

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 – October Through December 2019						Circulation Increase/Decrease from Previous Period	Quarterly Data – October Through December 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.	✓	17,558 20,692	9,027 13,092	8,531 7,600	12,804 14,925		549,434	-905 -1,300	18,463 21,992	9,706 14,133	8,757 7,859	13,460 16,058		562,134
PRINCE EDWARD ISLAND																	
Guardian, The	SaltWire Network Inc.	Charlottetown	Weekday Avg. Saturday Avg.	✓	9,790 10,833	9,645 10,821	145 12		9,551 10,560	429,213	-2,367 -1,234	12,157 12,067	11,862 12,067	295 0		11,726 11,578	414,033
Journal Pioneer	SaltWire Network Inc.	Summerside	Weekday Avg. Saturday Avg.	✓	2,348 2,500	2,319 2,500	29 0		2,265 2,421	133,711	-2,068 -1,893	4,416 4,393	4,384 4,393	32 0		4,295 4,265	117,476
NOVA SCOTIA																	
Cape Breton Post	SaltWire Network Inc.	Cape Breton	Weekday Avg. Saturday Avg.	✓	12,845 11,945	11,308 11,742	1,537 203		12,639 11,760	447,622	-403 -1,067	13,248 13,012	11,776 12,832	1,472 180		13,043 12,790	382,340
Chronicle Herald, The	SaltWire Network Inc.	Halifax	Weekday Avg. Saturday Avg.	✓	61,966 68,831	50,284 57,411	11,682 11,420	34,971 37,902		1,297,256	-2,755 -811	64,721 69,642	48,037 53,325	16,684 16,317	30,276 32,205		1,121,360

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								Average CMA	Average CTZ & RTZ						Average CMA	Average CTZ & RTZ	
QUEBEC																	
Journal de Montréal, Le	Média QMI Inc.	Montréal	Weekday Avg.		158,136	144,191	13,945	100,373			-17,236	175,372	156,536	18,836	110,973		
			Saturday Avg.		177,153	163,940	13,213	109,922			-16,540	193,693	175,940	17,753	119,999		
			Sunday Avg.		159,217	146,216	13,001	99,435			-16,451	175,668	158,083	17,585	109,619		
Journal de Québec, Le	Média QMI Inc.	Quebec City	Weekday Avg.		84,155	71,066	13,089	50,177			-7,064	91,219	76,182	15,037	54,264		
			Saturday Avg.		92,128	79,113	13,015	54,608			-6,943	99,071	84,197	14,874	58,757		
			Sunday Avg.		87,241	74,233	13,008	52,054			-7,301	94,542	79,622	14,920	56,172		
ONTARIO																	
Hamilton Spectator, The	Metroland Media Group Ltd.	Hamilton	Weekday Avg.	✓	73,368	52,378	20,990	64,344			-19,848	93,216	58,826	34,390	81,311		
			Saturday Avg.		75,931	55,496	20,435	66,208			-19,489	95,420	62,558	32,862	82,887		
Toronto Star	Toronto Star Newspaper Ltd.	Toronto	Weekday Avg.		132,215	104,803	27,412	94,915			-62,235	194,450	116,609	77,841	126,708		
			Saturday Avg.		210,142	191,120	19,022	135,505			-64,091	274,233	205,361	68,872	169,749		
			Sunday Avg.		154,182	130,210	23,972	101,428			-60,810	214,992	143,161	71,831	132,706		
Waterloo Region Record	Metroland Media Group Ltd.	Waterloo	Weekday Avg.		39,117	29,708	9,409	35,297			-4,086	43,203	33,403	9,800	38,715		
			Saturday Avg.	✓	38,251	30,747	7,504	33,965			-4,097	42,348	34,682	7,666	37,388		