

why newspapers?



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

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

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.