



# Canadian Community Newspaper Trend Report About Circulation (TRAC)

**Quarter Ended June 2019 —**

**Released in August 2019**



# Make informed media buying decisions when considering Canadian community newspapers.

The Community Newspaper TRAC reports average total circulation for community newspaper members, including:

Total Qualified Circulation  
Non-Paid Individual & Bulk Circulation  
Paid Individual Circulation  
Total Householder Counts

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

## CCAB Offices:

**Toronto Office**  
111 Queen St. E.  
Suite 450  
Toronto, ON M5C 1S2  
T: 416.487.2418

**Québec Office**  
8-211, boul. Brien  
Suite 433  
Repentigny, QC J6A 0A4  
T: 514.845.0003

Tim Peel  
[mpeel@bpaww.com](mailto:mpeel@bpaww.com)



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Community Newspaper TRAC

Data from April through June 2019

Data from April through June 2018

Province Publication/Brand	Publishing Company	Primary Market	FDS Accreditation	Analyzed Issue	Total Householder Counts (Canada Post)	This issue is +/- % above/below the average of all other issues in the period	Total Circulation	Newspaper						Website		Circulation Increase / Decrease from Previous Period	Total Householder Counts (Canada Post)	Total Circulation	Newspaper						Website					
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QUEBEC																														
<a href="#">L'Écho de Frontenac</a>	L'Écho de Frontenac	Lac-Mégantic		Friday, June 28	14,978	-0.3%	7,301	0	0	3,467	0	0	0	0	3,834	-466	7,229	7,767												4,046
ONTARIO																														
<a href="#">Ajax/Pickering News Advertiser</a>	Metroland Media Group Ltd	Ajax, Pickering	Accredited	Wednesday, April 17 Thursday, May 9	74,453 74,453	-0.2% -0.6%	51,592 51,399	49,329 49,136	140 140	0 0	0 0	1,115 1,115	184 184	824 824	0 0	-1,625 -1,777	74,453 74,453	53,217 53,176	50,954 50,913	137 137			1,115 1,115	184 184	827 827					
<a href="#">Alliston Herald</a>	Metroland Media Group Ltd	Alliston	Accredited	Thursday, June 20	54,854	0.1%	22,632	22,632	0	0	0	0	0	0	0	-258	54,854	22,890	22,890											
<a href="#">Aurora Banner</a>	Metroland Media Group Ltd	Aurora	Accredited	Thursday, June 20	22,474	-0.2%	14,998	14,725	0	0	0	260	0	13	0	-923	22,474	15,921	14,847				1,051		23					
<a href="#">Banner, The</a>	Metroland Media Group Ltd.	Orangeville, Shelburne, Grand Valley, Caledon Village, Alton, Dundalk, Hillsburgh, Erin	Accredited	Thursday, April 11	43,847	1.2%	21,919	21,446	0	0	0	441	32	0	0	117	43,847	21,802	20,767				1,003		32					
<a href="#">Barrie Advance</a>	Metroland Media Group Ltd	Barrie	Accredited	Thursday, June 20	79,273	-0.4%	49,831	49,831	0	0	0	0	0	0	0	-1,317	79,273	51,148	51,148											
<a href="#">Beach - East York neighbourhood Voice</a>	Metroland Media Group Ltd	Beach, East York	Accredited	Thursday, June 20	79,988	0.0%	45,625	45,625	0	0	0	0	0	0	0	-79	79,988	45,704	45,704											
<a href="#">Bloor West Parkdale Neighbourhood Voice</a>	Metroland Media Group Ltd	Toronto	Accredited	Thursday, June 20	79,988	0.0%	34,673	34,673	0	0	0	0	0	0	0	-5,204	133,686	39,877	39,877											
<a href="#">Bradford Topic</a>	Metroland Media Group Ltd	Bradford	Accredited	Thursday, June 20	28,188	-0.1%	10,061	9,971	0	0	0	90	0	0	0	-373	28,188	10,434	10,043				391							
<a href="#">Brampton Guardian, The</a>	Metroland Media Group Ltd.	Brampton, Heart Lake, Springdale, Bramalea, Valleywood	Accredited	Thursday, June 20	162,867	0.0%	136,047	136,047	0	0	0	0	0	0	0	-1,211	188,770	137,258	137,258											
<a href="#">Burlington Post</a>	Metroland Media Group Ltd.	Burlington	Accredited	Thursday May 30	73,024	-0.2%	55,173	47,505	0	0	0	7,668	0	0	0	-2,433	73,024	57,606	48,084				9,522							



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ONTARIO (cont.)																														
<a href="#">Newmarket Era</a>	Metroland Media Group Ltd.	Newmarket	Accredited	Thursday, June 20	48,559	-0.2%	24,750	24,311	0	0	0	439	0	0	0	-1,665	48,559	26,415	24,507				1,908							
<a href="#">Niagara This Week</a>	Metroland Media Group Ltd.	Niagara, St. Catharines, Niagara Falls, Niagara-on-the-Lake, Port Colborne, Welland, Pelham, Grimsby, West Lincoln, Fort Erie	Accredited	Thursday, May 16	173,423	0.0%	152,846	150,342	0	0	0	2,504	0	0	0	-4,082	147,426	156,928	151,380				5,548							
<a href="#">North York Mirror</a>	Metroland Media Group Ltd.	North York	Accredited	Thursday, June 20	239,043	-0.1%	90,466	90,466	0	0	0	0	0	0	0	-430	239,043	90,896	90,896											
<a href="#">Northern Life</a>	Laurentian Publishing Limited	Sudbury	Accredited	Thursday, April 25	45,403	0.2%	44,053	31,212	0	16	0	1,030	7,105	0	4,690	-53	45,403	44,106	30,586		16		1,030		7,105	5,369				
<a href="#">Northumberland News, The</a>	Metroland Media Group Ltd.	Northumberland, Cobourg, Port Hope	Accredited	Thursday, April 18	66,411	0.0%	22,397	19,898	784	0	0	1,171	0	544	0	220	66,411	22,177	19,794			787	1,172		424					
<a href="#">Now Magazine</a>	Now Magazine	Toronto		Thursday, June 13	1,604,774	0.7%	59,947	0	0	0	0	0	14,412	45,535	0	-25,698	1,604,774	85,645					42,430	43,215						
<a href="#">Oakville Beaver</a>	Metroland Media Group Ltd.	Oakville	Accredited	Thursday, May 30	66,996	0.0%	53,049	53,049	0	0	0	0	0	0	0	-112	66,996	53,161	53,161											
<a href="#">Orillia Today</a>	Metroland Media Group Ltd.	Orillia	Accredited	Thursday, June 20	38,317	0.4%	24,062	24,062	0	0	0	0	0	0	0	-450	38,317	24,512	24,512											
<a href="#">Oshawa This Week</a>	Metroland Media Group Ltd.	Oshawa, Whitby, Port Perry, Clarington	Accredited	Wednesday, April 17 Thursday, May 2	148,263 148,263	-0.3% -0.5%	96,895 108,433	89,823 100,484	496 622	0 0	0 0	6,576 6,566	0 561	0 200	0 0	-5,103 -5,912	148,263 148,263	101,998 114,345	94,991 106,449		452 578		6,555 6,557		561 200					
<a href="#">Peterborough This Week</a>	Metroland Media Group Ltd.	Peterborough	Accredited	Wednesday, May 15 Friday, May 24	47,825 47,825	-0.2% 0.0%	41,451 41,499	36,322 36,312	70 70	0 0	0 0	2,752 2,755	165 165	2,142 2,197	0 0	-731 -216	47,825 47,825	42,182 41,715	37,104 36,889		138 103		2,520 2,883		492 392	1,928 1,448				
<a href="#">Richmond Hill Liberal</a>	Metroland Media Group Ltd.	Richmond Hill	Accredited	Thursday, June 20	73,255	-1.5%	47,293	46,102	0	0	0	1,092	0	16	83	-4,774	73,255	52,067	47,596				4,471							
<a href="#">Scarborough Mirror</a>	Metroland Media Group Ltd.	Scarborough	Accredited	Thursday, June 20	231,815	0.0%	119,958	119,958	0	0	0	0	0	0	0	-414	231,815	120,372	120,372											
<a href="#">Stouffville Sun - Tribune</a>	Metroland Media Group Ltd.	Stouffville	Accredited	Thursday, June 20	69,502	0.0%	13,690	13,579	0	0	0	111	0	0	0	-384	69,502	14,074	13,607				467							

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ONTARIO (cont.)																														
<a href="#">Thornhill Liberal</a>	Metroland Media Group Ltd	Thornhill	Accredited	Thursday, June 20	61,008	-2.1%	28,679	27,769	0	0	0	910	0	0	0	-3,796	61,008	32,475	28,857				3,618							
<a href="#">Uxbridge Times-Journal</a>	Metroland Media Group Ltd	Uxbridge, Sunderland	Accredited	Thursday, April 18	13,858	-0.2%	8,618	7,703	309	0	0	477	79	50	0	-127	13,858	8,745	7,844	310			462	79	50					
<a href="#">Vaughan Citizen</a>	Metroland Media Group Ltd	Vaughan	Accredited	Thursday, June 20	85,596	-0.2%	57,610	57,439	0	0	0	171	0	0	0	-803	85,596	58,413	57,730				683							
<a href="#">Wasaga Sun</a>	Metroland Media Group Ltd	Stayner / Wasaga	Accredited	Thursday, June 20	26,338	0.4%	13,342	13,342	0	0	0	0	0	0	0	103	26,338	13,239	13,239											
<a href="#">York - City Centre Neighbourhood Voice</a>	Metroland Media Group Ltd	York	Accredited	Thursday, June 20	92,198	-0.5%	40,684	40,684	0	0	0	0	0	0	0	-4,042	92,198	44,726	44,726											
BRITISH COLUMBIA																														
<a href="#">Burnaby Now</a>	Glacier Media Group	Burnaby, Brentwood, South Burnaby, Metrotown, SFU (Simon Fraser University), The Heights, East Hastings	Accredited	Thursday, May 23	72,016	0.0%	43,517	32,468	1,448	0	0	6,998	2,603	0	0	158	72,016	43,359	32,683	1,453			6,965	2,258						
<a href="#">Courier Extra*</a>	The Okanagan Valley Newspaper Group	Kelowna	Accredited						Data Not Available			Data Not Available				-22,968	54,226	22,968	16,407			3,491		3,070			85,952			
<a href="#">Delta Optimist</a>	Glacier Media Group	South Delta, Ladner, Tsawwassen	Accredited	Thursday, May 23	19,102	0.0%	16,919	13,088	442	0	0	2,391	998	0	0	-81	19,102	17,000	13,117	425			2,408	1,050						
<a href="#">Herald Extra**</a>	The Okanagan Valley Newspaper Group	Penticton	Accredited	Thursday, April 4	32,136	0.4%	16,285	5,580	0	0	0	1,845	0	8,860	0	108	32,136	16,177	5,822			1,845		8,510			50,077			
<a href="#">North Shore News</a>	Glacier Media Group	North and West Vancouver	Accredited	Wednesday, May 22 Friday, May 24	79,100 79,100	0.1% 0.4%	58,911 59,031	37,357 37,477	1,724 1,724	0 0	0 0	13,361 13,361	4,426 4,426	2,043 2,043	0 0	1,060 899	79,100 79,100	57,851 58,132	36,960 37,241	1,724 1,724			13,333 13,333	4,374 4,374	1,460 1,460					
<a href="#">Record, The</a>	Glacier Media Group	New Westminster	Accredited	Thursday, May 23	56,169	0.4%	17,021	8,691	772	0	0	5,521	2,037	0	0	121	56,169	16,900	8,554	758			5,551	2,037						
<a href="#">Richmond News</a>	Glacier Media Group	Richmond	Accredited	Thursday, May 23	77,702	0.1%	46,317	33,041	922	0	0	7,191	5,163	0	0	153	77,702	46,164	32,944	922			7,574	4,724						

