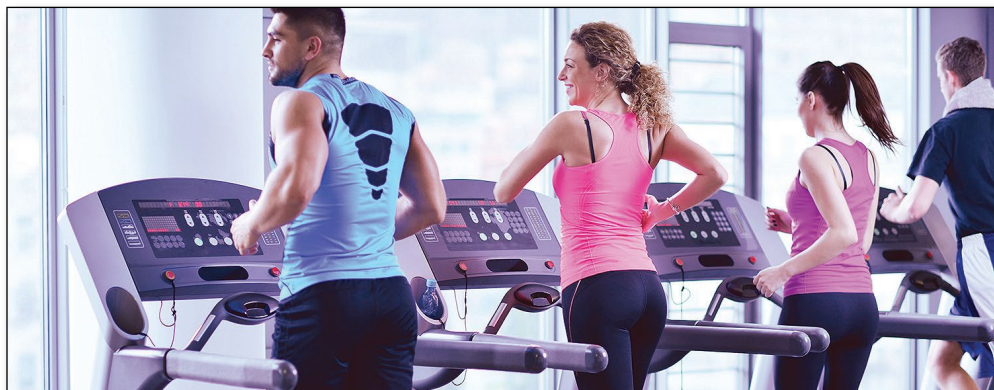


# Newspaper readers are **FITNESS ENTHUSIASTS**

According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey, most health club or gym members read a newspaper each week.\*



Of those who belong to a gym, **67%** read a newspaper each week.<sup>1</sup>

Potential gym/health club switchers are **64% more likely** than all U.S. adults to **have taken action in the past year** as a result of a newspaper ad.<sup>2</sup>

Potential gym/health club switchers are **38% more likely** than all U.S. adults to say newspapers are a **valuable source of content** they cannot find elsewhere.<sup>2</sup>

## **FITNESS CLUB/GYM MEMBERS ARE AVID AND ENGAGED NEWSPAPER READERS.**

### **FITNESS CLUB/GYM MEMBERS ARE:**

**35% more likely** than all U.S. adults to **prefer reading a local daily or Sunday newspaper.**<sup>2</sup>

**47% more likely** than all U.S. adults to **read a newspaper six to seven days per week.**<sup>2</sup>

**More likely** to respond to newspaper ads. **54%** of fitness club/gym members **have taken action in the past year** as a result of a newspaper ad.<sup>2</sup>

## **NEWSPAPER READERS ACTIVELY PARTICIPATE IN A VARIETY OF FITNESS ACTIVITIES.**

Most adults who partook in the following types of exercise in the past year read a newspaper each week.<sup>1</sup>

**75.7%** of those who participated in **aerobics.**

**71.2%** of those who did **yoga/Pilates.**

**70.9%** of **tennis** players.

**69.0%** of **group fitness class** participants.

**67.8%** of **volleyball** players.

**67.2%** of those who rode a **bicycle.**

**65.6%** of **basketball** players.

**64.5%** of those who engaged in **swimming.**



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](mailto:brianh@mansimedia.com)



**MANSI Media**  
The Newspaper & Digital Advertising Authority

Sources: <sup>1</sup>2021 Release 2 Nielsen Scarborough Report. Copyright 2022. Scarborough Research. All rights reserved. <sup>2</sup>2021 AudienceSCAN®. \*Read a daily, Sunday or non-daily print or digital newspaper, or visited a newspaper website, in the past week.