

NUMBERS LIKE THESE ALWAYS LOOK GOOD ON PAPER.



In the past two years, the newspaper business has faced unprecedented challenges, but make no mistake: newspaper media - print and digital - remains strong and will emerge from the current environment an even stronger multi-platform force.

104 Million

Number of adults who read a print newspaper every day, more than 115 million on Sunday. That's more than the Super Bowl (94 million), American Idol (23 million) or the average late local news (65 million.)

61%

18-24 year olds and 25-34 year olds who read a newspaper in an average week. 65% of everyone in those age groups read a newspaper or visited a newspaper website that week.

40%

Households with unique visitors to newspaper websites in an average month.

56%

According to Google, percentage of consumers that have researched or purchased products they saw in a newspaper.

52%

Percentage of people who are more likely to buy a product if it is seen in the paper.

TONS

Number of creative options for advertisers choosing to utilize the newspaper. From belly bands, polybags, post-it notes, scented ads, taste-it ads, glow-in-the-dark and temporary tattoos, as well as event and database marketing, behavioral targeting, e-mail blasts, e-newsletters and more.

MOST

Newspapers make a larger investment in journalism than any other medium. Most of the information you already read from "aggregators" and other media originated with newspapers. No amount of effort from local bloggers, non-profit news entities or TV news sources could match the depth and breadth of newspaper-produced content.

This is not a portrait of a dying industry. It's illustrative of transformation. Newspapers are reinventing themselves to focus on serving distinct audiences with a variety of products, and delivering those audiences effectively to advertisers across media channels.

For more on the power of newspaper media, visit newspapermedia.com.



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

Sources: Scarborough Research, Google, Nielsen Online

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