

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 – July Through September 2019						Circulation Increase/Decrease from Previous Period	Quarterly Data – July Through September 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	
NEWFOUNDLAND																	
Telegram, The	SaltWire Network Inc.	St. John's	Weekday Avg. Saturday Avg.	✓	12,550 16,392	9,361 13,604	3,189 2,788	10,480 13,101		570,849	-764 -1,336	13,314 17,728	9,846 14,499	3,468 3,229	11,162 14,173		578,848
PRINCE EDWARD ISLAND																	
Guardian, The	SaltWire Network Inc.	Charlottetown	Weekday Avg. Saturday Avg.	✓	10,573 11,374	10,509 11,374	64	10,415 11,154		428,642	-1,479 -1,387	12,052 12,761	11,960 12,761	92	11,583 12,182		425,080
Journal Pioneer	SaltWire Network Inc.	Summerside	Weekday Avg. Saturday Avg.	✓	2,426 2,608	2,422 2,608	4	2,349 2,521		135,583	-1,697 -1,591	4,123 4,199	4,118 4,198	5 1	3,996 4,064		137,364
NOVA SCOTIA																	
Cape Breton Post	SaltWire Network Inc.	Cape Breton	Weekday Avg. Saturday Avg.	✓	11,819 12,345	11,634 12,125	185 220	11,649 12,095		416,969	-985 -974	12,804 13,319	12,685 13,175	119 144	12,652 13,077		365,762
Chronicle Herald, The	SaltWire Network Inc.	Halifax	Weekday Avg. Saturday Avg.	✓	52,737 57,508	47,198 52,141	5,539 5,367	26,216 27,895		1,122,495	-2,461 -4,133	55,198 61,641	50,451 55,882	4,747 5,759	26,378 28,751		1,321,654



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					Newspaper				Website		Newspaper				Website	
							Circulation by Geographic Area		Average Monthly Users				Circulation by Geographic Area		Average Monthly Users	
					Average Total Circulation	Average Paid	Average Sponsored/ Free	Average CMA			Average CTZ & RTZ	Average Total Circulation	Average Paid	Average Sponsored/ Free		Average CMA
QUEBEC																
Journal de Montréal, Le	Média QMI Inc.	Montréal	Weekday Avg.	✓	157,355	143,637	13,718	98,325		-14,610	171,965	155,490	16,475	107,541		
			Saturday Avg.		175,258	162,492	12,766	106,717		-14,972	190,230	174,656	15,574	115,986		
			Sunday Avg.		158,284	145,546	12,738	97,485		-14,260	172,544	157,315	15,229	105,822		
Journal de Québec, Le	Média QMI Inc.	Quebec City	Weekday Avg.		80,794	70,509	10,285	47,310		-5,475	86,269	75,131	11,138	50,446		
			Saturday Avg.		88,168	78,130	10,038	51,008		-5,694	93,862	82,926	10,936	54,460		
			Sunday Avg.		83,659	73,533	10,126	48,768		-5,750	89,409	78,560	10,849	51,897		
ONTARIO																
Hamilton Spectator, The	Metroland Media Group Ltd.	Hamilton	Weekday Avg.	✓	70,989	53,083	17,906	63,506		-8,017	79,006	59,674	19,332	69,359		
			Saturday Avg.		74,013	56,414	17,599	65,720		-8,381	82,394	63,207	19,187	71,697		
Toronto Star	Toronto Star Newspaper Ltd.	Toronto	Weekday Avg.		133,184	106,478	26,706	90,978		-67,879	201,063	118,625	82,438	127,328		
			Saturday Avg.		206,433	186,453	19,980	128,483		-68,034	274,467	205,556	68,911	165,254		
			Sunday Avg.		156,255	131,940	24,315	97,904		-64,499	220,754	144,574	76,180	132,417		
Waterloo Region Record	Metroland Media Group Ltd.	Waterloo	Weekday Avg.	✓	38,866	29,807	9,059	34,925		-3,495	42,361	33,232	9,129	37,853		
			Saturday Avg.		38,521	30,886	7,635	34,083		-3,478	41,999	34,386	7,613	36,871		