

NEWSPAPERS

Outperform Television

Newspapers are the most trusted media source.¹

Adults, across all generations, identify newspapers as their most trusted source of news and information – ahead of television.

Newspaper ads result in more purchases.

Almost 6 out of 10 Americans use newspaper advertising to help them decide what brands, products and local services to buy.⁴

Traditional media used to find information to make a purchase in the past 30 days.²
(ranked from most used to least used)

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|----------------------------|-----------------------------|
| 1. Local newspaper | 6. Local radio station |
| 2. Email newsletter | 7. Local television station |
| 3. Direct mail | 8. Local publication |
| 4. Coupon book | 9. Billboards |
| 5. Local newspaper website | 10. Yellow Pages directory |

How do newspapers compare to television?

NEWSPAPERS

- Reach a large local market of engaged readers
- Provide fast turnaround for ad to appear
- Offer a variety of ad sizes for any budget
- Are shared and average 2.0 readers per copy

TELEVISION

- Reaches fewer and fewer viewers each year
- Viewers often skip the advertisements
- Costs for producing a commercial are high
- Competes with cable channels and streaming services

