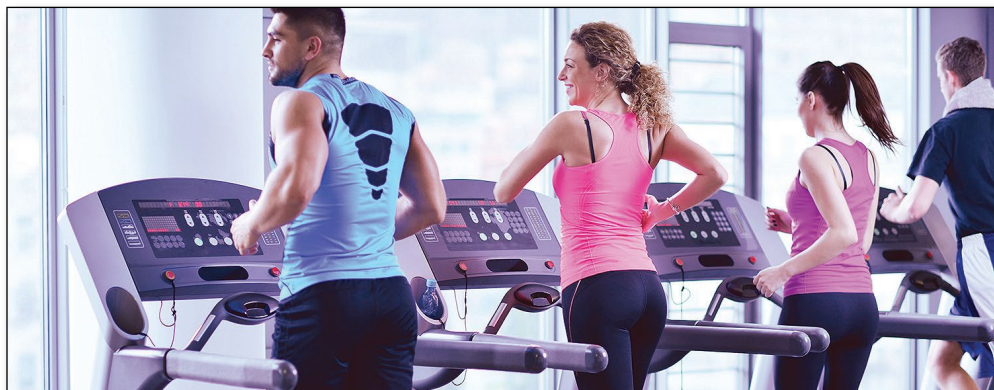


Newspaper readers are **FITNESS ENTHUSIASTS**

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.¹

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.²

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.²

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.**²

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

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.²

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.¹

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

Rob Morgan

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The Newspaper & Digital Advertising Authority

Sources: ¹2021 Release 2 Nielsen Scarborough Report. Copyright 2022. Scarborough Research. All rights reserved. ²2021 AudienceSCAN®. *Read a daily, Sunday or non-daily print or digital newspaper, or visited a newspaper website, in the past week.