

# PENNSYLVANIA NEWSPAPERS

## engage readers and excite consumers



Shopping is an emotional experience. Finding that perfect pair of shoes, trendy new restaurant or quality home contractor is exciting for the consumer. Knowing that your advertising message appears in a quality publication and will be seen by potential purchasers is exciting for the retailer. Pennsylvania newspapers provide both audiences with what you need most.



### CONFIDENT

#### Newspapers are a quality platform for advertising messages.

- **82% of news media consumers** trust print ads.
- Nearly **7 in 10 Pennsylvania adults** read a newspaper each week.
- Newspapers are rated as the **top news source that operates in an ethical manner** and has the public's best interest in mind.



### ENGAGING

#### Newspapers engage consumers of all ages.

- **Generation Z:** Nearly 7 in 10 Pennsylvania adults, ages 18 to 24, read a newspaper each week.
- **Millennials:** Three-quarters of Pennsylvania adults, ages 25 to 39, read a newspaper each week.
- **Generation X:** Three-quarters of Pennsylvania adults, ages 40 to 54, read a newspaper each week.
- **Baby Boomers:** 8 in 10 Pennsylvania adults, over age 55, read a newspaper each week.



### EXCITING

#### Newspapers produce results.

- Consumers identify newspapers as their **No. 1 source of local shopping information**.
- Advertising in newspapers is **rated as "most useful"** to Pennsylvania consumers.
- 8 in 10 (79%) of newspaper readers **took action as a result of reading a newspaper ad** in the past 30 days.
- 80% of consumers say **they seek more information about an ad** that they find interesting.
- More than 6 in 10 Pennsylvania consumers **make a purchase at least monthly** as a result of newspaper advertising.
- Newspapers are the **most-used source to plan weekly shopping** or make purchasing decisions.