

PART IX.—THE PRESS

The tables of this Part are based on data obtained from *Canadian Advertising*. One serious difficulty has been encountered in connection with the compilation of circulation figures. In the case of daily newspapers, reliable circulation figures are relatively easy to obtain since, in their own best interest, such papers qualify for and subscribe to the Audit Bureau of Circulation requirements. In such cases A.B.C. 'net paid' figures were used. However, it is difficult to obtain reliable circulation figures for many weekly newspapers that do not subscribe to the Audit Bureau. In these cases, total circulation (paid and free) was taken where such figures were supported by sworn statements or some other reliable record.

The term "Controlled Distribution" is frequently met with in weekly newspaper reports. Exactly what this term means is doubtful. In some cases controlled distribution is probably legitimately subscribed and paid for, whereas in others the term may cover free distribution with various degrees of control. It is considered unwise, therefore, to combine all such circulation figures. Yet, since controlled distribution cannot be ignored, papers so reporting are shown separately in Table 5.

In compiling magazine circulation, total net paid figures, as reported by publishers to the Audit Bureau (including bulk sales), were used. In the relatively few cases where such figures were not available, minimum publishers' claims or sworn statements were accepted.

Daily Newspapers.—Daily newspapers are published in Canada in three main language groups: English, French and foreign. French daily newspapers have, as would be expected, a wide circulation in the Province of Quebec and some of the largest of these papers have been established in the Province for over 60 years. Eleven of the 12 French-language newspapers are published in that Province, the other being in the adjoining Province of Ontario.

Many of the daily newspapers extend their influence over the rural areas surrounding the cities where they are published. In this respect they supplement the weekly newspapers which feature essentially local news and serve the smaller cities, towns and rural areas only.

The larger metropolitan dailies, especially those of Montreal, Que., and Toronto Ont., have built up considerable circulation in areas outside their own cities. This, is especially true since rapid freight transport by highway and latterly by air has become more common. For instance, Montreal and Toronto morning papers (printed late the previous evening) can now be transported to Ottawa and delivered along the morning routes in competition with the local morning papers. Since these large metropolitan dailies can command exclusive feature services that the dailies of the smaller cities cannot afford, it often places them in an advantageous position in competition with the local dailies.

Weekly Newspapers.*—Weekly newspapers circulate within relatively restricted areas around their publication centres. They cater to a limited local interest but within the areas they serve they exercise an important influence. Canada is well served by foreign-language weekly newspapers. In 1949, they had a stated circulation of 177,478 copies among which Ukrainian papers had a circulation of 55,832 copies, Yiddish 28,958, German 25,998, and Polish 7,101 copies.

* Including a very few semi- and tri-weekly newspapers.