



Readers value Community newspapers

Community newspapers connect with readers by providing the news they need and advertising they rely on. Local readers regard community newspapers as highly valuable and important sources of information.

Newspapers are rated as the **most trusted source** of news and information.³

A survey of community newspaper readers concluded **community newspapers are: educational**

94% of readers think local newspapers are **informative**.¹

desirable

82% of readers would **rather look through newspaper ads** than view them on the Internet.¹

enjoyable

80% of readers **look forward to reading** community newspapers.¹

enlightening

78% of readers said they and their families **rely on community newspapers** for local news and information.¹

engaging

72% of readers are **entertained** by local newspapers.¹

helpful

71% of readers believe newspaper advertising inserts help them **make better purchasing decisions**.¹

shared

Community newspapers **average 2.0 readers per copy**.²

compelling

Readers believe local newspapers **consistently provide quality news coverage**.¹

enduring

The average shelf life of a community newspaper is **3.6 days**.²



Sources: ¹National Newspaper Association Readership Study; ²American Opinion Research; ³America's Newspapers Trusted Media Study.