

ACTION FIGURES

**MOST CONSUMERS DON'T JUST READ THE PAPER.
THEY TAKE ACTION WITH IT.**



Over 100 million adults read a newspaper each day.

But they do more than just read. They are moved to take action by the advertising in it. So if you want response to your advertising, place it where it will be seen, where it will be used, where it will move readers to act on what they read.

92%

took some action in the past three months: checking ads, clipping coupons, or checking entertainment listings.

80%

report looking at advertising when reading the paper.

82%

used a preprinted insert in past 30 days.

60%

prefer to receive inserts in the newspaper.

41%

say newspapers are the medium used most to check out ads – more than radio, TV, internet, magazines and catalogs combined.

70 Million

people visited a newspaper website in past 30 days.

NEWSPAPER ADVERTISING. GET IN ON THE ACTION.



CONCEPT AND DESIGN BY **ALLIED** ADVERTISING PUBLICITY PROMOTIONS **ALLIED-CREATIVE.COM**

Sources: MORI Research; Scarborough Research; Nielsen Online.

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