



**Alberta
Weekly Newspapers
Association**

Community Newspapers

**Our Readers
are Your Customers**

Print Advertising

- Display
- Career
- Classifieds

Inserts/Flyer Distribution

Digital Advertising

Market Analysis

Campaign Planning

Local news is more important to more Albertans than any other type

The printed local newspaper is the most trusted medium for news and advertising.



80%  survey respondents read a typical issue of the printed local newspaper WEEKLY

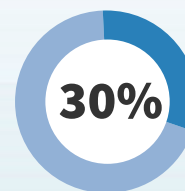
40%  DISTRUST the news and advertising in SOCIAL MEDIA

Readers find ads in the printed local newspaper useful

Ads in the printed local community newspaper were said to be more likely than ads in other media to INSPIRE ACTION for all the products and services tested.



By contrast, 80% of respondents ignore, don't notice or are annoyed by ads on websites.



Up to 30% of respondents use an ad blocker to avoid digital advertising altogether

Totum Research. Adults 18+in Alberta, August 2018

Let us send you more information about our readers - your customers.

We've got some exciting results to share from the latest research in advertising reach and readership. Plus coverage maps and demographic reports. Let us help your advertising reach farther, be more effective and efficient.

