



# Canadian Community Newspaper Trend Report About Circulation (TRAC)

**Quarter Ended December 2019 —  
Released in February 2020**



# 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 October through December 2019

Data from October through December 2018

Province Publication/Brand	Publishing Company	Primary Market	FDS Accreditation	Analyzed Issue	Newspaper										Website		Newspaper										Website		
					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	Average Monthly Users	Circulation Increase / Decrease from Previous Period	Total Householder Counts	Average Total Circulation	Non-Paid Carrier Delivery - Individual				Non-Paid Carrier Delivery - Bulk			Paid	Average Monthly Users	
								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)			
QUEBEC																													
<a href="#">L'Écho de Frontenac</a>	L'Écho de Frontenac	Lac-Mégantic		Friday, December 20	14,978	-0.3%	7,202	0	0	3,470	0	0	0	0	0	3,732	-175	14,978	7,377	0	0	3,473	0	0	0	0	0	0	3,904
ONTARIO																													
<a href="#">Northern Life</a>	Laurentian Publishing Limited	Sudbury	Accredited	Thursday, October 10	45,403	0.5%	43,564	30,581	0	14	0	1,030	7,105	0	4,834	-972	45,403	44,536	31,150	0	16	0	1,030	0	7,105	5,235			
<a href="#">Now Magazine</a>	Now Magazine	Toronto		Thursday, October 31	1,604,774	1.2%	59,911	0	0	0	0	0	12,636	47,275	0	-11,096	1,604,774	71,007	0	0	0	0	0	28,982	42,025	0			
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, November 21	72,016	0.0%	43,528	32,383	1,434	0	0	7,053	2,658	0	0	193	72,016	43,335	32,569	1,461	0	0	7,010	2,295	0	0			
<a href="#">Delta Optimist</a>	Glacier Media Group	South Delta, Ladner, Tsawwassen	Accredited	Thursday, November 21	19,102	-0.1%	16,913	13,053	423	0	0	2,467	970	0	0	-32	19,102	16,945	13,068	417	0	0	2,439	1,021	0	0			
<a href="#">North Shore News</a>	Glacier Media Group	North and West Vancouver	Accredited	Wednesday, November 20 Friday, November 22	79,100 79,100	0.1% 0.0%	58,845 58,840	37,291 37,286	1,724 1,724	0 0	0 0	13,361 13,361	4,426 4,426	2,043 2,043	0 0	108 125	79,100 79,100	58,737 58,715	37,383 37,361	1,724 1,724	0 0	0 0	13,361 13,361	4,426 4,426	1,843 1,843	0 0			
<a href="#">Record, The</a>	Glacier Media Group	New Westminster	Accredited	Thursday, November 21	56,169	0.3%	16,930	8,517	772	0	0	5,589	1,652	400	0	56	56,169	16,874	8,556	762	0	0	5,517	2,039	0	0			
<a href="#">Richmond News</a>	Glacier Media Group	Richmond	Accredited	Thursday, November 21	77,702	0.2%	46,388	32,846	922	0	0	6,971	5,649	0	0	66	77,702	46,322	32,518	943	0	0	7,927	4,934	0	0			

