

2021 MA MURRAY AWARDS NEWSPAPER EXCELLENCE CIRCULATION CATEGORIES



The following spreadsheet will tell you in which Newspaper Excellence circulation category your newspaper belongs.

You may notice that the Newspaper Excellence category divisions have changed quite a bit from last year, and that your paper has perhaps moved into a new group. 2020 was a year of challenges, and we recognize that many publications, out of necessity, had to reduce their number of weekly issues. This had a dramatic impact on overall circulation, which meant the dividing lines between the circ groups had to be significantly altered to keep things balanced.

- The "NX circulation" is based **not only on your paper's circulation, but on how many days per week you publish, and on whether or not you produce a free or paid product.**
- Your paper's circulation number was verified in November by your publisher or group head, and is calculated as follows: **Total weekly cumulative circulation x2 if paid, x1 if free.**

Please note that moving forward, we will go back to requiring either a current circulation audit or a publisher's sworn statement to confirm your circulation.

If you have any questions, feel free to contact Kerry Slater in the BCYCNA office at kerry@bccommunitynews.com

Thank you and good luck in the 2021 Ma Murray Awards competition!

Newspaper	Cumulative Weekly Circ (in Feb 2020)	Paid/Free	Pd/Free Multiplier	NX Circ
CATEGORY A (NX circ up to 1,600): 13 papers eligible				
Ashcroft-Cache Creek Journal	615	Paid	2	1230
Boundary Creek Times	348	Paid	2	696
Fort St. James Caledonia Courier	405	Paid	2	810
Haida Gwaii Observer	296	Paid	2	592
Houston Today	602	Paid	2	1204
Lake Cowichan Gazette	381	Paid	2	762
Nakusp, Arrow Lakes News	421	Paid	2	842
North Thompson Times	580	Paid	2	1160
Rocky Mountain Goat	740	paid	2	1480
Rossland News	1200	Free	1	1200
Sicamous, Eagle Valley News	428	Paid	2	856
Tofino-Ucluelet Westerly News	794	paid	2	1588
Vanderhoof, Omineca Express	763	Paid	2	1526

Newspaper	Cumulative Weekly Circ (in Feb 2020)	Paid/Free	Pd/Free Multiplier	NX Circ
CATEGORY B (NX circ 1,601-3,000): 15 papers eligible				
100 Mile House Free Press	1358	Paid	2	2716
Agassiz-Harrison Observer	2836	Free	1	2836
Bowen Island Undercurrent	900	Paid	2	1800
Bridge River / Lillooet News	850	Paid	2	1700
Burns Lake / Lakes District News	1089	Paid	2	2178
Cranbrook Townsman	1457	Paid	2	2914
Gabriola Sounder	2800	Free	1	2800
Golden Star	1400	Paid	2	2800
Keremeos, The Review	1300	Paid	2	2600
Kimberley Bulletin	827	paid	2	1654
North Thompson Star/Journal	1486	Paid	2	2972
Port Hardy, North Island Gazette	1028	Paid	2	2056
Princeton, The Similkameen Spotlight	983	Paid	2	1966
Quesnel, Cariboo Observer	1057	Paid	2	2114
Revelstoke Review	1071	Paid	2	2142

Newspaper	Cumulative Weekly Circ (in Feb 2020)	Paid/Free	Pd/Free Multiplier	NX Circ
CATEGORY C (NX circ 3,001-4,500): 15 papers eligible				
Chemainus Valley Courier	3663	free	1	3663
Columbia Valley Pioneer	4400	Free	1	4400
Creston Valley Advance	2161	Paid	2	4322
Fort Nelson News	2100	Paid	2	4200
Grand Forks Gazette	2116	Paid	2	4232
Hope Standard	1840	Paid	2	3680
Kitimat, Northern Sentinel	4104	Free	1	4104
Ladysmith-Chemainus Chronicle	4187	free	1	4187
Oliver/Osoyoos Times-Chronicle	2000	Paid	2	4000
Peachland View	3600	free	1	3600
Salmon Arm Observer	2119	paid	2	4238
Salt Spring Island, Gulf Islands Driftwood	2148	Paid	2	4296
Smithers, Interior News	2155	paid	2	4310
Summerland Review	1750	Paid	2	3500
Winfield, Lake Country Calendar	4200	Free	1	4200

Newspaper	Cumulative Weekly Circ (in Feb 2020)	Paid/Free	Pd/Free Multiplier	NX Circ
CATEGORY D (NX 4,501-10,000): 15 papers eligible				
Alaska Highway News	10000	Free	1	10000
Alberni Valley News	9392	Free	1	9392
Aldergrove Star	6423	Free	1	6423
Castlegar News	6587	Free	1	6587
Dawson Creek Mirror	8500	Free	1	8500
Fernie Free Press	5815	Free	1	5815
Merritt Herald	5300	Free	1	5300
Nelson Star	8754	Free	1	8754
Oak Bay News	6015	Free	1	6015
Powell River Peak	2800	Paid	2	5600
Prince Rupert, The Northern View	4884	Free	1	4884
Sooke News Mirror	5795	Free	1	5795
Terrace Standard	8759	free	1	8759
Trail Times	4732	Paid	2	9464
Williams Lake Tribune	8660	free	1	8660

Newspaper	Cumulative Weekly Circ (in Feb 2020)	Paid/Free	Pd/Free Multiplier	NX Circ
CATEGORY E (NX circ 10,001-17,000): 13 papers eligible				
Cloverdale Reporter	13041	Free	1	13041
Delta Optimist	16965	Free	1	16965
Mission City Record	10921	Free	1	10921
New Westminster Record	16975	Free	1	16975
North Delta Reporter	12750	free	1	12750
Parksville/Qualicum Beach News	16492	Free	1	16492
Pique Newsmagazine	10768	free	1	10768
Salmon Arm, Shuswap Market News	11971	Free	1	11971
Sechelt / Gibsons Coast Reporter	11615	Free	1	11615
Sidney, Peninsula News Review	14481	Free	1	14481
The Local	13200	free	1	13200
The Squamish Chief	7942	paid	2	15884
Whitehorse, Yukon News	*	Paid/Free	*manual	15128

Newspaper	Cumulative Weekly Circ (in Feb 2020)	Paid/Free	Pd/Free Multiplier	NX Circ
CATEGORY F (NX circ 17,001-30,000): 11 papers eligible				
Campbell River Mirror	17134	Free	1	17134
Courtenay / Comox Valley Record	21581	Free	1	21581
Duncan Cowichan Valley Citizen	21195	Free	1	21195
Goldstream News Gazette	17808	Free	1	17808
Langley Advance-Times	28521	Free	1	28521
Penticton Western News	18869	Free	1	18869
The Chilliwack Progress	28127	Free	1	28127
The Prince George Citizen	17500	Free	1	17500
Vernon, Morning Star	27310	Free	1	27310
Victoria News	25102	Free	1	25102
White Rock, Peace Arch News	28414	Free	1	28414

Newspaper	Cumulative Weekly Circ (in Feb 2020)	Paid/Free	Pd/Free Multiplier	NX Circ
CATEGORY G (NX circ 30,001 and over): 11 papers eligible				
Abbotsford News	33533	Free	1	33533
Burnaby Now	44158	Free	1	44158
Coquitlam, Tri-City News	50551	Free	1	50551
Kamloops This Week	30638	Free	1	30638
Kelowna Capital News	33362	Free	1	33362
Maple Ridge-Pitt Meadows News	30311	Free	1	30311
Nanaimo News Bulletin	31492	Free	1	31492
North Shore News	117927	Free	1	117927
Richmond News	46404	Free	1	46404
Saanich News	30687	Free	1	30687
Surrey Now-Leader	65933	Free	1	65933
MANUAL CALCULATIONS				
Yukon News	Wed: 2000 free +(2123 pd x2) = 6246 / Fri: 2000 free + (3441 pd x2) = 8882 // Total = 15,128			