

# NEWSPAPERS WORK

FOR EVERYTHING HOMES



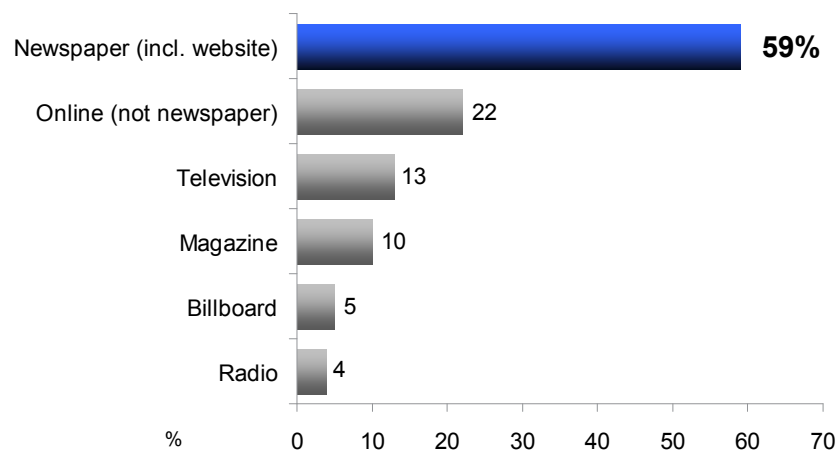
## Canadians look to newspapers

Newspapers Canada enlisted Totum Research to undertake a study with Canadians to understand their media habits. In particular, the research investigated which media were referenced for information when shopping key categories.

For information on home products and services, property and real estate Canadians consult newspapers and their sites more than magazine, television, billboard and radio advertising. This demonstrates the power of newspapers and their sites to engage Canadians with advertising on anything related to the home.

Online is strong as well because almost all home retailers have sites as do those selling homes including real estate agents and condominium developers. Newspapers effectively drive consumers to these online sites.

### Media referred to for information about Homes, Property & Real estate\*



## Driving online visits

This research finds that readers of newspapers and their sites do have their curiosity peaked and they respond by going online to find out more.

I have gone online to find out more information about something I saw in a printed newspaper



63%

I have gone online to find out more information about something I saw on a newspaper website



46%

Furthermore, online research detailed in the advertising research journal, Admap, in October 2010, indicates:

*“Visits to the website generated by offline media [including newspapers] were far more productive at conversion into subsequent sales... On average, each 1,000 site visits results in 10 sales, but for each 1,000 visits brought in by offline media [including newspapers] nearly 25 sales resulted.”*

In other words, **not only do newspapers effectively send consumers online but this group is more predisposed to buy!**



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## Case Study: Pak-n-stor

Pak-n-stor is a family operated Calgary storage business. Their goal is solve your home storage problems. Pak-n-stor has recognized that many consumers don't have enough storage space within their homes and they are over-crowding bedrooms, the basement and the garage. The stuff is taking over.

Pak-n-stor delivers a storage container to your home. You fill it and, when you are ready, the company takes your container to their heated storage warehouse for safe-keeping. When you want the contents, they re-deliver to the address of your choosing.

Pak-n-stor wanted to highlight their unique service to the local market so they chose to advertise in newspapers. In the ads, they highlight the benefit they are providing: you get your home back. The ads send consumers to the website to get the details. And given that newspapers are proven effective at sending people online, this was an appropriate way of providing the details.



\*Source: Totum Research on behalf of Newspapers Canada, National (balanced by population) online panel, English and French, 1,000 Canadian adults 18+, November 2010

For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)



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