

The Chronicle Journal

THE CHRONICLE-JOURNAL
Thunder Bay, ON

READERSHIP DATA

BRENDA HANSEN
National Account Executive

WE HAVE THE REACH!



Winnipeg
8 hrs.
driving

Thunder Bay
to
Dryden
4 hrs.

Sault Ste.
Marie
8 hrs.
driving

Thunder Bay
to
White River
4 hrs.

The Chronicle-Journal

The Thunder Bay Chronicle-Journal boasts average circulation of 25,100 per day with Saturday circulation reaching 26,300. It is the only daily newspaper which serves our market in this fashion, offering seven-day-a-week delivery to a district which stretches four hours to the west at Dryden and four hours to the east of Thunder Bay serving Marathon.

It is further supported by a full market coverage distribution system delivering advertisers' messages to some 50,000 homes. The Chronicle-Journal maintains its position as the marketing and communications leader for Northwestern Ontario by developing partnerships with local business and through community action.

Our Products & Services

The Chronicle-Journal

7-day print medium

Lakehead (weekly)

Non-subscriber delivery every Thursday

Commercial Printing

Distribution (preprint) services

TMC delivery (*Thursday*)

Event Marketing

Select TV

Outdoor (*Outdoor Living*)

Horizons (*Adult Living*)

Glossy Magazines:

- Women (bi-annual)
- Northwest Progress (annual)
- Northwest Christmas (annual)
- Spring on the Road (annual)

... and growing!

The Chronicle-Journal Delivers

Major preprints we carry:

- Sears
- Canadian Tire
- Metro
- Shopper's Drug Mart
- The Brick
- Home Hardware
- Sport Chek
- Safeway
- Real Canadian Superstore
- Home Depot
- No Frills
- Source by Circuit City
- Best Buy
- Marks Work Warehouse
- LCBO
- Lowes

Circulation Highlights

- Audited circulation through Audit Bureau of Circulations.
- Total market coverage in Thunder Bay through carriers and motor route drivers.
- Coverage in Northwestern Ontario includes: Thunder Bay District, Algoma District, Kenora District and Rainy River District.
- Over 1,300 independent carriers and drivers.
- Bureau representation in Dryden and Marathon.
- Daily shortage delivery.
- District manager for each FSA.
- Customer service personal.
- Weekly TMC verification.
- Ongoing carrier incentive programs.

‘We Deliver Results’

- Awareness in the marketplace
- Marketing Tools at Work
- Advertising in our products generates sales
- Information we provide results in reader satisfaction



vividata

Reading Consumers



Today's consumers are a whole new breed. They read constantly across multiple platforms, whether it's a social media post on their mobile, news on their tablet, a magazine on a flight, or a newspaper on their commute. To help publishers, advertisers and advertising agencies understand what the impact of this massive shift in reading behaviour means for their businesses, NADbank and the Print Measurement Bureau (PMB) have joined forces. We are now Vividata and we provide *a whole new read on readers*.

What is Vividata

- Vividata is the principal research arm of the Canadian daily newspaper industry.
- Vividata designs and conducts research in Canadian urban markets to provide cost effective and accurate in-depth marketing information for its members to assist in the buying and selling of newspaper advertising in Canada.

Vividata Methodology



- **Telephone Interview**
Newspaper readership, other media usage and demographic information were gathered through a telephone interview with adults 18+.
- The following information was collected during the interview:
 - Readership of newspapers, local and non-resident
 - Time spent reading
 - Frequency of reading
 - Method of receipt of newspapers into the home, or outside the home
 - Readership of TV magazine publications
 - Radio listening, TV viewing and magazine readership
 - Demographic information about the respondent and household
 - Internet readership of newspapers that have a website
 - Media Reliance (readership only markets)

Glossy of Definitions & Terms

- **Read Yesterday (Average Issue Audience)**
 - The average issue audience is defined as read yesterday readers for weekday issues and read last weekend readers for weekend readers. Expressed as a percentage.
- **Weekday or Five-Day Cume**
 - The five day cume represents the number of individuals who read at least one issue of the last five weekday issues of a specific newspaper – that is, individuals reading one, two, three, four or five weekday issues of a paper are added in this calculation.
- **Six or Seven Day Cume**
 - The six or seven day cume incorporates two questions. The first is the subjective estimate of the number of last five weekday issues read of a specific newspaper (used in the calculation of the five day cume). The second is a read last weekday measure. These two questions, in combination, represent the number of people reading at least one issue of a particular paper in any given week, including Saturday and Sunday editions, depending upon the publication schedules in each market.

Print is still dominant.

71% of weekday **Newspaper** readers still read a printed edition daily.

Any Newspaper
M-F AIR (18+)

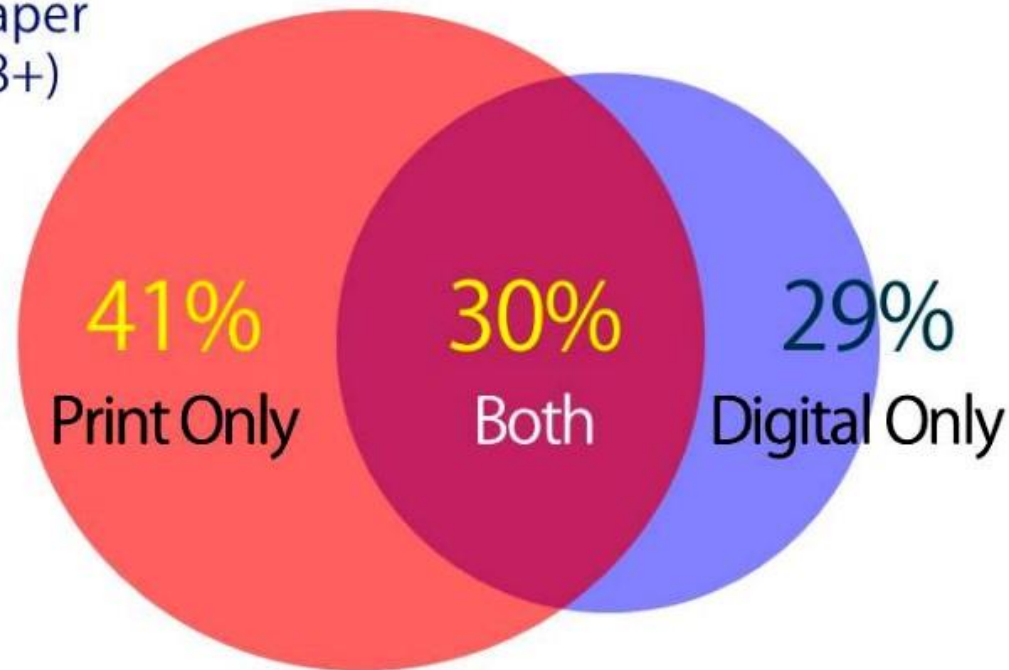


Figure 2: Weekday vs. Weekend Newspaper Readership

Weekday and Weekend Readers* (18+)



Source: Vividata 2015 Q3 Non-Commercial Release (January - September 2015 Fieldwork)
Base: Average Daily (M-F) and Weekend Readers, aged 18+ in the top 20 Canadian markets
*Excluding free dailies in all markets, i.e. Metro and 24 Hours.

Chronicle-Journal Reach vs. Local Radio Stations

MORE THAN TWICE THE REACH OF ANY RADIO STATION

	Audience	Reach
Read a Monday to Friday paper (Print or Online)		
CHRONICLE-JOURNAL	59,000	56.0%
Radio Stations Listened to Yesterday		
FM-CBQT 88.3 (CBC Radio 1)	22,000	21.0%
FM-CJSD 94.3 (Rock 94)	27,000	26.0%
FM-CJUK 99.9 (Magic 99.9)	25,000	23.8%
FM-CKPR 91.5 (CKPR 91.5)	23,000	21.9%
FM-CKTG 105.3 (Country 105)	13,000	12.4%

Readership Survey Highlights



- **86%** of adults 18+ read The Chronicle-Journal in print or online at least once a week compared to our nearest competitor.
- **76%** of adults 18+ read The Chronicle-Journal at least once a week.
- **56%** of adults 18+ read The Chronicle-Journal in print or online each weekday.
- **53%** of adults read Saturday's Chronicle-Journal.

Readership from market varies. In eight of the top ten markets 50% or more adults read a daily newspaper on the average weekday.

Chronicle-Journal Print & Online Readership By Age

	<u>Weekdays:</u> Print & Online	<u>Saturdays:</u> Print	<u>5 Day</u> <u>Cume</u> Print	<u>6-7 Day</u> <u>Cume</u> Print	<u>6-7 Day</u> <u>Cume</u> Print & Online
18+	56%	53%	76	79	86
18 – 34	17%	21%	73	75	88
35 – 49	68%	58%	82	84	88
50+	72%	68%	76	78	84

Chronicle-Journal Print & Online Readership by Household Income

	<u>Saturdays:</u> Print	<u>5 Day Cume</u> Print	<u>6-7 Day Cume</u> Print & Online
Under \$75,000	46%	76%	86%
Over \$75,000	64%	78%	85%

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Audience

