

# why newspapers?



**82%**  
of news media  
consumers **trust**  
print ads.<sup>4</sup>

Because in print or online, newspapers are  
**the most trusted source**  
of news and information among all age groups.<sup>1</sup>

**83%** of **Generation Z**  
turns to newspapers for trusted  
information and content.<sup>2</sup>

**65%** of **millennials**  
trust paid news and information  
more than free media.<sup>3</sup>

Recent studies indicate that **84%** of American adults can be reached through  
print or digital newspapers every month.<sup>6</sup>

**84%** of **baby boomers**  
have taken action as a result of  
seeing an ad in a print newspaper  
in the past 30 days.<sup>4</sup>

**75%** of **Generation X**  
reads newspapers to learn  
about products with which  
they are not familiar.<sup>1</sup>

Newspapers are rated as **the source** that  
**operates in an ethical manner**  
and has the **public's best interest in mind**.<sup>5</sup>

**29% of consumers** say they feel  
**more favorable toward brands** they see  
advertising on news sites they trust.<sup>7</sup>