

THE BENEFITS OF Print Advertising

A substantial portion of the population, **8 out of 10 Americans**, read a newspaper every month¹ making it the perfect media for advertisers to promote their products and services.



PRINT ADS ARE BENEFICIAL TO THE ADVERTISER.

Greater flexibility

Print ads can be placed on various days of the week in different sections of the newspaper, and ad copy can be easily changed.

Stronger connection

Newspapers enable advertisers to use a variety of visual attributes including font, colors, images and texture to make the ad more memorable.

Added credibility

Advertising in print continues to be the most trusted among consumers with more than 4 out of 5 Americans (82%) trusting newspaper ads.²

Better engagement

Newspaper readers are less distracted and tend to consume the publication in a more leisurely manner. Therefore, they are more likely to spend time absorbing an ad that catches their eye.

Drives response

Eighty percent of consumers say they seek more information about an ad that they find interesting.³

Increases sales

Eight in 10 (79%) of newspaper readers took action as a result of reading a newspaper ad in the past 30 days.⁴

Fast turnaround

Newspaper ads can be designed quickly, allowing advertisers to be in the market within days as opposed to months.

Brick and mortar appeal

Newspapers provide a physical presence as a trackable and tangible product that can be utilized by consumers and audited by advertisers.