

Newspaper readers enjoy **CASINO ACTIVITIES**



According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey, newspaper enthusiasts* are casino patrons.

64% of newspaper readers **plan to visit a casino** in the next year.¹

More than **31,000,000** newspaper readers **visited a casino** in the past year.¹

Casino guests are **46% MORE LIKELY** than all U.S. adults to say that **newspapers are a valuable source of content** they cannot find elsewhere.²

CASINO GUESTS ARE AVID AND ENGAGED NEWSPAPER READERS

CASINO GUESTS ARE:

32% more likely than all U.S. adults to **prefer reading a local daily or Sunday newspaper.**²

40% more likely than all U.S. adults to **read a newspaper six to seven days per week.**²



MORE LIKELY TO RESPOND TO NEWSPAPER ADS.

53% of casino guests have taken action in the past year as a result of a newspaper ad.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.

Get started today by contacting
Brian Hitchings
717-703-3049
brianh@mansimedia.com



MANSI Media
The Newspaper & Digital Advertising Authority

NEWSPAPER READERS ACTIVELY PARTICIPATE IN A VARIETY OF CASINO ACTIVITIES

Most adults who partook in the following casino offerings in the past year read a newspaper each week.¹

69.3% engaged in **sports betting.**

68.5% visited a **spa.**

67.4% attended a **stage show or concert** at a casino.

67.3% dined at an **upscale restaurant.**

66.9% visited a **bar or nightclub.**

66.0% played **table games.**

61.3% played **slot machines.**

