

# Newspaper readers are **READY TO SET SAIL**

According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey<sup>1</sup>, newspaper enthusiasts\* are planning to take a cruise in the next year.



**74%** of adults who **plan to take a vacation** in the next year read a newspaper.

More than **17,000,000** newspaper readers **plan to take a cruise** in the next year.

Newspaper readers are **25% more likely** than all U.S. adults to have **taken 5-7 cruises in the past three years**.

## **CRUISE VACATIONERS ARE AVID AND ENGAGED NEWSPAPER READERS.**

### **CRUISE VACATIONERS ARE:**

**34% more likely** than all U.S. adults to **prefer reading a local daily or Sunday newspaper**.<sup>2</sup>

**38% more likely** than all U.S. adults to **read a newspaper six to seven days per week**.<sup>2</sup>

**43% more likely** than all U.S. adults to say that **newspapers are the most helpful** for planning a big purchase.<sup>2</sup>

**More likely** to **respond to newspaper ads**.

**Half** of all cruise vacationers have **taken action as a result of a newspaper ad** in the past year.<sup>2</sup>

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



Newspaper readers are **more likely** than all U.S. adults to have **used these cruise lines** in the past three years:<sup>1</sup>

- Celebrity
- Disney
- Holland America
- MSC Cruises
- NCL (Norwegian)
- Princess
- Royal Caribbean
- Viking