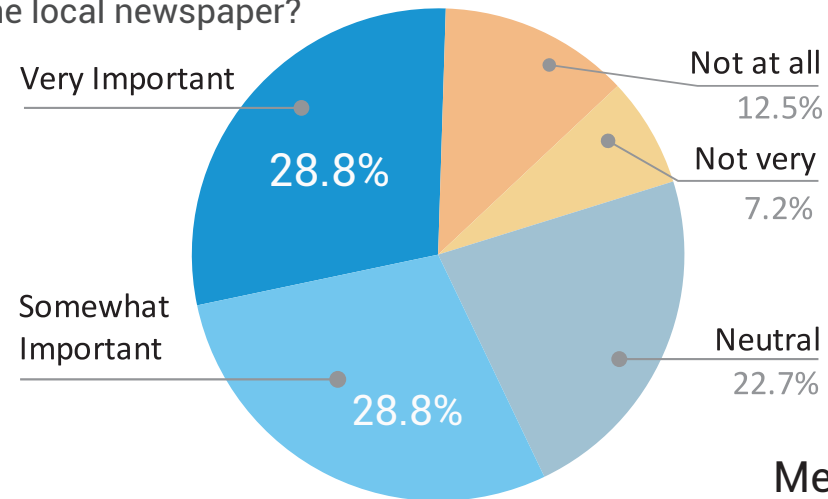


How Geography Impacts Media Access, Usage and Engagement

 Medium Cities: Population 50,000 - 100,000

Importance of Supporting Newspaper Advertisers

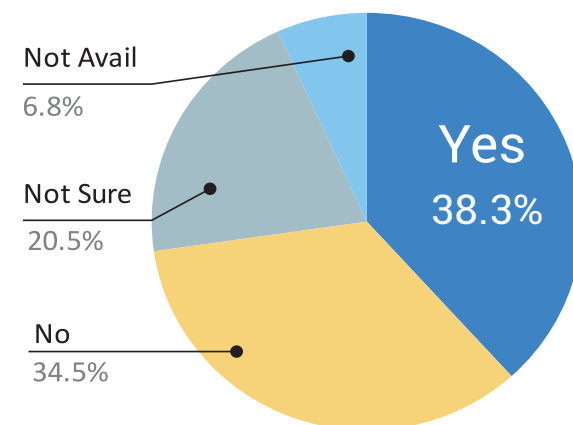
How important is it to buy from companies that advertise in the local newspaper?



This response of value and trust was shared equally between Men & Women and all three polled age groups (Under 45, 45- 64 and 65 & older)

Medium cities' respondents **value their local newspaper and its advertisers.** They intend to turn that value and trust into patronage

Will you be more likely to buy from companies that advertise in your local newspaper?

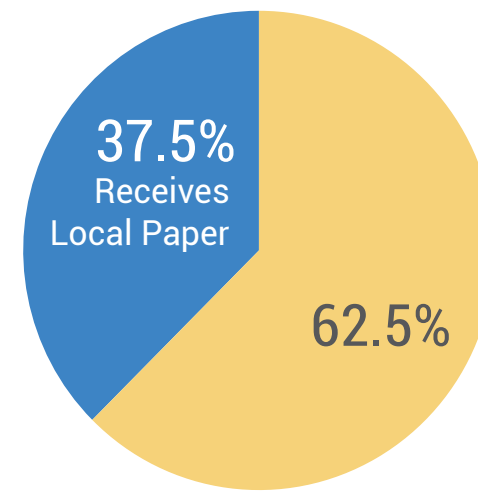


For more information on the 2021 Totum Research Media Study contact AdCanada Media Inc. info@adcanadamedia.ca

How Geography Impacts Media Access, Usage and Engagement

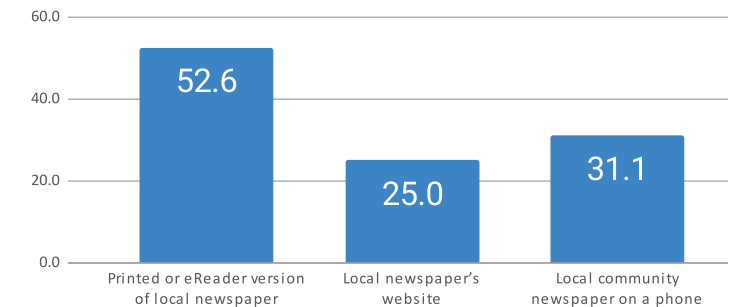
 Medium Cities: Population 50,000 - 100,000

Receipt of and Readership of the Community Newspaper



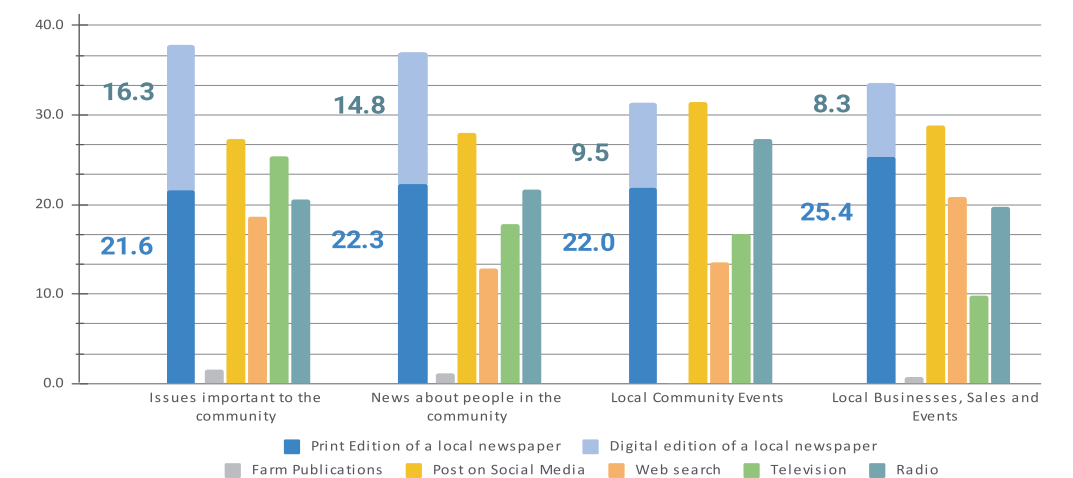
11.7% via Subscription | 10.6% via Newsstand
9.5% via Free Delivery | 5.7% via Free Pickup

75% Engage with their local paper in some format **every week**



Community Newspapers are well received and remain the **preferred platform** for local topics of interest

Preferred Media to Receive Information



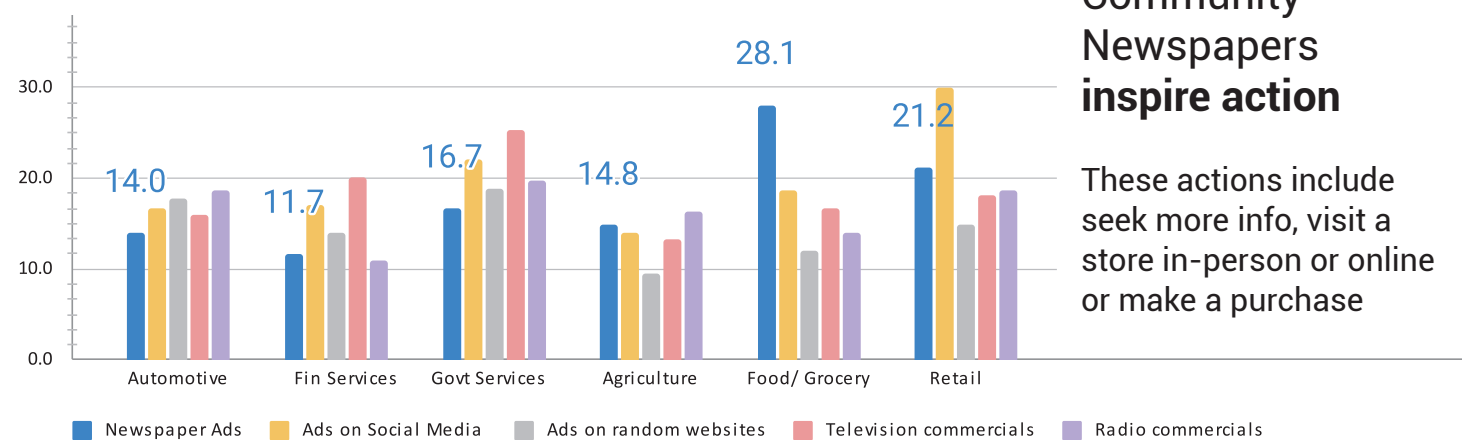
59% of respondents in medium cities said each edition had multiple readers in the household

How Geography Impacts Media Access, Usage and Engagement

Medium Cities: Population 50,000 - 100,000

Community Newspaper Advertising

Media in which Ads Inspire Action



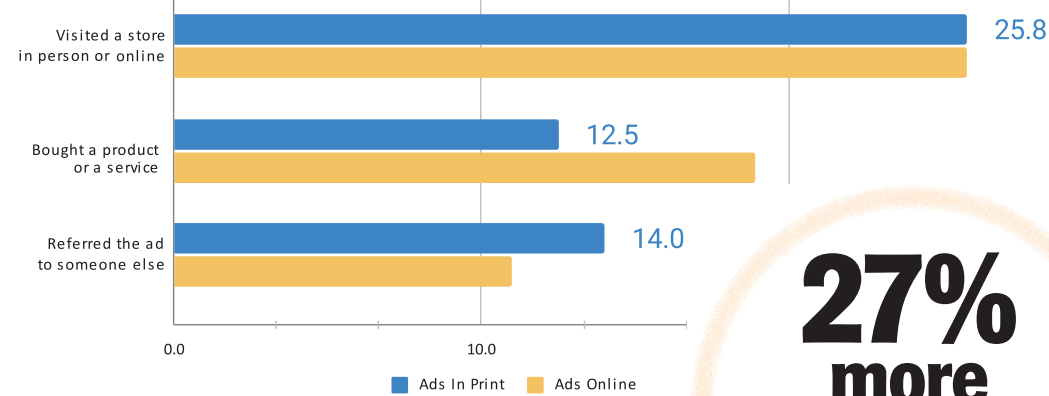
Ads in Community Newspapers inspire action

These actions include seek more info, visit a store in-person or online or make a purchase

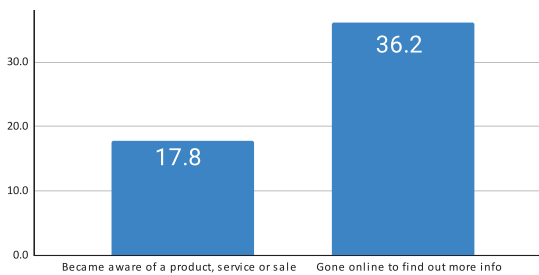
This ad motivation triggering a store visit is shared equally between Men & Women and all three polled Age Groups (Under 45, 45- 64 and 65 & Older)



Actions taken after seeing Advertising



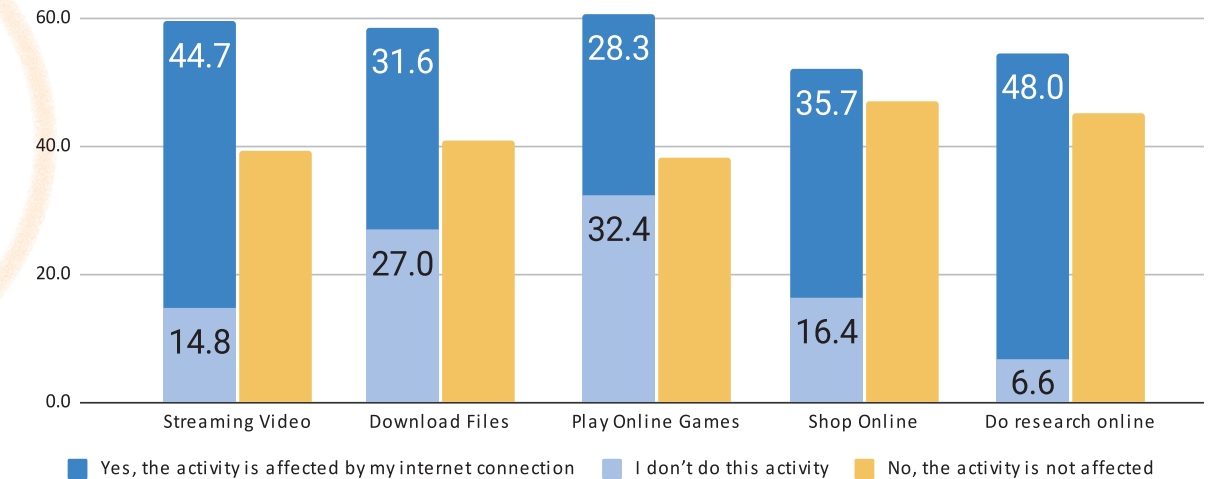
Other actions taken include



27% more people said they were likely to show the ad to someone after seeing it in print versus an ad online

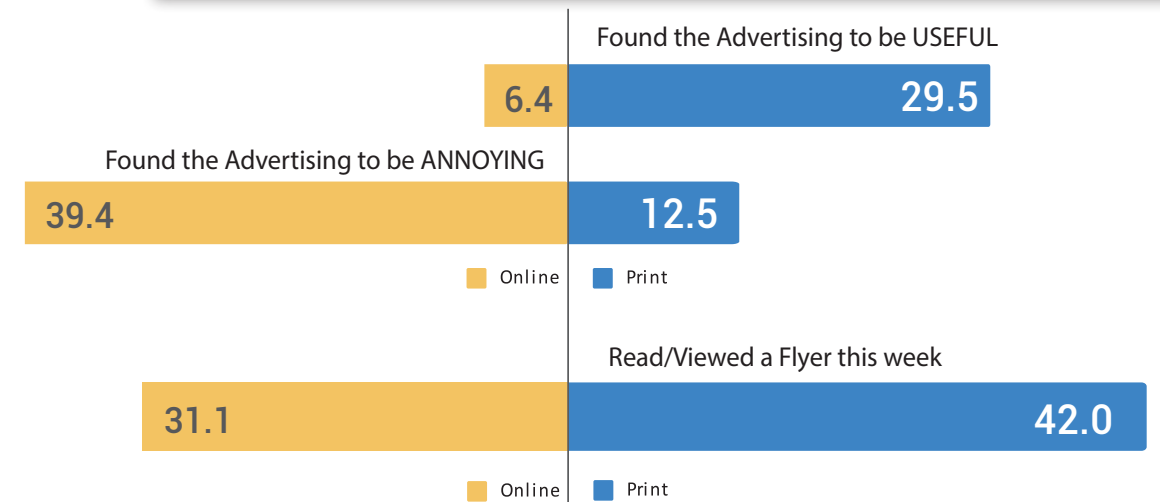
20% of medium cities' respondents report "No Internet" or "Internet Tied to Data Usage"

Internet: Connection Methods and Impact



Households access the internet using various connection methods, including wired, satellite, mobile, even dial-up. The quality of internet connection often limits many of their online activities

Feelings about Advertising



57% of respondents admitted they do not respond well to online advertisements, saying they "never" or only "accidentally" click on ads

Alberta had 6 communities in the Medium Cities classification 50,000-100,000 population (2016 Census)

The aggregated population of adults 18+ living in these Medium Cities communities is 285,000 (2016 Census)

In Medium Cities the average number of Readers per Household is 1.04