

Newspapers are a **STRATEGIC CHOICE** for Political Campaigns

Experts predict that more advertising dollars than ever before - **\$12 billion dollars** - will be spent on the 2020 election. With the impact of the coronavirus thwarting traditional campaign marketing strategies, including the cancellation of rallies, conventions and get out the vote initiatives, **reaching voters in an efficient and effective manner** is more important than ever. As candidates, political action committees and special interest groups develop their media plans, **newspapers are a strategic choice** as they deliver an engaged and politically active audience.



Newspaper readers vote and **TAKE ACTION**

91.2% of adults who read a print or digital newspaper in the past week **vote in local and state elections.**

Newspaper readers are **23% more likely** than the average person to **contribute money to a political campaign.**

60.5% of political campaign contributors have acted in the past year **as a result of a newspaper ad.**

Democratic, Republican and Independent voters

are more likely than the average person to take action **as a result of a newspaper ad.**

Newspapers continue to be the **MOST TRUSTED SOURCE** of information

82% of news media consumers **trust print ads in newspapers** more than any other source.

Consumers' trust in print news media is **more than double** their trust in social media.

Democratic, Republican and Independent voters are more likely than the average person to read a newspaper 6 to 7 days a week.



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

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MANSI Media
The Newspaper & Digital Advertising Authority