

SECONDLOOK

Insight • Inspiration • Income

This week, take a second look at...

Advertising and Readership Infographics



The results of the 2016 Media & Advertising Use in Pennsylvania study conducted by American Opinion Research found newspapers are the most valuable and useful source of shopping information - and ads in newspapers result in sales for retailers. Newspapers are also widely read by adults of all ages and incomes. Download the [advertising](#) and [readership](#) infographics to share with your advertising clients. The full AOR

study can be found [here](#).



For more tips like this, call the Sales & Marketing Hotline at (717) 703-3041 or contact Jane Hungarter at JaneH@pa-news.org.