



READERS VOTE VOTERS READ

A guide to help advocacy agencies
engage with active voters

MANSI Media knows it is more important than ever for advocacy campaigns to find a trusted way to connect with the right audience in today's chaotic media environment. This booklet offers insight into the most trusted sources of news and information in the U.S. – print and digital newspapers.

It also contains helpful information about to engage with members of the various generations that will help you in crafting your advocacy-related messaging.



MANSI Media
The Newspaper & Digital Advertising Authority

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

²AudienceSCAN®; ³NMA; ⁴MRI-Simmons

WHY NEWSPAPERS?



82%
of news media
consumers **trust**
print ads.⁴

Because in print or online, newspapers are
the most trusted source
of news and information among all age groups.¹

83% of **Generation Z**
turns to newspapers for trusted
information and content.²

65% of **millennials**
trust paid news and information
more than free media.³

Recent studies indicate that **more than 6 in 10** U.S. adults
have read a newspaper in the past week, **making newspapers,**
in any format, an important vehicle to reach a desirable audience.⁶

84% of **baby boomers**
have taken action as a result
of seeing an ad in a print
newspaper in the past 30 days.⁴

75% of **Generation X**
reads newspapers to learn
about products with which
they are not familiar.¹

Newspapers are rated as **the source** that
operates in an ethical manner
and has the **public's best interest in mind.**⁵

29% of consumers say they feel **more**
favorable toward brands they see advertising on
news sites they trust.⁷



GENERATION Z

Engages with Newspapers

Generation Z, or those between the ages of approximately 10 to 25, is the youngest, most ethnically diverse and largest generation in American history. They comprise 27% of the U.S. population. Gen Z grew up with technology, the internet and social media; however, **they spend more time reading physical newspapers without interruption** than they do on social media, websites and blogs.¹

The number of Gen Zers who read a newspaper **increased by 38%** over two years.³



Generation Z trusts **print publications** more than any other media to deliver credible information.¹

Nearly **6 IN 10** U.S. adults, ages 18 to 24, each week **read a daily, Sunday or non-daily print or digital newspaper** or visit a newspaper website.²

83% turn to newspapers for trusted information and content.¹

They prefer to get their news **by reading** versus watching it on television.⁵



Generation Z are ACTIVE SHOPPERS

Gen Zers:

- **Account for 40%** of all consumers.⁴
- Agree that **advertising helps them learn** about new products.¹
- **Appreciate** relevant ads.¹

98% buy in store some or most of the time.⁵

89% consider themselves to be **price-conscious shoppers**.⁴

72% say that **cost is the most important factor** when making a purchase, yet they value quality.¹

60% of Gen Z shoppers prefer to **go into a store** over shopping online.¹



MARKETING TO GEN ZERS:

GEN Z VALUES AND SUPPORTS BRANDS THAT ARE SOCIALLY CONSCIOUS.

Highlight your dedication to social impact by giving proceeds to charity, being environmentally conscious, having strong values, or project an impact-driven image in your advertising messaging.¹



GEN Z ARE SUBJECT TO IMPULSE BUYING IF THERE'S A FEAR OF MISSING OUT (FOMO).

Simple messages like "limited time only" or "few left in stock" work because they don't want to feel like they missed out on something.¹

GEN Z PREFERS ADS THAT CREATE AN EMOTIONAL CONNECTION.

Create ads that are uplifting and convey a positive message about how a product or service can make the world a better place.⁶



MILLENNIALS

Engage with Newspapers

Millennials, also known as Generation Y, are those between the ages of approximately 26 and 41. **They account for a quarter of the population in the U.S. making them the largest living generation.** Millennials embrace technology and digital solutions and are loyal newspaper readers.

TOP ACTIONS

taken by Millennials after recalling specific newspaper ads:²

- GATHER** more information.
- DEVELOP** a favorable opinion.
- SAVE** ad for reference.
- VISIT** advertiser's website.
- ASK** someone about the product.
- RECOMMEND** the product.
- VISIT** advertiser's website.
- SHARE** the ad.
- SEARCH** online for the product.
- CONSIDER** purchasing the product.

More than **6 IN 10** U.S. adults, age 26-41, each week **read a daily, Sunday or non-daily print or digital newspaper**, or visit a newspaper website.¹

65% of Gen Xers trust paid news and information more than free media.²



Millennials prefer to **get their news by reading it** versus watching it on television.³

Millennials rank newspapers as the **MOST TRUSTED** source of news and information.²

Millennials are ACTIVE SHOPPERS:

94% use coupons and newspapers are their **number one source** to get them.⁴



72% **74%** respond to advertisements in print newspapers.⁴ read newspaper **to learn about products** with which they are not familiar.³

MARKETING TO MILLENNIALS:

3 OUT OF 4

millennials prefer to **buy an experience** over something desirable.⁵



Millennials are more likely to **stay loyal to a brand** because of loyalty rewards than any other generation.⁶



81%

millennials expect companies to make a **public commitment** to charitable causes and citizenship.⁷



Ads that evoke feelings of **financial security, responsibility and self-reliance** perform better with millennials.⁸

Sources: ¹2021Release1 Nielsen Scarborough Report. Copyright 2022 Scarborough Research. All rights reserved; ²Coda Ventures; ³NAA; ⁴Neustar; ⁵Media Space Solutions; ⁶Ace Metrix; ⁷Keap; ⁸AARP; ⁹Marketing Insider Group; ¹⁰Salesforce



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GEN-XERS

Engage with Newspapers

Generation X, or those between the ages of approximately 42 and 57, is the smallest generation that jokingly views themselves as the neglected or forgotten middle child sandwiched between the wealthy, retiring baby boomers and the more diverse, more liberal millennials. **They control more than 30 percent of the purchasing power in the U.S.** and are known for their brand loyalty. Gen Xers are also avid newspaper readers who actively respond to the ads they see.



More than **6 IN 10**

U.S. adults, age 40-54, each week read a daily, Sunday or non-daily print or digital newspaper, or visit a newspaper website.¹

75%

of Gen Xers read newspapers to learn about products with which they are not familiar.²

59% of Gen Xers trust paid news and information more than free media.²

Gen Xers rank newspapers as the **MOST TRUSTED** source of news and information.²

TOP ACTIONS

taken by GenXers after recalling specific newspaper ads:²

GATHER
more information.

DEVELOP
a favorable opinion.

RECOMMEND
the product.

VISIT
store/dealer.

SEARCH
online for the product.

VISIT
advertiser's website.

SAVE
ad for reference.

ASK
someone about the product.

CONSIDER
purchasing the product.

SHARE
the ad.

MARKETING TO GEN-XERS:

Sandwiched between the baby boomers and millennials, Gen Xers are dealing with the joys and challenges of middle age including managing their career, raising children, caring for elderly parents and planning for retirement.

ENGAGE GEN XERS WITH ADVERTISING MESSAGING RELATED TO:

Providing for their families – Pitching products and services as lasting values or once-in-a-lifetime experiences or heirlooms to hand down will resonate.³



Playing it safe – Gen Xers want reassurance and security – emphasize products and services that will protect their homes/planet/families/money.³



Taking care of themselves – Health and well-being is important – focus on supplements, healthy foods, exercise equipment and apparel, weight-loss products and fitness classes.³

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BABY BOOMERS

Engage with Newspapers

Baby boomers are the wealthiest generation and account for half of consumer spending.

They are nearing or enjoying retirement and are watching their millennial children start families. Many are empty nesters who are likely to spend their money on hobbies and luxury items.

Boomers are also avid newspaper readers who actively respond to the ads they see.



More than **6 IN 10**

U.S. adults, over age 55 each week read a **daily, Sunday or non-daily print or digital newspaper**, or visit a newspaper website.¹

84%

of adults 55+ have **taken action** as a result of seeing an ad in a print newspaper in the past 30 days.²

59%

say newspapers were **instrumental** in starting their consumer product search.⁴

Baby boomers rank newspapers as the **MOST TRUSTED** source of news and information.²

TOP ACTIONS

taken by Baby Boomers after recalling specific newspaper ads:²

GATHER

more information.

SAVE

ad for reference.

ASK

someone about the product.

VISIT

store/dealer.

SEARCH

online for the product.

DEVELOP

a favorable opinion.

VISIT

advertiser's website.

RECOMMEND

the product.

SHARE

the ad.

CONSIDER

purchasing the product.

MARKETING TO BABY BOOMERS:



Heartwarming

advertising messages

resonate best with baby boomers. They like ads that feature family, love and togetherness.⁶

Highlight your product or service's

benefits and how they can make boomers' lives easier, better or healthier.⁵

Use humor in your advertising wisely.

Avoid any jokes that might require background knowledge of a recent trend or fad.⁷

58% of boomer women are more likely to purchase products from **brands that use women who look like them in their advertising** than they are to purchase from brands that do not.⁸



Baby boomers **trust the recommendations of their peers, friends and relatives.**

Therefore, reviews, testimonials and recommendations are important.⁹

86% of baby boomers are **members of a brand loyalty program** to get points and rewards.¹⁰





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When you are ready to place your advertising campaign, MANSI Media is here to assist. As a complete media buying service, we will facilitate your ad placement in any publication, print or digital, across the country. We will provide your campaign with research, implementation and fulfillment, and do all the legwork for you quickly, accurately and seamlessly.

We look forward to working with you.

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