



Newspaper readers are **OUTDOOR RECREATIONAL** product consumers

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

62% of adults who **plan to purchase a boat** in the next year read a newspaper.

61% of adults who **plan to purchase an all-terrain vehicle** in the next year read a newspaper.

57% of adults who **plan to purchase a personal watercraft** in the next year read a newspaper.

OUTDOOR RECREATIONAL PRODUCT CONSUMERS ARE MORE LIKELY TO RESPOND TO NEWSPAPER ADS

65% of boat shoppers **have taken action** as a result of a newspaper ad in the past year.²

64% of ATV shoppers **have taken action** as a result of a newspaper ad in the past year.²

OUTDOOR RECREATIONAL PRODUCT CONSUMERS ARE AVID AND ENGAGED NEWSPAPER READERS

Boat/watercraft shoppers are **205% more likely** than the average person to **read a newspaper four to five days per week.**²

ATV shoppers are **177% 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.

Get started today by contacting

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The Newspaper & Digital Advertising Authority