

Canadian Daily Newspaper Trend Report About Circulation (TRAC)



Make informed media buying decisions when considering Canadian daily newspapers.

The Daily Newspaper TRAC reports average total circulation for paid daily newspaper members, including:

Paid Daily Newspaper

Total Circulation

- Paid Circulation
- Sponsored/Free Circulation
- Circulation by Geographic Area (CMA/Non-CMA)

FDS Accreditation

Audited Web Data

Social Media Connections

CCAB accredits distribution centres across Canada in accordance with the flyer accreditation process established by Flyer Distribution Standards (FDS). A complete list of FDS-accredited distribution centres and products can be found [here](#).

Members' circulation reports are available on the [BPA Worldwide](#) website.

The Daily Newspaper TRAC is also available in Microsoft Excel® format on the [BPA Worldwide website](#).

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2019 Paid Daily Newspaper TRAC

Province Publication/Brand	Publishing Company	Market	Edition	FDS Accredited	Annual Data – January Through December 2019					Average Monthly Users	Circulation Increase/Decrease from Previous Period	Annual Data – January Through December 2018					Average Monthly Users		
					Newspaper							Website	Newspaper					Website	
					Average Total Circulation	Average Paid	Average Sponsored/ Free	Circulation by Geographic Area				Average Monthly Users	Average Total Circulation	Average Paid	Average Sponsored/ Free	Circulation by Geographic Area		Average Monthly Users	
								Average CMA	Average CTZ & RTZ							Average CMA			Average CTZ & RTZ
NEWFOUNDLAND																			
Telegram, The	SaltWire Network Inc.	St. John's	Weekday Avg. Saturday Avg.	Accredited	Data Not Available						17,383 21,388	9,901 14,660	7,482 6,728	13,031 15,835		576,734			
PRINCE EDWARD ISLAND																			
Guardian, The	SaltWire Network Inc.	Charlottetown	Weekday Avg. Saturday Avg.	Accredited	10,967 11,452	10,767 11,448	200 4	10,679 11,112		-956 -859	11,923 12,311	11,672 12,311	251 -	11,478 11,805	404,380				
Journal Pioneer	SaltWire Network Inc.	Summerside	Weekday Avg. Saturday Avg.	Accredited	3,778 3,873	3,748 3,872	30 1	3,655 3,748		-460 -402	4,238 4,275	4,211 4,275	27	4,136 4,164	118,744				
NOVA SCOTIA																			
Cape Breton Post	SaltWire Network Inc.	Cape Breton	Weekday Avg. Saturday Avg.	Accredited	12,876 12,383	11,694 12,167	1,182 216	12,658 12,141		-705 -893	13,581 13,276	12,497 13,125	1,084 151	13,391 13,050	339,968				
Chronicle Herald, The*	SaltWire Network Inc.	Halifax	Weekday Avg. Saturday Avg.	Accredited	Data Not Available						64,420 69,609	49,888 55,252	14,532 14,357	30,549 32,468	1,298,749				
QUEBEC																			
Journal de Montréal, Le	Média QMI Inc.	Montréal	Weekday Avg. Saturday Avg. Sunday Avg.		162,565 181,263 162,877	147,300 166,750 148,705	15,265 14,513 14,172	102,850 112,185 101,456		-25,848 -25,920 -25,352	188,413 207,183 188,229	158,423 178,441 160,102	29,990 28,742 28,127	119,180 128,652 117,683					
Journal de Québec, Le	Média QMI Inc.	Quebec City	Weekday Avg. Saturday Avg. Sunday Avg.		85,321 93,267 88,288	72,222 80,256 75,429	13,099 13,011 12,859	50,597 54,904 52,202		-17,657 -16,873 -17,171	102,978 110,140 105,459	76,585 84,402 79,728	26,393 25,738 25,731	62,018 66,213 63,423					



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					Average Total Circulation	Average Paid	Average Sponsored/ Free	Circulation by Geographic Area		Average Monthly Users		Average Total Circulation	Average Paid	Average Sponsored/ Free	Circulation by Geographic Area		Average Monthly Users
								Average CMA	Average CTZ & RTZ						Average CMA	Average CTZ & RTZ	
ONTARIO																	
Hamilton Spectator, The	Metroland Media Group Ltd.	Hamilton	Weekday Avg.		80,821	54,268	26,553	71,680			-21,184	102,005	60,434	41,571	86,826		
			Saturday Avg.		83,038	57,598	25,440	73,299			-21,760	104,798	64,124	40,674	88,637		
Toronto Star	Toronto Star Newspaper Ltd.	Toronto	Weekday Avg.		144,524	107,271	37,253	100,259			-68,268	212,792	119,943	92,849	140,804		
			Saturday Avg.		221,790	189,787	32,003	141,346			-71,074	292,864	208,511	84,353	184,504		
			Sunday Avg.		166,646	132,617	34,029	106,734			-60,419	227,065	146,166	80,899	140,305		
Waterloo Region Record	Metroland Media Group Ltd.	Waterloo	Weekday Avg.		40,202	30,740	9,462	36,159			-5,162	45,364	34,141	11,223	40,740		
			Saturday Avg.		39,426	31,811	7,615	34,901			-5,180	44,606	35,310	9,296	39,449		