



Canadian Community Newspaper Trend Report About Circulation (TRAC)

**Quarter Ended September 2019 —
Released in November 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](#).

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Community Newspaper TRAC

Data from July through September 2019

Data from July through September 2018

Province Publication/Brand	Publishing Company	Primary Market	FDS Accreditation	Analyzed Issue	Newspaper											Circulation Increase / Decrease from Previous Period	Newspaper										
					Total Householder Counts (Canada Post)	This issue is +/- % above/below the average of all other issues in the period	Total Circulation	Non-Paid Carrier Delivery - Individual				Non-Paid Carrier Delivery - Bulk			Paid		Total Householder Counts	Total Circulation	Non-Paid Carrier Delivery - Individual				Non-Paid Carrier Delivery - Bulk			Paid	
								Residential (Individual copies delivered by a carrier network to a single residential addressee)	Non-Residential (Individual copies delivered by a carrier network to a single retail business or other non-residential addressee)	Mail	Digital	Residential (Four or more copies delivered by a carrier network to apartment lobby locations)	Non-Residential (Four or more copies delivered by a carrier network to a single retail business or other non-residential addressee)	Boxes (Four or more copies delivered by a carrier network to a street box/rack)					Residential (Individual copies delivered by a carrier network to a single residential addressee)	Non-Residential (Individual copies delivered by a carrier network to a single retail business or other non-residential addressee)	Mail	Digital	Residential (Four or more copies delivered by a carrier network to apartment lobby locations)	Non-Residential (Four or more copies delivered by a carrier network to a single retail business or other non-residential addressee)	Boxes (Four or more copies delivered by a carrier network to a street box/rack)		
BRITISH COLUMBIA																											
Burnaby Now	Glacier Media Group	Burnaby, Brentwood, South Burnaby, Metrotown, SFU (Simon Fraser University), The Heights, East Hastings	Accredited	Thursday, August 22	72,016	0.1%	43,509	32,438	1,440	0	0	6,973	2,658	0	0	217	72,016	43,292	32,589	1,455	0	0	6,957	2,291	0	0	
Delta Optimist	Glacier Media Group	South Delta, Ladner, Tsawwassen	Accredited	Thursday, August 22	19,102	0.0%	16,881	13,081	414	0	0	2,436	950	0	0	-98	19,102	16,979	13,088	425	0	0	2,431	1,035	0	0	
North Shore News	Glacier Media Group	North and West Vancouver	Accredited	Wednesday, August 21 Friday, August 23	79,100 79,100	0.1% 0.2%	58,851 58,997	37,297 37,443	1,724 1,724	0 0	0 0	13,361 13,361	4,426 4,426	2,043 2,043	0 0	431 601	79,100 79,100	58,420 58,396	37,130 37,076	1,724 1,724	0 0	0 0	13,333 13,333	4,390 4,420	1,843 1,843	0 0	
Record, The	Glacier Media Group	New Westminster	Accredited	Thursday, August 22	56,169	0.1%	16,923	8,530	772	0	0	5,589	1,632	400	0	64	56,169	16,859	8,527	758	0	0	5,537	2,037	0	0	
Richmond News	Glacier Media Group	Richmond	Accredited	Thursday, August 22	77,702	0.0%	46,324	32,808	917	0	0	6,986	5,613	0	0	97	77,702	46,227	32,925	943	0	0	7,605	4,754	0	0	
Tri-City News	Glacier Media Group	Coquitlam, Port Coquitlam, Port Moody, Anmore, Belcarra, Coquitlam Centre, Lougheed Mall, Westwood Plateau	Accredited	Thursday, August 22	84,870	0.0%	50,559	44,235	813	0	0	4,955	556	0	0	-814	84,870	51,373	44,978	813	0	0	5,036	546	0	0	
Vancouver Courier	Glacier Media Group	Vancouver	Accredited	Thursday, August 22	282,506	0.0%	106,391	78,062	2,590	0	0	18,789	1,890	5,060	0	0	282,506	106,391	78,797	2,460	0	0	18,809	1,265	5,060	0	