



The Daily Newspaper is the Proven Road to Merchandising Success

IN Canada 96 daily newspapers function to satisfy the demand of the people of this country for an accurate and complete account of world news. Canadians are essentially a news-minded people. They "want to know" and know immediately. And they depend on their daily newspapers to keep them informed of the progress of current affairs throughout the vast expanse of this Dominion, in the sister nations of the Empire and foreign lands.

Canadian daily newspapers enlist cable, telegraph, airplane and other time-annihilating devices in order that the millions of Canadian daily newspaper readers may obtain all the news instantly.

In recording events of world-wide significance as well as those of purely local interest, Canadian daily newspapers perform an indispensable service in the trading areas which they cover. They voice and mould public opinion. They occupy a position in Canadian life which is filled by no other institution.

Daily newspapers in Canada are by far the most effective advertising media—for both retailer and manufacturer—because of their close, intimate contact with Canadian men and women.

To the retailer, the daily newspaper affords concentrated circulation at the point of publication and in its immediate trading area.

To the manufacturer, Canadian daily newspapers offer the most economical means of tying up national distribution with national advertising. They also permit of intensive campaigns and concentrated effort in selected zones.

Reaching all classes, appealing to every member of the family, possessing a degree of flexibility obtainable in no other medium, producing immediate sales results, the daily newspaper is the keystone of every successful advertising campaign in Canada.

Coverage of Canadian Daily Newspapers by Marketing Zones

Marketing Zone	Families	Combined Circulation of Daily Newspapers
Zone 1—British Columbia	149,105	205,184
Zone 2—Manitoba, Saskatchewan, Alberta	479,545	805,815
Zone 3—Ontario	750,930	903,089
Zone 4—Quebec	495,693	535,955
Zone 5—Prince Edward Island, New Brunswick, Nova Scotia	214,170	162,562

Canadian Daily Newspapers Reach 98.5% of Families in the Dominion.

THE DAILY NEWSPAPERS OF CANADA

This Advertisement is Issued Under the Auspices of the Canadian Daily Newspapers Association