

NATIONAL NEWSPAPER WEEK

Oct. 3–9, 2021



EDITORIAL FACT SHEET

As we launch into National Newspaper Week and celebrate all our industry has accomplished, we encourage our members to remind their readers about how newspapers support the communities they serve. Our industry is committed to producing the “daily miracle,” whether it is the coverage provided by journalists in the field, the marketing assistance offered by sales teams, or the regular door-to-door delivery of the news product.

National Newspaper Week Editorial

To help you to craft an editorial, we remind you that:

- In 2020 the statewide economic impact of the Pennsylvania newspaper industry was \$1.3 billion.
- Readership of print and digital newspapers across the commonwealth is robust, with a reach of over 7 million readers in the print product. Many newspaper websites throughout the state average multimillion unique page views each year.
- Consumer trust in printed newspapers (67%) is more than double the trust in social media (33%). In addition, recent surveys show that American adults increased their time with newspaper media during the pandemic.
- Newspapers support a combined total of 9,862 full-time and part-time jobs in Pennsylvania.
- In 2020 the combined impact of charitable giving and volunteerism from the Pennsylvania newspaper industry totaled \$6.4 million, which is in addition to the \$1.3 billion annual economic impact.

Additionally:

- Newspapers are often shared with others. passed along to someone else. In Pennsylvania, the average newspaper reaches 2.1 readers per copy.
- Newspapers are rated as the best medium for operating ethically and having the public’s best interest in mind.

Despite much change in the past year, one constant has remained: The people of Pennsylvania continue to turn to our local newspapers for credible and reliable information. We could not be prouder of the essential work that your organizations do to inform and educate readers across the commonwealth.



For additional information, download a copy of PNA’s recently released economic impact report at www.PANewsMedia.org.

Additional resources available at www.PANewsMedia.org/downloads.

If you need assistance with your editorial, please reach out to Marketing@PANewsMedia.org.

