



NORTH HALTON'S ONLY TRULY INDEPENDENT DAILY MULTIMEDIA NEWSGROUP

Reclaiming our community, one story at a time.

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Is Your Community Newsprint Worth its Carbon Footprint?

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Halton Hills: Aside from the lack of investigative journalism, the often controversial editorial views, the slanted news reports or the unopposed-verbatim-government-released 'news' articles that they're often paid to print, the marketing literature found stuffed in our local newsprint can have a five year lifespan, which many are now realising, is not worth its carbon footprint.

Consumers are demanding environmental responsibility. Municipalities are legislating zero waste policies and the rising costs of printing and distribution (coupled with carbon taxes) will soon make it unprofitable for corporations to NOT adopt more carbon-neutral measures in their distribution practices.

Canadians are inundated with \$19 Billion worth of advertising each year most of which is produced as advertising and homogenous generic articles published under the banner guise of a conglomerated group of so-called 'independent community newspapers' who have been, and continue to spam our households and community dumps with their unsolicited newsprint.

A recent Canadian Marketing Study quoted in the Flyer Distribution Standards Association newsletter suggests that :

- * 67% of Canadians are not interested in flyers and advertising that comes in the mail.
- * 25% of Canadians discard them without reading.

Every household and every business must reduce carbon emissions by 30% from the 1990 levels. These conglomerated-newsprint publisher's (who have been filling our dumps with their twice weekly unsolicited printed spam) have an even greater obligation to meet our community's goals and challenges by adopting new measures to reduce their carbon footprints in our community, through data-driven and subscription-based electronic communications, which is becoming the new standard.

[Dispelling the Myths About Your Community Newsprint \[click here\].](#)
