

MILLENNIALS ENGAGE WITH NEWSPAPERS

Millennials, also known as Generation Y, are those between the ages of approximately 29 and 44. They account for a quarter of the population in the U.S. making them the largest living generation. Millennials embrace technology and digital solutions and are loyal newspaper readers.

Millennials rank newspapers as the
MOST TRUSTED SOURCE
of news and information² – making them
the savvy choice for retailers to connect
with these valuable consumers.



Millennials prefer to get their news **by reading**
it versus watching it on television.²

TOP ACTIONS
taken by Millennials after
recalling specific newspaper ads:²

GATHER more information.

DEVELOP a favorable opinion.

SAVE ad for reference.

VISIT advertiser's website.

ASK someone about the product.

RECOMMEND the product.

VISIT advertiser's website.

SHARE the ad.

SEARCH online for the product.

CONSIDER purchasing the product.

65% of millennials
trust paid news
and information
more than free media.¹

MILLENNIALS ARE ACTIVE SHOPPERS:

94% use coupons
.....
and newspapers are their
number one source to get them.³



72% read newspaper **to learn about products**
with which they are not familiar.²

74% respond to advertisements in print
newspapers.³

MARKETING TO MILLENNIALS

THREE OUT OF FOUR

millennials prefer
to **buy an**
experience
over
something
desirable.⁴



Millennials are more likely
to **stay loyal to a brand**
because of loyalty rewards
than any other generation.⁵

81% millennials expect
companies to
make a **public**
commitment to
charitable causes
and citizenship.⁶



Ads that evoke feelings
of **financial security**,
responsibility and **self-**
reliance perform better
with millennials.⁷