



# Newspaper readers are **OUTDOOR RECREATIONAL** product consumers

According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey<sup>1</sup>, 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.<sup>2</sup>

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

## **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.**<sup>2</sup>

ATV shoppers are **177% more likely** than the average person to **read a newspaper four to five days per week.**<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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