

Quarterly Data Report

Q4 2016

Subject to Audit

CROSS-MEDIA METRICS

WEBSITE ACTIVITY				Period
www.newstoday.ca	Unique Browsers	1,907,808		December 2016
	Page Impressions (1)	5,693,530		
www.newstoday.ca	Unique Browsers	1,335,000		December 2016
	Page Impressions (5)	6,955,000		

Source: (1) Site Certifier, (5) comScore Unified

MOBILE APP ACTIVITY				Period
News Today App	Unique Devices	58,649		December 2016
	Page Impressions	351,894		

Source: (5) comScore Unified

SOCIAL MEDIA				Period
Facebook	Total Likes	52,947		As of December 31, 2016
Twitter	Total Followers	108,527		As of December 31, 2016
Tumblr	Unique Devices	6,349		As of December 31, 2016

E-NEWSLETTERS				Period
Better Government Newsletter (12 issues)	Net Distribution for Period	32,459		December 2016
What's Up Toronto Newsletter (12 issues)	Net Distribution for Period	27,942		December 2016

Source: Internal Log Files

CIRCULATION SUMMARY

	Sat	Sun	Avg Mon - Fri	Mon	Tue	Wed	Thu	Fri
TOTAL COMBINED AVERAGE CIRCULATION	134,880	99,065	86,626	83,307	84,057	94,103	88,234	83,428
NEWS TODAY								
Print	93,894	78,937	64,590	62,758	63,644	66,702	66,804	63,040
Digital Replica	23,192	18,259	18,859	18,434	18,683	19,393	19,355	18,431
Digital Nonreplica	2,556	1,869	1,889	1,999	1,607	2,046	1,944	1,848
Total Circulation Excluding Affiliated Publications	119,642	99,065	85,337	83,191	83,933	88,141	88,103	83,319
Affiliated Publications								
Lighthouse Times	15,238		1,169			5,843		
YouthNews			120	116	124	119	131	109
Total Combined Average Circulation	134,880	99,065	86,626	83,307	84,057	94,103	88,234	83,428

CIRCULATION DATA BY PUBLICATION

	Sat	Sun	Avg Mon - Fri	Mon	Tue	Wed	Thu	Fri
NEWS TODAY - PRINT								
Paid Circulation								
Individual Subscriptions	73,756	58,263	54,129	53,048	53,502	55,880	55,211	53,003
Single Copy	6,726	10,053	4,601	4,444	4,495	4,646	4,877	4,544
Hotel	755	527	676	603	651	721	723	682
Total Average Paid Circulation - Print	81,237	68,843	59,406	58,095	58,648	61,247	60,811	58,229
Qualified Circulation								
Household/Delivered	10,188	8,088	1,707	1,624	1,706	1,816	1,735	1,656
Education	1		906	839	951	1,060	957	723
Public Place Access	1,373	1,144	1,680	1,326	1,459	1,661	2,392	1,561
Employee	1,095	862	890	874	880	918	909	871
Total Average Qualified Circulation - Print	12,657	10,094	5,184	4,663	4,996	5,455	5,993	4,811
Total Average Circulation - Print	93,894	78,937	64,590	62,758	63,644	66,702	66,804	63,040
NEWS TODAY - DIGITAL REPLICA								
Paid Circulation								
Individual Subscriptions	17,727	13,954	14,452	14,203	14,273	14,834	14,787	14,165
Single Copy	4,876	3,841	3,931	3,761	3,935	4,064	4,097	3,796
Total Average Paid Circulation - Digital Replica	22,603	17,795	18,383	17,964	18,208	18,898	18,884	17,961
Qualified Circulation								
Individual Access	589	464	476	470	474	495	471	470
Total Average Qualified Circulation - Digital Replica	589	464	476	470	474	495	471	470
Total Average Circulation - Paid & Qualified Digital Replica	23,192	18,259	18,859	18,434	18,682	19,393	19,355	18,431
Total Average Circulation - Print & Digital Replica	117,086	97,196	83,449	81,192	82,326	86,095	86,159	81,471
NEWS TODAY - DIGITAL NONREPLICA								
Paid Circulation								
Individual Subscriptions	2,052	1,495	1,499	1,587	1,245	1,653	1,542	1,466
Total Average Paid Circulation - Digital Nonreplica	2,052	1,495	1,499	1,587	1,245	1,653	1,542	1,466
Qualified Circulation								
Individual Access	345	259	254	275	228	257	263	247
Education	25	5	26	27	24	26	29	25
Employee	345	259	254	275	228	257	263	247
Total Average Qualified Circulation - Digital Nonreplica	504	374	390	412	362	393	402	382
Total Average Circulation - Digital Nonreplica	2,556	1,869	1,889	1,999	1,607	2,046	1,944	1,848
Total Average Circulation - Print & Digital Replica/Nonreplica	119,642	99,065	85,337	83,191	83,933	88,141	88,103	83,319

	Sat	Sun	Avg Mon - Fri	Mon	Tue	Wed	Thu	Fri
LIGHTHOUSE TIMES - PRINT								
Qualified Circulation								
Household/Delivered	12,952							
Public Place Access			993			4,967		
Total Average Qualified Circulation - Print	12,952		993			4,967		
LIGHTHOUSE TIMES - DIGITAL REPLICA								
Paid Circulation								
Individual Subscriptions	1,532		117			584		
Total Average Paid Circulation - Digital Replica	1,532		117			584		
Qualified Circulation								
Individual Access	372		29			147		
Employee	382		30			145		
Total Average Qualified Circulation - Digital Replica	754		59			292		
Total Average Circulation - Digital Replica	2,286		176			876		
Total Average Circulation - Print & Digital Replica	15,238		1,169			5,843		
YOUTHNEWS - PRINT								
Qualified Circulation								
Household/Delivered			120	116	124	119	131	109
Employee			120	116	124	119	131	109
Total Average Paid Circulation - Print			120	116	124	119	131	109
Total Average Circulation - Print			120	116	124	119	131	109

NOTES

Quarterly Data Report Period Ending Date

December 31, 2016

Nonpublishing Days

No paper was issued on the following regular publishing days:

October 3, 2016 (Monday)

November 4, 2016 (Friday)

Days Omitted From Averages

The following issue(s) has been eliminated from the averages reported in Total Circulation. The net circulation for the issue(s) is as follows:

November 15, 2016 (Tuesday) 56,000

Publishing Plans

News TODAY	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
Lighthouse Times	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
YouthNews	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 Quarterly Data Report are true and report circulation in accordance with the Alliance for Audited Media's bylaws and rules.

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