation Reports & RPC estimates.

Digital: Comscore MultiPlatform Total Canada - monthly Average: Oct/Nov/Dec 2021 Adults 18+

# Postmedia Audience Reach

Postmedia reaches 65% of Canadian Adults (20.0 Million)

Postmedia reaches 77% of English Canadian Adults (17.0 Million)



Postmedia Network TOTAL CANADA Audience:

**20.0 M / 65%**

Print: 8.3 M  
Digital: 15.6 M

ENGLISH CANADA: 17.0 M / 77%

Print: 6.3 M  
Digital: 14.7 M

Sources: Overall monthly reach figure derived from internal calculations to factor-out duplication.

Population Base: Vividata Winter 2022, Adults 18+ = 30,785,000

Print readership: Postmedia 27 measured Brands, Vividata Winter 2022 Monthly Reach/Frequency + Est'd Community Daily/Weekly using Circulation Reports & RPC estimates.

Digital: Comscore MultiPlatform Total Canada - monthly Average: Oct/Nov/Dec 2021 Adults 18+

# POSTMEDIA BRANDS

TRUSTED NEWS & INFORMATION

Postmedia has a strong legacy of delivering trusted news & information straight to your fingertips. We break the news and give it context. We are national in scope, but community focused. Canadians know our brands, trust our content, and welcome us as a valued member of their communities. Our loyal readership and respected lifestyle, business, and finance brands are our biggest assets. Combine these with our audience research and analytics to make informed decisions about your campaigns. We'll leverage our properties to reach the target audience efficiently and effectively.

## 120+ Trusted Brands



[www.postmediasolutions.com](http://www.postmediasolutions.com)

[www.postmedia.com/](http://www.postmedia.com/)

 **POSTMEDIA**

# POSTMEDIA BRANDS

## BY REGION

### NATIONAL (14)

National Post  
Financial Post ([digital](#))  
Financial Post Magazine  
TheGrowthOp.com ([digital](#))  
Driving.ca ([digital](#))  
Canada.com ([digital](#))  
Canoe.com ([digital](#))  
Flyercity.ca ([digital](#))  
Remembering.ca ([digital](#))  
YourLifeMoments.ca ([digital](#))  
Working.com ([digital](#))  
Healthing.ca ([digital](#))  
CanadianFamilyOffices.com ([digital](#))  
TV Times - select markets – ([print](#))

### BRITISH COLUMBIA (4)

Vancouver Sun  
Vancouver Province  
  
West Coast Homes & Design Magazine  
Prince George Post ([digital](#))

### ALBERTA (32)

Calgary Herald  
Calgary Sun  
Edmonton Journal  
Edmonton Sun  
Grande Prairie Daily Herald-Tribune ([digital](#))

Airdrie Echo  
Banff/Canmore Bow Valley Crag & Canyon  
Cochrane Times

Cold Lake Sun  
Devon Dispatch  
Drayton Valley Western Review  
Edmonton Examiner ([digital](#))  
Fairview Post  
Fort McMurray Today  
Fort Saskatchewan Record  
Grande Prairie Peace Country Sun  
Hanna Herald  
High River Times  
La Nouvelle **Beaumont** News  
Leduc Representative  
Leduc **Wetaskiwin** County Market  
Mayerthorpe Freelancer  
Nanton News  
Peace River Record-Gazette  
Pincher Creek Echo  
Sherwood Park News  
Spruce Grove Examiner  
Stony Plain Reporter  
Vermillion Standard  
Vulcan Advocate  
Wetaskiwin Times  
Whitcourt Star

### SASKATCHEWAN (6)

Regina Leader-Post  
Saskatoon StarPhoenix  
  
Bridges **Saskatoon**  
Melfort Journal (print = The Journal)  
Nipawin Journal (print = The Journal)  
QC **Regina**

### MANITOBA (2)

Winnipeg Sun  
  
Portage La Prairie Graphic Leader

### ONTARIO (66)

Toronto Sun  
Ottawa Citizen  
Ottawa Sun  
London Free Press  
Windsor Star  
Belleville Intelligencer  
Brantford Expositor  
Brockville Recorder & Times  
Chatham Daily News  
Cornwall Standard Freeholder  
Kingston Whig Standard  
North Bay Nugget  
Owen Sound Sun Times  
Sarnia Observer  
Sault Ste. Marie Sault Star  
Simcoe Reformer  
St. Thomas Times-Journal  
Stratford Beacon Herald  
Sudbury Star  
Timmins Daily Press  
Woodstock Sentinel-Review

Belleville/Stirling The Community Press  
Brockville/Prescott This Week ([print](#))  
Chatham Kent This Week  
Clinton News-Record  
Cochrane Times-Post  
Elgin County Market (St.Thomas) ([print](#))

Dunnville-Haldimand County TMC([print](#))  
Elliot Lake Standard  
Elliot Lake Standard Extra ([print](#))  
Espanola Mid-North Monitor  
Exeter Lakeshore Times-Advance  
Gananoque Reporter  
Goderich Signal-Star  
Focus Magazine (Goderich) ([print](#))  
Grey Bruce This Week (Owen Sound)  
Hanover Post  
Kenora Miner & News  
Kincardine News  
Kingston/Frontenac This Week  
Kirkland Lake Northern News This Week  
The Londoner (London)  
Business London Magazine (Londoner)  
Lucknow Sentinel  
Mitchell Advocate  
Napanee Guide ([digital](#))  
Norfolk & Tillsonburg News (new)  
North Bay Nugget Extra ([print](#))  
Paris Star ([digital](#))  
Pembroke Observer & News ([digital](#))  
Pembroke News ([print](#))  
Picton County Weekly News  
Port Elgin Shoreline Beacon  
Sarnia/Lambton This Week  
Sault Ste. Marie This Week  
Seaforth Huron Expositor  
Stratford Marketplace ([print](#))  
Strathroy Age Dispatch  
Timmins Times  
Trenton Trentonian  
Wallaceburg Courier Press

West Elgin Chronicle  
Windsor Star Review ([print](#))  
Wiarion Echo  
Woodstock-Oxford Review ([print](#))

Ontario Farmer Mag.

### QUEBEC (2)

Montreal Gazette  
  
West Island Gazette

Postmedia Network = 126 Brands

- 114 Digital brands
- 111 Print brands
  
- 15 Digital-only brands
- 12 Print-only brands
  
- 35 daily news brands
- 68 weekly news brands



# POSTMEDIA NETWORK

120+ BRANDS



THE GrowthOp

Driving

healthing.ca

canoe.com

canada.com

REMEMBERING.CA

flyer city.ca  
It's the smartest flyer site in town!

WORKING.COM

# POSTMEDIA NETWORK REACHES 9.7 MILLION ADULTS WEEKLY IN CANADA (PRINT/DIGITAL)

POSTMEDIA REACHES 32% OF CANADIAN ADULTS EACH WEEK WITH OUR 27 VIVIDATA MEASURED BRANDS

Adults 18+	Print weekly	Digital weekly	Total weekly (print/digital)
National Post	1,965,000	3,689,000	4,843,000
Toronto Sun	1,165,000	1,056,000	1,764,000
Belleville Intelligencer	20,000	20,000	34,000
Brantford Expositor	50,000	38,000	67,000
Chatham Daily News	26,000	39,000	46,000
Cornwall Standard Freehold	25,000	19,000	33,000
Kingston Whig-Standard	44,000	48,000	73,000
London Free Press	123,000	187,000	247,000
Ottawa Citizen	262,000	340,000	500,000
Ottawa Sun	124,000	162,000	237,000
Owen Sound Sun Times	13,000	12,000	20,000
North Bay Nugget	20,000	29,000	38,000
Sarnia Observer	29,000	31,000	47,000
Sault Ste. Marie Star	28,000	23,000	38,000
Sudbury Star	30,000	72,000	87,000
Timmins Daily Press	15,000	14,000	22,000
Windsor Star	137,000	147,000	206,000

Adults 18+	Print weekly	Digital weekly	Total weekly (print/digital)
Vancouver Sun	566,000	598,000	933,000
The Province (Vancouver)	470,000	385,000	690,000
Calgary Herald	299,000	403,000	592,000
Calgary Sun	267,000	240,000	413,000
Edmonton Journal	306,000	422,000	602,000
Edmonton Sun	251,000	205,000	376,000
Regina Leader Post	77,000	86,000	130,000
Saskatoon Star Phoenix	91,000	91,000	87,000
Winnipeg Sun	132,000	112,000	191,000
Montreal Gazette	420,000	446,000	708,000
<b>Total – Postmedia</b>	<b>5,814,000</b>	<b>6,739,000</b>	<b>9,732,000</b>

Source: Vividata Winter 2022  
Base: Adults 18+ = 30,785,000