



## News Media Statement

6 months ended March 31, 20\_\_  
Subject to Audit

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CROSS-MEDIA METRICS			
WEBSITE ACTIVITY			Period
www.newstoday.ca	Unique Browsers	1,335,000	March 20xx
	Page Impressions (5)	6,955,000	
Source: (5) comScore Unified			
MOBILE APP ACTIVITY			Period
News Today App	Unique Devices	58,649	March 20xx
	Page Impressions (5)	351,894	
Source: (5) comScore Unified			
SOCIAL MEDIA			Period
Facebook	Total Likes	52,947	As of March 30, 20xx
Twitter	Total Followers	108,527	As of March 30, 20xx
Tumblr	Unique Devices	6,349	As of March 30, 20xx
E-NEWSLETTERS			Period
Better Government Newsletter (12 issues)	Net Distribution for Period	32,459	March 20xx
What's Up Toronto Newsletter (12 issues)	Net Distribution for Period	27,942	March 20xx
Source Internal: Internal Log Files			

CIRCULATION SUMMARY							
	Sat	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri
<b>TOTAL COMBINED AVERAGE CIRCULATION</b>	<b>134,880</b>	<b>86,626</b>	<b>83,307</b>	<b>84,057</b>	<b>94,103</b>	<b>88,234</b>	<b>83,428</b>
<b>NEWS TODAY</b>							
Print	93,894	64,590	62,758	63,644	66,702	66,804	63,040
Digital Replica	23,192	18,859	18,434	18,682	19,393	19,355	18,431
Digital Nonreplica	2,556	1,889	1,999	1,607	2,046	1,944	1,848
<b>Total Circulation Excluding Other Affiliated Publications</b>	<b>119,642</b>	<b>85,337</b>	<b>83,191</b>	<b>83,933</b>	<b>88,141</b>	<b>88,103</b>	<b>83,319</b>
<b>AFFILIATED PUBLICATIONS</b>							
Lighthouse Times	15,238	1,169			5,843		
YouthNews		120	116	124	119	131	109
<b>Total Combined Average Circulation</b>	<b>134,880</b>	<b>86,626</b>	<b>83,307</b>	<b>84,057</b>	<b>94,103</b>	<b>88,234</b>	<b>83,428</b>

CIRCULATION DATA BY PUBLICATION							
	Sat	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri
<b>NEWS TODAY - PRINT</b>							
<b>Paid Circulation</b>							
Individual Subscriptions	73,756	54,129	53,048	53,502	55,880	55,211	53,003
Single Copy	6,726	4,601	4,444	4,495	4,646	4,877	4,544
Hotel	755	676	603	651	721	723	682
<b>Total Average Paid Circulation - Print</b>	<b>81,237</b>	<b>59,406</b>	<b>58,095</b>	<b>58,648</b>	<b>61,247</b>	<b>60,811</b>	<b>58,229</b>
<b>Qualified Circulation</b>							
Household/Delivered	10,188	1,707	1,624	1,706	1,816	1,735	1,656
Education	1	906	839	951	10,060	957	723
Public Place Access	1,373	1,680	1,236	1,459	1,661	2,392	1,561
Employee	1,095	890	874	880	918	909	871
<b>Total Average Qualified Circulation - Print</b>	<b>12,657</b>	<b>5,184</b>	<b>4,663</b>	<b>4,996</b>	<b>5,455</b>	<b>5,993</b>	<b>4,811</b>
<b>Total Average Circulation - Print</b>	<b>93,894</b>	<b>64,590</b>	<b>62,758</b>	<b>63,644</b>	<b>66,702</b>	<b>66,804</b>	<b>63,040</b>
<b>NEWS TODAY - DIGITAL REPLICA</b>							
<b>Paid Circulation</b>							
Individual Subscriptions	17,727	14,452	14,203	14,273	14,834	14,787	14,165
Single Copy	4,876	3,931	3,761	3,935	4,064	4,097	3,796
<b>Total Average Paid Circulation - Digital Replica</b>	<b>22,603</b>	<b>18,383</b>	<b>17,964</b>	<b>18,208</b>	<b>18,898</b>	<b>18,884</b>	<b>17,961</b>
<b>Qualified Circulation</b>							
Individual Access	589	476	470	474	495	471	470
<b>Total Average Qualified Circulation - Digital Replica</b>	<b>589</b>	<b>476</b>	<b>470</b>	<b>474</b>	<b>495</b>	<b>471</b>	<b>470</b>
<b>Total Average Circulation - Paid &amp; Qualified Digital Replica</b>	<b>23,192</b>	<b>18,859</b>	<b>18,434</b>	<b>18,682</b>	<b>19,393</b>	<b>19,355</b>	<b>18,431</b>
<b>Total Average Circulation - Print &amp; Digital Replica</b>	<b>117,086</b>	<b>83,449</b>	<b>81,192</b>	<b>82,326</b>	<b>86,095</b>	<b>86,159</b>	<b>81,471</b>
<b>NEWS TODAY - DIGITAL NONREPLICA</b>							
<b>Paid Circulation</b>							
Individual Subscriptions	2,052	1,499	1,587	1,245	1,653	1,542	1,466
<b>Total Average Paid Circulation - Digital Nonreplica</b>	<b>2,052</b>	<b>1,499</b>	<b>1,587</b>	<b>1,245</b>	<b>1,653</b>	<b>1,542</b>	<b>1,466</b>
<b>Qualified Circulation</b>							
Individual Access	345	254	275	228	257	263	247
Education	25	26	27	24	26	29	25
Employee	345	254	275	228	257	263	247
<b>Total Average Qualified Circulation - Digital Nonreplica</b>	<b>504</b>	<b>390</b>	<b>412</b>	<b>362</b>	<b>393</b>	<b>402</b>	<b>382</b>
<b>Total Average Circulation - Digital Nonreplica</b>	<b>2,556</b>	<b>1,889</b>	<b>1,999</b>	<b>1,607</b>	<b>2,046</b>	<b>1,944</b>	<b>1,848</b>
<b>Total Average Circulation - Print &amp; Digital Replica and Nonreplica</b>	<b>119,642</b>	<b>85,337</b>	<b>83,191</b>	<b>83,933</b>	<b>88,141</b>	<b>88,103</b>	<b>83,319</b>

CIRCULATION DATA BY PUBLICATION (Continued)							
	Sat	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri
<b>LIGHTHOUSE TIMES - PRINT</b>							
<b>Qualified Circulation</b>							
Household/Delivered	12,952						
Public Place Access		993			4,967		
<b>Total Average Qualified Circulation - Print</b>	<b>12,952</b>	<b>993</b>			<b>4,967</b>		
<b>LIGHTHOUSE TIMES - DIGITAL REPLICA</b>							
<b>Paid Circulation</b>							
Individual Subscriptions	1,532	117			584		
<b>Total Average Paid Circulation - Digital Replica</b>	<b>1,532</b>	<b>117</b>			<b>584</b>		
<b>Qualified Circulation</b>							
Individual Access	372	29			147		
Employee	382	30			145		
<b>Total Average Qualified Circulation - Digital Replica</b>	<b>754</b>	<b>59</b>			<b>292</b>		
<b>Total Average Circulation - Digital Replica</b>	<b>2,286</b>	<b>176</b>			<b>876</b>		
<b>Total Average Circulation - Print &amp; Digital Replica</b>	<b>15,238</b>	<b>1,169</b>			<b>5,843</b>		
<b>YOUTHNEWS - PRINT</b>							
<b>Qualified Circulation</b>							
Household/Delivered		100	100	100	100	100	100
Employee		20	16	24	19	31	9
<b>Total Average Qualified Circulation - Digital Nonreplica</b>		<b>120</b>	<b>116</b>	<b>124</b>	<b>119</b>	<b>131</b>	<b>109</b>
<b>Total Average Circulation - Digital Nonreplica</b>		<b>120</b>	<b>116</b>	<b>124</b>	<b>119</b>	<b>131</b>	<b>109</b>

## NOTES

### REPORT ENDING DATE

March 31, 20\_\_

### NONPUBLISHING DAYS

No paper was issued on the following regular publishing days:

March 25, 20xx (Saturday)                      News Today

### DAYS OMITTED FROM AVERAGES

The following issue(s) has been eliminated from the average reported for this period. The net circulation for the issue(s) is as follows:

March 22, 20xx (Wednesday)              News Today                                      xx,xxx

## Publishing Plans

	Frequency: Daily Delivery Vehicle(s): Print, online, mobile Primary Circulation Classification: Paid Home delivered print editions are distributed in broadsheet format. Digital subscriptions are sold for display of newspaper content on personal computers, tablets, mobile/smartphones and eReaders. Website(s): www.newstoday.ca
<b>Lighthouse Times</b>	Frequency: Wednesday, Saturday Delivery Vehicle(s): Print, online Primary Circulation Classification: Qualified A general interest publication for city dwellers specializing in features, with an emphasis on urban issues and politics, arts and entertainment. Single copy is free and distributed through racks and other locations. Website(s): www.lighthouse-times.ca
<b>YouthNews</b>	Frequency: Monday - Friday Delivery Vehicle(s): Print Primary Circulation Classification: Qualified Delivered to nonsubscribers of News Today in a specific geographic area Website(s): www.getYouthNews.ca

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We certify that to the best of our knowledge all data set forth in this News Media Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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