

# NEWSPAPERS

## Outperform Radio

Newspapers  
are the  
**most trusted**  
media source.<sup>1</sup>

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



Newspaper ads result in  
**more purchases**  
than radio advertising.<sup>2</sup>

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

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

Americans **ignore** radio commercials.<sup>3</sup>

Just **33%** of American adults use radio advertising to help them decide  
**8 in 10** what brands, products and local services to buy.<sup>2</sup>

How do newspapers  
**compare** to radio?

#### 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

#### RADIO

- Requires the purchase of many stations to reach the market
- Has lots of commercial clutter resulting in ad avoidance
- Often plays in the background without active listening
- Competes with satellite and streaming services

