

# 5 Important Things to Know about Newspapers

The news media industry continues to be an important part of American's daily lives, but like many other media, it is continuously changing. As a result, it can be difficult to keep up with what is current and factual. Here are some recent highlights:



### Pennsylvanians engage with newspapers more than any other media.<sup>1</sup>

More than 7 in 10 (73%) Pennsylvania adults read a newspaper each week. This exceeds the percentage who watch local news on television, listen to morning drive radio, use the Internet for social networking, read local magazines or use the Yellow Pages.

### Americans trust their local newspapers over national news sources<sup>2</sup>.

Three-quarters (73%) of Americans say they trust their local newspaper. This is a strong number, especially when compared to that of national network news - with only a little over half of Americans (55%) saying they trust that source.

### Pennsylvanians enjoy advertising information<sup>3</sup>.

Nearly eight out of 10 (78%) Pennsylvanians indicate that they are interested in local advertising information. Seventy-six percent frequently read retail store ads.

### Print and digital coupons drive sales<sup>4</sup>.

More than 8 out of 10 Americans (81%) like brands to communicate coupons and offers through both print and digital means. This dual form of communication helps capture the consumer's attention and allows them to avoid missing out on an offer. Six in 10 consumers say that when they see an offer in both print and digital, they are more likely to make a purchase.



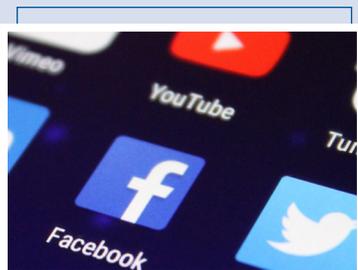
### Advertising inserts remain popular<sup>5</sup>.

Nine in 10 (91%) newspaper readers took action as a result of reading or looking at an insert.

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# Using Research Information to Help Sell

You've done your homework. You've researched your client. You've studied your newspaper's products inside and out. Your sales presentation is polished. Your sales communication skills are refined. You're punctual and reliable. Yet despite all of your meticulous preparation, there are still some occasions when you need a little something extra to help close the sale. As a member of PNA, we may be able to provide you with that missing piece.

PNA has access to a wide variety of research information from different sources, including Nielsen Scarborough and AdMall. From demographic and psychographic data, to buying trends and



**By Jane Hungarter**  
Director of Marketing  
PNA

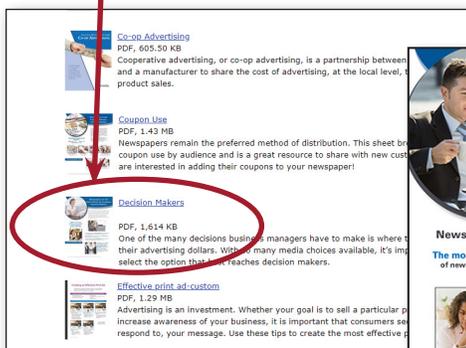
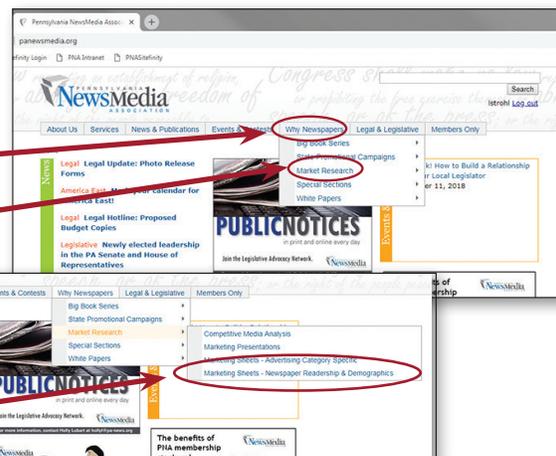
media preferences, we have developed a library of easy-to-use, customizable marketing pieces that you can download now. Complete with key statistics and targeted information, flyers are available for category-specific advertisers, as well as more general newspaper-related topics like readership, inserts and competitive media.

Follow this step-by-step guide to see how simple it is to quickly create a personalized sales flyer.

If you have any questions or would like to learn more about how selling with research can benefit your sales efforts, contact Jane Hungarter at [janeh@pa-news.org](mailto:janeh@pa-news.org) or 717-703-3041.

## GENERAL INDUSTRY SALES SHEETS

1. Visit the PNA website – [www.panewsmedia.org](http://www.panewsmedia.org)
2. Choose the **"Why Newspapers"** tab at the top of the page.
3. Select **"Market Research"** from the drop-down menu.
4. For newspaper industry-related marketing sheets, select the **"Marketing Sheets – Newspaper Readership & Demographics"** option.
5. Select your topic of interest, and click the link to open the file.



6. Insert your contact information in the white space at the bottom of the page.

## TRAINING Use Research Information to Increase Advertising Sales

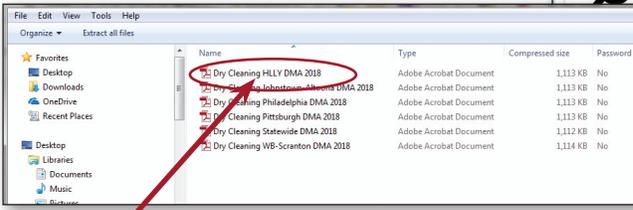
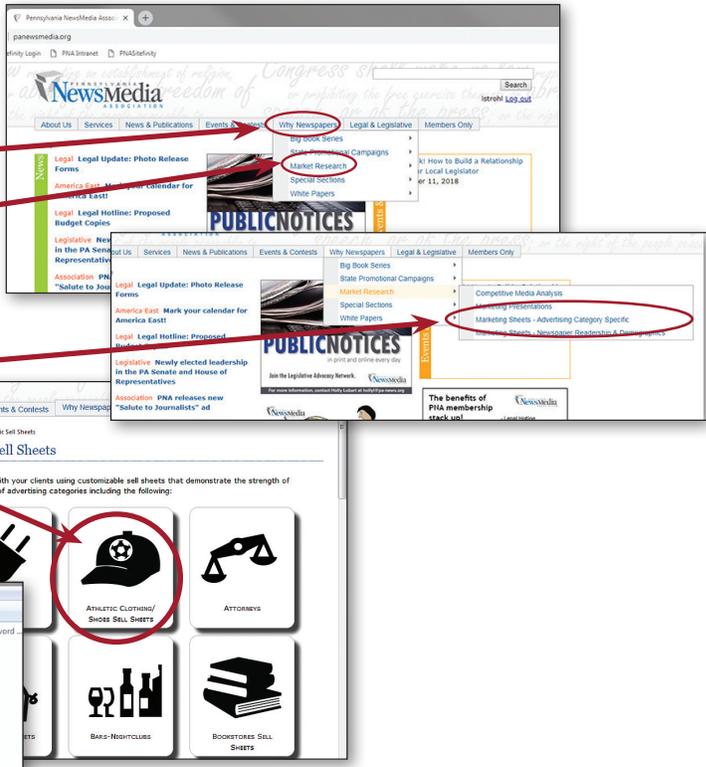
Jump start your advertising sales efforts in 2019 by utilizing current research statistics and information from Nielsen Scarborough and AudienceSCAN® to demonstrate the power of newspapers to your advertising clients.

During this webinar, we will review how to analyze Nielsen Scarborough data, discuss the findings of newspaper readership and advertising and demonstrate how to quickly and easily customize one of the 50+ marketing flyers that PNA has created for your use.

For more information, [click here](#).

# CATEGORY-SPECIFIC SALES SHEETS

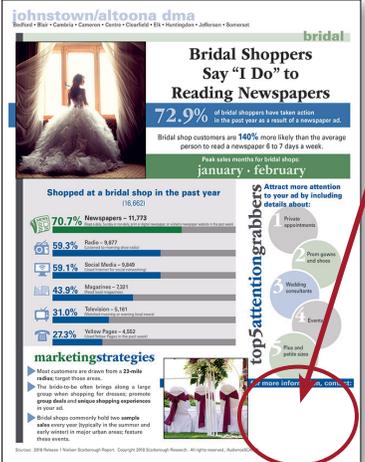
1. Visit the PNA website – [www.panewsmedia.org](http://www.panewsmedia.org).
2. Choose the “Why Newspapers” tab at the top of the page.
3. Select “Market Research” from the drop-down menu.
4. For advertiser industry-specific marketing sheets, select “Marketing Sheets – Advertising Category-Specific”.
5. Select your category of interest, and double click on the corresponding icon to open the file.



6. Choose the version of the file that is best for you based on your newspaper's primary circulation area.
  - a. **HLLY version** - Adams, Cumberland, Dauphin, Franklin, Juniata, Lancaster, Lebanon, Mifflin, Perry or York County
  - b. **Johnstown/Altoona version** - Bedford, Blair, Cambria, Cameron, Centre, Clearfield, Elk, Huntingdon, Jefferson, Somerset  
\*Johnstown-Altoona DMA not available in every category.
  - c. **Philadelphia version** - Berks, Bucks, Chester, Delaware, Lehigh, Montgomery, Northampton or Philadelphia County
  - d. **Pittsburgh version** - Allegheny, Armstrong, Beaver, Butler, Clarion, Fayette, Forest, Greene, Indiana, Lawrence, Venango, Washington or Westmoreland County
  - e. **Wilkes-Barre/Scranton version** – Bradford, Carbon, Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Monroe, Montour, Northumberland, Schuylkill, Snyder, Sullivan, Susquehanna, Union, Wayne or Wyoming County
  - f. **Pennsylvania version** – any county not listed above.

## Redesigned Marketing Sheets Are Now Available

Jump start your advertising sales efforts in 2019 by utilizing the updated marketing sell sheets available on the “Why Newspapers” section of the PNA website. Up-to-date research statistics and information from Nielsen Scarborough and AudienceSCAN® give you the tools you need to demonstrate the power of newspapers to your advertising clients. There are more than 40 advertising category-specific customizable sheets that can be easily downloaded and personalized with your contact information.



7. Add your contact information in the white space at the bottom of the page.
8. Print out the completed sheet and share with your advertisers!

# advertising category sell sheets

what's available

## 6 DMAs

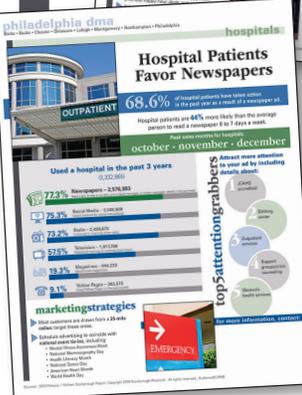
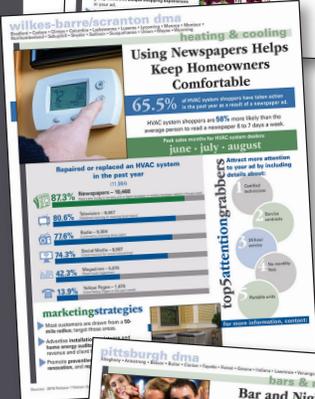
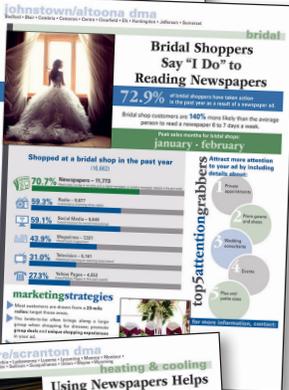
Harrisburg/Lancaster/Lebanon/York • Johnstown/Altoona  
Philadelphia • Pittsburgh • Wilkes-Barre/Scranton • Statewide\*

### categories include:

- Appliances
- Assisted Living
- Athletic Wear
- Attorneys
- Automotive
- Banking
- Bars & Nightclubs
- Bookstores
- Bridal
- Card & Gift Shops
- Casinos
- Cell Phones
- Children's Clothing
- Chiropractors
- Day Spas
- Dental
- Drug Stores
- Dry Cleaning
- Financial Planning
- Fitness Centers
- Flooring
- Florists
- Footwear
- Furniture
- Games & Toys
- Grocery Stores
- Heating & Cooling
- Home Accessories
- Home Improvement
- Home Supplies
- Hospitals
- Hotels
- Jewelry
- Malls & Shopping Centers
- Men's Clothing
- Movies
- Music & Video Stores
- Office Supplies
- Pets
- Political Voting Habits
- Real Estate
- Restaurants
- Sporting Goods
- Vision Centers
- Women's Clothing

[www.panewsmedia.org/](http://www.panewsmedia.org/)  
[why-newspapers/](http://www.panewsmedia.org/why-newspapers/)  
[marketresearch](http://www.panewsmedia.org/marketresearch)

\*Statewide versions include information from all Nielsen Scarborough measured counties.





# The **DOWNSIDE** of Social Media Advertising

While social media has become a force in the world of advertising, it has also raised many concerns for those who spend their dollars through those channels.

In 2005, only 5 percent of the U.S. population used social media, but in a little over a decade, that figure has increased to over 69 percent<sup>1</sup>. The rise in popularity has come with an associated lift in advertising, driving \$1 out of every \$10 spent on advertising to a social channel (Facebook, LinkedIn, Instagram, Twitter, etc.)<sup>2</sup>. From major national brands to local retailers, advertisers have come in droves - but advertisers must consider whether it is the right place for them to spend their hard-earned marketing dollars.

Consider the following. Some consumers find advertising in general to be bothersome; however, many identify advertising on social media channels to be the most annoying.

Ironically, the channels that are capturing more and more of the advertising spend are those that have been identified by consumers as having the most annoying ad experiences. Users visiting Facebook.com, Twitter.com and other social media properties are more likely to be annoyed by



**By Matt Caylor**

*Director of Strategic Services,  
PNA*

ads than those users visiting other destinations<sup>3</sup>.

Where are people most annoyed by their ad experience?

- Social media 45%
- Retail sites 36%
- News media 34%

As a point of contrast, 82 percent of readers of local and community newspapers would rather look at advertising in a newspaper than on the Internet<sup>4</sup>.

## Social media has a trust issue

On social media, everyone is a publisher and every voice can be heard. If you are a shareholder of Facebook or Snapchat, this is

## Most Annoying Ad Location



a point to celebrate. However, if you are an advertiser, this raises concern about the content that will surround your message.

Hate speech, fake news, borderline pornography and other questionable content often fills the social stream. This content not only degrades an advertiser's brand, it also detracts from the trust consumers place in social media.

A study from Kantar indicates that social media is trusted just half as much as the daily or Sunday printed newspaper, with only 33 percent of people reporting that they trust social media<sup>5</sup>. On the opposite end, 73 percent of respondents indicated that they trust daily and Sunday newspapers<sup>6</sup>.

# It's All About Attitude...

As I sit here writing my dissertation about the relationship between attitude and consumer purchase behavior, I can't help but think about the effect that attitude has on every facet of our lives. Is the glass half empty or half full? Is it a mountain or a mole hill? Do you see a forest or a tree? Being positive is more than just an idiom; it has to be a way of life.

Attitude is a fundamental component of every human being. Many personality tests like Myers-Briggs and DISC measure our personality characteristics so we can understand each other better and operate more effectively as organizations. But do they work? Can attitude really be a predictor of behavior or, even more specifically, success? In my experience – yes, attitude is that powerful. With only three major components – cognitive [mental], affective [emotional], and conative [behavioral] – our attitude approach has a significant impact on our everyday outcomes. Are you happy? Do you feel accomplished? I guess that depends on how you approach attitude.

Take me, for example. I am an ENTP, according to Myers-Briggs. Supposedly, I'm a visionary. I am a thinker. I am logical, rational, and objective in my approach to information and arguments. I am an analyst and always need to be mentally and verbally challenged to succeed. I am a good communicator. I build great relationships and use creativity to build solutions to problems. I am ruled by the head, not by the heart. The scary thing about my classification on Myers-Briggs... it is spot on! When I first read my ENTP description, I felt like someone followed me around and summarized my personality in a one-page document. For those that know me, I'm a "data head." Or, as my good friend and former colleague, Tom Long, once deemed me, I am "a propeller-head" (ie. a thinker!). I love working with data and information. It tells a story and helps get to the root cause of a problem. Not making your sales budgets? Analyze your numbers! What's your active account percentage in your territory? How many accounts make up a majority of your annual territory revenue? What is your close percentage? How many



**Any teamwork requires both the head and the heart. The reality is that affective [emotional] personalities have the heart, but also have a deep drive to succeed and bring out the best in others.**



**By Renee Tacka**

*Assistant Professor, Marketing,  
Graham School of Business,  
York College of Pennsylvania*

new business calls are you making per week? For some of us, these questions are daunting. For people like me, they are a welcomed mental challenge.

Conversely, there are many people who are 'ruled by the heart, not the head'. They are more emotional and kind-hearted; they see value in harmony and cooperation. They care about other people's feelings and work hard to bring out the best in others. [GASP] Does that mean that these people are "too sensitive" and they aren't able to balance those personality traits with the drive to succeed? Nope – absolutely not. Frankly, a balance in attitude is necessary. Otherwise, competition would be rampant, making organizational harmony and success almost non-existent. Any teamwork requires both

the head and the heart. The reality is that affective [emotional] personalities have the heart, but also have a deep drive to succeed and bring out the best in others. It is often a challenge for the thinker to make that happen.

Take, for example, one player on my little league baseball team this year. He was the youngest and smallest of the bunch and he struggled immensely in his move from t-ball to coach pitch. I recall some of the early-season practices where he threw his glove, cried, ran off the field and wouldn't even look at me because he couldn't catch or hit a ball.

*continued on Page 7*

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He was severely demotivated. I could tell his heart was there – he wanted to succeed – he just lacked the skills to make it happen. As his coach, it was my job to convert that incredible passion and emotion into a successfully fielded, thrown, or hit baseball. But how do I do it?

At one point I noticed that the bats were a bit large for him. They were age-appropriate; however, he was small and many of the bats were long and top-heavy, causing him to dip his shoulder during the swing. While shopping one day, I found a nice bat in which the weight was more evenly distributed throughout the barrel. It was the same length and weight as the other bats – it just simply was more balanced. So, I bought it. I figured the team would get some good use out of it, but it wasn't the team that reaped the benefits – it was the boy. The new bat helped to unlock his passion and created a brand new player attitude.

He watched me take the plastic off of the bat at the beginning of a game. Once I hung it outside the dugout with the rest of the equipment, he grabbed it and sat with it on the bench. When it was his turn to bat, he marched onto the field, bat in hand, more confident than I had ever seen him. As I stood down the first base line, I watched him take a couple balls and then BAM! He hit the ball harder than I had ever seen. He ran to first base with the biggest smile on his face and I gave him a glowing high-five. He did it!!! He hit the ball and made it on base! His grandmother told me at the next game that he talked about the bat (and the hit) all night. I knew this was the start of a new era for him. One simple change – a new bat, balanced for his build – made all the difference in the world, renewing his confidence in baseball and changing his attitude forever. He even became the "Terminator" (as I called him) behind the plate as the catcher. He LOVED getting dressed up in the gear. He felt big and important. He was now a contributing part of the team.

This young boy reminded me that balance between thinking and emotional attitude is a necessity in sales and in life. My thinking skills helped analyze why he was failing; his passion to learn helped him succeed. We are constantly challenged with the ball that we can't hit. Don't be afraid to balance thinking with feeling because like the yin and yang, these two varying personality types complement each other greatly and make teams (and individuals) stronger and much more successful long-term.

## JUST RELEASED:

# PNA's Big Book of Alternative Revenue



Recognizing that on-going financial success requires income streams beyond advertising and circulation sales, news media organizations in Pennsylvania are discovering creative ways to generate alternative revenue. Some are utilizing existing content and talent to produce books and specialty publications, while others are entering into strategic partnerships, hosting successful events, operating complementary businesses and exploring retail opportunities.

**Download this exciting book** to learn more, or contact **Mary Firestone** to request a hard copy.

## OTHER EDITIONS OF THE BIG BOOK SERIES



Click image to download.

# Integrated Campaigns Drive Better Results

Advertising campaigns that incorporate multiple types of media, with the same theme, drive higher results. The impact of carrying a unified message through an entire advertising campaign was highlighted in a Kantar/Millward Brown report titled "The Art of Integration." Valuable information can be found throughout the report, but here is a list of the most useful points.

## Integrated campaigns are 57 percent more effective at building brands.

Consumers believe they are seeing more ads now than in the last three years and feel that advertising has become more intrusive over the same amount of time. Therefore, it is important for marketers to find ways to cut through the noise. A powerful tool in this endeavor is integration of an advertising campaign, connecting the elements across mediums (newspapers, radio, digital, etc.) and driving a singular message.

## When integrating an advertising campaign, the following unifying elements are the most helpful:

- ▶ Logo
- ▶ Message
- ▶ Slogan
- ▶ Visual
- ▶ Theme
- ▶ Style

Within those elements, the consistent use of seven or more brand integration cues is optimal to connect the campaign across its varied outlets. These may include an identifiable character/celebrity, hashtags, brand personalities, music, website address, voiceover, humor and color scheme.

## Integration drives response to key performance indicators (KPIs).

Campaigns with a strong central idea perform more than 50 percent better in the delivery of KPIs overall, and 170 percent better in newspapers. From driving direct sales and building brand, to driving downloads and beyond, campaign integration should not be neglected.



**By Matt Caylor**  
Director of Strategic Services,  
PNA



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## Showcasing Seasonal Flyers

Regardless of the time of the year, there are plenty of strategic opportunities for retailers to advertise. Be sure to share these seasonal marketing flyers that highlight the effectiveness of newspaper advertising with your clients. You can download them [here](#).



BUSINESS

DIGITAL

EDITORIAL

ADVERTISING

PRODUCTION



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# Customizable Ad Campaigns Available

**RUMOR HAS IT...**  
Does the "news" you're reading on social media make you scratch your head? Had enough of the satirical sad stories that just don't add up?

If you value news that is  
**TRUSTWORTHY, INFORMATIVE  
AND LOCAL** –  
reliably delivered day in and day out,  
you've found your home.

**Demand Facts. Support Real News.**

**REAL NEWS**  
from real news sources.

**PENNSYLVANIA NEWSPAPERS**  
Read it online. Read it on mobile.

**DEFENDERS OF THE FIRST AMENDMENT**

Professional Journalists Report the **facts**

1. something that has actual evidence  
2. a source of information presented in having objective reality

In order to provide factual stories, journalists must gain access to information that is not always readily or easily available. They seek out the stories that would not otherwise be told.

Journalists have an innate sense of caring for their community. Questioning authority, exposing wrong-doings, fighting injustice and sitting through meetings to get to the heart of the issues that matter most are all a part of work.

Professional journalists are steadfast defenders and protectors of our First Amendment rights.

Show your support for local journalism by signing the petition at [www.austintyjournalists.com](http://www.austintyjournalists.com).

**Pennsylvania NewsMedia Association**

**Joy**

LIFE IS FULL OF EMOTION. WE COVER THE JOURNEY.

Heartwarming moments make us smile. From the announcement of a baby's birth to the celebration of a wedding or milestone anniversary, we bring you the stories that touch your soul.

**PENNSYLVANIA NEWSPAPERS**  
Read it online. Read it on mobile.

The Pennsylvania NewsMedia Association has developed statewide marketing campaigns designed to emphasize newspapers' credibility, hard work and dedication to community. These campaigns include print and digital components, as well as editorials.

PNA members are encouraged to use these materials and they may be customized by inserting your logo/photos.

Access the campaign materials [here](#).



"The most common leisure activity continued to be watching TV."  
Wall Street Journal, June 29, 2018

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