

How Effective Are Newspaper Print Ads? Just Ask Readers.

Do traditional newspaper display ads and preprinted inserts work for advertisers? Readers reveal the answer. **They do.**

According to the *Triad Newspaper Ad Effectiveness Service*, more than seven out of ten readers take action as a result of issue-specific ads and inserts. And the variety of actions that readers take – offline and online – are impressive.



Triad effectiveness norms demonstrate that newspaper readers recall, respond to, and enjoy reading ads and inserts – across ad categories, sections and ad sizes.

Many ads really deliver results. Like this one from Macy's that appeared in a Triad measured issue of *The Philadelphia Inquirer*. More than eight out of ten readers recalling the ad took action (81%). Visiting a Macy's store and purchase consideration tied as the top scoring reader actions.

Actions Readers Take as a Result of Ads & Inserts

- Purchase/purchase consideration
- Visit the advertiser's website
- Check out the advertiser's social media
- Visit a store, dealer or other location
- Bring newspaper insert to the store
- Clip coupons and special offers
- Have a more favorable brand opinion
- Save the ad for future reference
- Gather more info about the product/service
- Text someone about the product/service
- Ask someone about the product/service
- Recommend the product/service
- Check out an online review
- Pass along the ad to someone
- Search online for the product/service

Triad Newspaper Ad Effectiveness Norms

	<u>Ad Recall</u>	<u>Reader Actions</u>	<u>Ad Likability</u>		<u>Ad Recall</u>	<u>Reader Actions</u>	<u>Ad Likability</u>
All Ads	55%	71%	77%	Top Scoring Categories			
All Inserts	67%	73%	75%	Drug Stores	69%	76%	75%
Top Scoring Ad Sizes				Sporting Events	67%	73%	85%
Multi-page units	66%	76%	78%	Office Supplies	67%	76%	81%
2-page spread	61%	71%	76%	Grocery Stores	66%	78%	83%
1/2 page spread	60%	69%	80%	Retail	61%	75%	79%
Full page	56%	71%	78%	TV & Movies	61%	72%	80%
Section cover ads	56%	71%	77%	Computers & Tech	61%	75%	83%
Top Scoring Sections				Electronics	60%	74%	80%
Food/Culinary	61%	75%	79%	Restaurants	60%	78%	84%
Health	61%	74%	83%	Concerts	59%	69%	80%
Money/Finance	60%	75%	82%	Telecommunications	58%	69%	76%
Business	59%	75%	81%	Crafts	57%	75%	76%
Travel	59%	69%	82%	Lawn & Garden	57%	70%	79%
Living/Style	59%	70%	78%	Specialty Foods	57%	80%	84%
Sports	58%	73%	78%	Sporting Goods	56%	75%	76%
				General Entertainment	56%	75%	82%

Source: *The Triad Newspaper Ad Effectiveness Service* (Aug 2015-June 2016)

Base: Ad Recall based on issue-specific readers, Reader Actions/Ad Likability based on readers recalling specific ads

Triad measures the effectiveness of issue-specific ads and preprints appearing in the leading newspapers on an ongoing basis. For more information, contact Tom Robinson at (615) 645-0202 or Tom@CodaVentures.com.