

why newspapers?



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

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

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

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

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

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

Recent studies indicate that more than **7 in 10** Pennsylvania adults have read a newspaper in the past week, **making newspapers, in any format, an important vehicle** to reach a desirable audience.⁶

Newspaper content is **created** by **real people** who **live in the communities** they cover and are **held accountable** for the stories they write.

TO ADVERTISE, CONTACT: