

# 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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## Paid Daily Newspaper TRAC Data

Province Publication/Brand	Publishing Company	Market	Edition	FDS Accredited	Quarterly Data – April Through June 2019					Circulation Increase/Decrease from Previous Period	Quarterly Data – April Through June 2018							
					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		
<b>NEWFOUNDLAND</b>																		
<a href="#">Telegram, The</a>	SaltWire Network Inc.	St. John's	Weekday Avg. Saturday Avg.	✓	17,702 21,773	9,465 14,101	8,237 7,672	13,049 15,929		629,687	-752 -832	18,454 22,605	9,988 14,929	8,466 7,676	13,415 16,285		597,526	
<b>PRINCE EDWARD ISLAND</b>																		
<a href="#">Guardian, The</a>	SaltWire Network Inc.	Charlottetown	Weekday Avg. Saturday Avg.	✓	10,941 11,770	10,666 11,770	275		10,594 11,357		466,409	-952 -598	11,893 12,368	11,584 12,368	309		11,437 11,890	376,182
<a href="#">Journal Pioneer</a>	SaltWire Network Inc.	Summerside	Weekday Avg. Saturday Avg.	✓	3,683 3,839	3,647 3,839	36		3,567 3,716		160,899	-479 -377	4,162 4,216	4,128 4,216	34		4,071 4,112	120,950
<b>NOVA SCOTIA</b>																		
<a href="#">Cape Breton Post</a>	SaltWire Network Inc.	Cape Breton	Weekday Avg. Saturday Avg.	✓	13,212 12,521	11,828 12,296	1,384 225		12,993 12,265		406,491	-715 -769	13,927 13,290	12,674 13,144	1,253 146		13,727 13,061	323,036
<a href="#">Chronicle Herald, The</a>	SaltWire Network Inc.	Halifax	Weekday Avg. Saturday Avg.	✓	64,827 69,454	48,289 53,380	16,538 16,074	30,266 32,037		1,231,486	-2,700 -3,068	67,527 72,522	50,526 56,102	17,001 16,420	31,983 33,763		1,337,866	



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			Average CMA	Average CTZ & RTZ					Average CMA	Average CTZ & RTZ						
<b>QUEBEC</b>																
<a href="#">Journal de Montréal, Le</a>	Média QMI Inc.	Montréal	Weekday Avg.	✓	166,008	149,410	16,598	105,504			-33,310	199,318	160,251	39,067	126,300	
			Saturday Avg.		183,390	167,870	15,520	113,498			-33,346	216,736	180,379	36,357	134,807	
			Sunday Avg.		165,941	150,625	15,316	103,222			-37,860	203,801	163,556	40,245	128,005	
<a href="#">Journal de Québec, Le</a>	Média QMI Inc.	Quebec City	Weekday Avg.		87,140	72,911	14,229	51,671			-27,043	114,183	76,765	37,418	69,602	
			Saturday Avg.		94,232	80,463	13,769	55,558			-26,133	120,365	85,149	35,216	72,735	
			Sunday Avg.		89,805	76,014	13,791	53,198			-31,477	121,282	81,010	40,272	73,803	
<b>ONTARIO</b>																
<a href="#">Hamilton Spectator, The</a>	Metroland Media Group Ltd.	Hamilton	Weekday Avg.	✓	90,367	55,676	34,691	80,207			-34,837	125,204	60,888	64,316	99,444	
			Saturday Avg.		91,767	59,124	32,643	81,125			-37,021	128,788	64,696	64,092	101,382	
<a href="#">Toronto Star</a>	Toronto Star Newspaper Ltd.	Toronto	Weekday Avg.		142,895	109,495	33,400	101,509			-76,657	219,552	122,561	96,991	144,890	
			Saturday Avg.		216,497	190,759	25,738	140,592			-81,707	298,204	210,770	87,434	187,359	
			Sunday Avg.		164,570	135,240	29,330	106,822			-70,209	234,779	149,319	85,460	145,490	
<a href="#">Waterloo Region Record</a>	Metroland Media Group Ltd.	Waterloo	Weekday Avg.	✓	41,464	31,722	9,742	37,269			-9,462	50,926	35,045	15,881	46,206	
			Saturday Avg.		40,418	32,788	7,630	35,722			-9,712	50,130	36,090	14,040	44,873	
<b>BRITISH COLUMBIA</b>																
<a href="#">Daily Courier, The*</a>	Continental Newspapers Canada Ltd.	Kelowna	Weekday Avg.	✓	Data Not Available							7,975	6,152	1,823	7,627	
			Saturday Avg.								82,301		8,175	6,503	1,672	7,764
<a href="#">Penticton Herald**</a>	Continental Newspapers Canada Ltd.	Penticton	Weekday Avg.	✓	4,114	3,530	584		4,102		-261	4,375	3,750	625		4,360
			Saturday Avg.		4,353	3,665	688		4,293		88,461		4,636	3,898	738	

\* Shared Media Channel [www.kelownadailycourier.ca](http://www.kelownadailycourier.ca) – serves Courier Extra, Kelowna Westside Weekly and The Daily Courier.

\*\* Shared Media Channel [www.pentictonherald.ca](http://www.pentictonherald.ca) – serves Herald Extra and Penticton Herald.