

Newspaper readers are **READY TO TRAVEL**



According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey¹, newspaper enthusiasts* are planning vacations and recreational adventures in the next year.

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

More than **55,000,000** newspaper readers **plan to take a family vacation** in the next year.

More than **42,000,000** newspaper readers **plan to take a beach/lake vacation** in the next year.

VACATIONERS ARE MORE LIKELY TO RESPOND TO NEWSPAPER ADS

57% of travel planners have taken action as a result of a newspaper ad in the past year.²

45% of theme park patrons have taken action as a result of a newspaper ad in the past year.²



51% of casino guests have taken action as a result of a newspaper ad in the past year.²

45% state/national park visitors have taken action as a result of a newspaper ad in the past year.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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MANSI Media
The Newspaper & Digital Advertising Authority

VACATIONERS ARE AVID AND ENGAGED NEWSPAPER READERS

Ski resort guests are
94% more likely
to read a newspaper
four to five days per week.²

Travel planners are
88% more likely
to read a newspaper **four to five days per week.**²

Golfers are
47% more likely
to read a newspaper **four to five days per week.**²

