

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

Experts predict that, even without a presidential election, more advertising dollars than any previous mid-term election will be spent in 2022, perhaps **exceeding the \$9.02 billion** spent two years ago. The majority of that spending will be at the state and local level where newspapers are most influential. With early and mail-in voting becoming more popular, campaigns are starting earlier. As you develop your media plans, newspapers are a strategic choice as they deliver an engaged and politically active audience.



Newspaper readers vote and **TAKE ACTION**

78.4% of adults who read a print or digital newspaper in the past week **vote in local and state elections.**¹

Newspaper readers are **24% more likely** than the average person to **contribute money to a political campaign.**¹

Political campaign contributors are **26% more likely** to have acted in the past year as a result of a **newspaper ad.**²

Democratic, Republican and Independent voters

are more likely than the average person to take action **as a result of a newspaper ad.**²

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.³

Consumers' trust in print news media is **more than double** their trust in social media.⁴

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

Sources: ¹2021 Release 2 Nielsen Scarborough Report. Copyright 2022 Scarborough Research. All rights reserved.;

²AudienceSCAN®; ³NMA; ⁴MRI-Simmons