

Newspaper readers are **CANNABIS-RELATED** product consumers

According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey¹, newspaper enthusiasts* purchase cannabis-related products.

72% of those who **made a non-prescription cannabis-related purchase** at a cannabis dispensary in the past month read a newspaper.

67% of those who **made a prescription cannabis-related purchase** at a cannabis dispensary in the past month read a newspaper.

64% of those who **used marijuana/cannabis in the past month** including edibles, read a newspaper.

CANNABIS-RELATED PRODUCT CONSUMERS ARE MORE LIKELY TO RESPOND TO NEWSPAPER ADS

6.3% of U.S. adults plan to **purchase products from a cannabis dispensary** (for medical purposes) within the next year.

Cannabis dispensary customers are **52% more likely** than the average person to **have responded to a newspaper ad in the past month.**²

10.6% of U.S. adults **use or buy CBD oil products.**

CBD Product/Oil users or buyers are **19% more likely** than the average person to **have responded to a newspaper ad in the past month.**²

CANNABIS-RELATED PRODUCT CONSUMERS ARE AVID AND ENGAGED NEWSPAPER READERS

Cannabis dispensary customers are **40% more likely** than the average person to read a newspaper four to five days per week.²

CBD Product/Oil users or buyers are **23% more likely** than the average person to read a newspaper four to five days per week.²



MANSI Media is here to simplify all of your print and digital newspaper ad planning and placement needs. From market research and rate negotiation to flawless execution of multi-market campaigns, we streamline the media buying process to ensure that your campaign successfully reaches your target audience.

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Sources: ¹2020 Release 1 Nielsen Scarborough Report. Copyright 2021. Scarborough Research. All rights reserved. ²2020 AudienceSCAN®. *Read a daily, Sunday or non-daily print or digital newspaper, or visited a newspaper website, in the past week.