



fall

Nearly **6 in 10** Americans use newspaper advertising to help decide what brands, products and local services to buy.

Newspapers are the **#1 source** of local shopping information.¹

who is reading newspapers?

Research demonstrates the following categories of business have strong sales performance during the fall season.

- Appliance dealers
- Assisted living/Retirement facilities
- Attorneys
- Cellphone/Wireless providers
- Day care services
- Day spas
- Drugstores/Pharmacies
- Floor covering stores
- Home accessories stores
- Home repair and maintenance providers
- Vision specialists
- Women's health providers

91%

of newspaper readers who plan to shop for or purchase an appliance in the next year.

90%

of newspaper readers who plan to shop for or purchase home furnishings in the past year.

90%

of newspaper readers who plan to shop for or purchase a home improvement project in the next year.

88%

of newspaper readers who plan to shop for or purchase drugstore/pharmacy in the next year.

89%

of newspaper readers who plan to shop for or purchase mobile phone/services in the next year.