



news release

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FOR IMMEDIATE RELEASE

CCAB releases 2009 annual audited circulation data for Canadian newspapers

Shelton, CT 16 March 2010 – The Canadian Circulations Audit Board (CCAB), the Canadian division of BPA Worldwide, the world's leading organization for auditing media, today released newspaper circulation data for three of Canada's largest newspaper publishing groups, including Sun Media, Torstar Corporation and Transcontinental Media.

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Released to coincide with the latest Newspaper Audience Databank (NADbank) results to become available on March 17, 2010, CCAB's 12-month newspaper circulation data allows media buyers to analyze both circulation and readership data. CCAB's newspaper circulation data includes Canada's largest circulation daily newspaper, The Toronto Star, as well as 17 other major metro dailies from markets such as Toronto, Montreal, Vancouver, Calgary, Edmonton, Ottawa, Hamilton, Winnipeg, Quebec City, and St. John's; and 32 other markets' dailies.

This marks the second year that three of Canada's largest daily newspaper publishers have had their circulation audits conducted by CCAB/BPA under standards that were developed by the Canadian Newspaper Advisory Board (CNAB), a joint industry body composed of 10 advertiser/media buyer representatives and seven publisher representatives.

A combined total of 50 audit reports and circulation statements (28 audit reports; 22 circulation statements), covering the 12-month period ending December 2009, have been released. The breakdown consists of 29 titles serving CMAs (Census Metropolitan Areas), and 21 titles serving markets not defined by a CMA.

"We are delighted to be in a position to release the data for 50 daily newspapers in a timely manner and coinciding with NADbank's release," said Tim Peel, Vice President of CCAB/BPA Worldwide. "Now armed with circulation data by copies serving CMAs and non-CMAs, as well as audited web traffic data for 18 participating titles available through the [BPA Interactive tool](#) and as reported on the circulation statements and audit reports, media owners can provide an even better set of metrics to the media buying community. Media buyers now have the opportunity to evaluate the entire brand reach instead of just print circulation."

Peel added that this year's CCAB Newspaper TRAC (Trend Report About Circulation), which breaks out daily circulation averages for all of the audits and statements being released, features an analysis comparing 2009 data to circulation data from 2008 that will serve as a useful tool for media buyers and advertisers when evaluating trends. The Weekday Average, calculated by averaging all weekdays' circulation, is now reported in all daily newspaper circulation reports, as well as TRAC.

"We are pleased to see CCAB's release of circulation data coinciding with NADbank's readership data release," said Ross Marin, Marin Media Group and the newly elected CNAB Chair. "CCAB continues to provide the market with metrics and tools that are very valuable to the media buying community."

The audit results for The Toronto Star, Canada's largest circulation daily newspaper and the flagship of the Torstar group, shows a total circulation of 2,865,380 copies per week, with Saturday as the highest circulation day of the week with an average of 566,706 copies.

Sun Media's flagship, the Toronto Sun, showed a total circulation of 1,322,042 copies per week, with Sunday as the highest circulation day of the week with an average of 282,389. Website activity for the 12-month period included a monthly average of 15.3 million page impressions and 1.61 million unique browsers.

"We are very pleased with the level of accuracy and precision of the results," said Steve Angelevski, Corporate Vice President, Reader Sales and Service at Sun Media and the CNAB's new Vice Chair. "CCAB continues to adapt well to the changing makeup of circulation practices and programs."

The Telegram, Transcontinental Media's top paper, had a total circulation of 172,636 copies per week, with Saturday as the highest circulation day with an average of 41,470. Website activity for the 12-month period included a monthly average of 2.8 million page impressions and 240,183 unique browsers.

"Media buyers are asked to make the most of tighter budgets during these challenging economic times," said Glenn Hansen, President and CEO of BPA Worldwide. "We are providing them with the data they need—in print and online—to make better evaluations and informed buying decisions."

To receive a copy of the CCAB Newspaper TRAC for these members, email mpeel@bpaww.com or visit www.bpaww.com/dailies.

About the Canadian Circulations Audit Board (CCAB). CCAB is the Canadian division of BPA Worldwide, the world's leading media auditing organization. CCAB was established in 1935 and is Canada's leading auditor of daily newspapers, community newspapers, flyer distribution centre accreditations, consumer magazines and business publications. CCAB merged and became a division of BPA in 1998, but has been governed by a Canadian advisory board since its inception. Two advisory boards—one for newspapers and one for magazines—have oversight of the Canadian operations.

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning 30 countries. Worldwide, BPA audits 2,700+ media properties—including over 1,600 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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