Newspaper Association of America

Why NewspaperMedia? They Add Value For Advertisers. 2010

Highlights

These compelling facts underscore the strength of newspapers:

- 73 percent of adults read a newspaper or visit a newspaper Web site in an average week.
- Customers for many products and services are also the heaviest newspaper readers.
- Newspaper sections provide advertisers with unique targeting opportunities.
- The newspaper is the most used advertising source for coupons.
- The newspaper is read by the majority of consumers planning their next vehicle purchase.
- Newspaper Web site users are prime prospects for advertisers.

In a fragmented media environment with channel proliferation, consumer control of media messages and advertiser demand for accountability, the most effective marketing vehicle may surprise you: newspaper media–in print, online and combined.

Why newspaper media? Because in a world where consumers are tuning out advertising right and left, independent research shows that newspapers are a destination–not a distraction–for advertising content. Here's why.

In Print

According to research by the Readership Institute at Northwestern University, advertising is one of the top five drivers of newspaper readership. That's because consumers seek out the newspaper to make product buying decisions. Consider these findings from a recent shopping study by MORI Research:

- 41 percent of consumers say newspapers are where they go to check out advertisements–twice that of any other medium.
- 46 percent say newspapers are their preferred medium to receive ad information; TV comes in fourth at 10 percent.
- 41 percent see newspaper ads as valuable in planning shopping; the Internet (25 percent) and direct mail (15 percent) rank second and third, respectively.
- When asked if they try to avoid certain types of advertising, only 4 percent said newspapers, compared to 23 percent for TV and 20 percent for the ads in received in the mail.

Engagement

Sure 100 million adults read a newspaper on an average weekday. And more than 111 million read on Sunday. However, those adults do more than just read, they are actively engaged with advertising in it. Which would you rather have: a lot of people being exposed to your ad, or a lot of people taking action? If you

want both, you want newspapers today. Newspapers are better than read, they are used, acted upon, engaged with, involving, sticky and more.

Involvement: 41 percent of U.S. adults say newspapers are the medium used most to check out ads. More than radio, TV, internet, magazines and catalogs combined.

Choice: 77 percent of U.S. adults took some action as a result of a print newspaper ad in the past 30 days. 59 percent clipped a coupon, 52 percent bought something advertised, 45 percent visited a store.

Connection: 60 percent of U.S. adults followed up a newspaper ad online in some way. 44 percent went to a site after seeing a print newspaper ad, 28 percent conducted an online search after seeing a newspaper ad.

Experience: 36 percent of U.S. adults who said they had not read a newspaper in the past week, USED a newspaper during that same week. Usage included: 19 percent checked sales in local stores, 15 percent clipped a coupon, 14 percent checked the weather, 10 percent checked movie listings.

Resonance: In the past three months, 87 percent of U.S. newspaper readers in general took some action. 77 percent checked ads for local stores, 62 percent clipped a coupon, 51 percent compared prices, 48 percent checked local entertainment options, for example.

Attention: 82 percent of U.S. adults used a preprinted insert in the past 30 days. On average, adults keep inserts 3.8 days. 59 percent used inserts to compare prices, 55 percent used inserts to compare one circular to another, 52 percent saved it until visiting the store, 43 percent showed it to a spouse, friend or family member, 43 percent used it to make an unplanned purchase, and 42 percent took it to the store with them.

Desire: 59 percent of U.S. adults prefer to receive coupons in newspapers. Only 22 percent prefer direct mail, 10 percent prefer the internet, and 3 percent prefer magazines.

Stickiness: 80 percent of U.S. adults report looking at advertising when reading the paper. Relationship: 60 percent of U.S. adults prefer to receive inserts in the newspaper vs. 29 percent who prefer mail. 31 percent of U.S. adults visited a newspaper Web site in the past 30 days with 29 percent visiting once daily or more frequently.

Source: MORI Research, 2009

Print newspapers work synergistically with online to produce superior results for advertisers. A 2008 research study conducted by Google demonstrated how print newspaper advertising enhances results for online advertisers.

- Among people who research products and services after seeing them advertised in newspapers, two-thirds (67 percent) use the Internet to find more information. Of that group, nearly 70 percent of consumers actually make a purchase following their additional research.
- Newspaper readers respond to ads in their newspapers. More than half (56 percent) of respondents either researched or purchased at least one product they saw in the newspaper in the last month.
- Newspaper advertising drives Web traffic. Of those who said they researched at least one product they saw in the newspaper, 67 percent said they conducted research online, compared with 48 percent who visited a store, 23 percent who called a store and 23 percent who asked a friend.

- Use of newspapers and the Internet reinforces consumer confidence. Around half of respondents (48 percent) said that seeing a product in the newspaper after seeing it online would make them trust the product more, and be more likely to purchase, illustrating the value of reaching the same customer through multiple media. More than half of that group (52 percent) said they would be more likely to purchase the product.
- Of the more than half of respondents who said they either purchased or researched a product after seeing a newspaper ad in the last month, 42 percent reported they purchased a product and 44 percent said they researched at least one product (with some overlap between the groups).
- Overall, nearly 30 percent of Internet-using newspaper readers went online to research at least one product that they saw in the newspaper (on average, they researched nine).

Online

Advertising on local newspaper Web sites is considered more trustworthy because the ads are more current, with credibility and local relevance also important factors. All demographic groups rated "more likely to be current" as the top reason, nearly or exceeding eight-in-ten for each group. Credibility was an especially important factor for those in upper-income households and the college-educated (57% for each). Advertising considered as "more local" ranked high for those age 55 and older (68%) and for the college-educated (55%).

Reasons Newspaper Web sites Influence Trust in Advertising

		Age			Income		Education	
	Total	18-34	35-54	55+	Under $75	$75K+	No College	College
Ads more likely to be current	78%	78%	77%	82%	77%	80%	88%	74%
Ads more likely to be credible	48%	49%	47%	48%	44%	57%	26%	57%
Ads tend to be more local	46%	36%	51%	68%	43%	51%	25%	55%
Ads from more familiar sources due to print paper	30%	25%	30%	50%	28%	35%	20%	35%
Combination of advertising and other local content	23%	16%	29%	28%	18%	30%	15%	26%
Less junk advertising	21%	18%	24%	22%	20%	22%	16%	23%

Base= Adults who selected newspaper sites as influencing trustworthiness of advertising
Source: Site Matters – The Value of Local Newspaper Web sites, December, 2009, comScore/NAA.

Delivering The Best Prospects

Buying power generally rises among consumers with higher household incomes, higher levels of education, and more job responsibility. Newspaper delivers these prospects to advertisers.

Newspaper Audience Increases with Education.

	Any Daily, Print or Web site	Any Sunday Newspaper	Past Week, Print or Newpaper Web site
Did not graduate high school	27%	28%	49%
High school graduate or GED	47%	46%	69%
Some college (1-3 years, not Graduate or AA/Associates)	50%	51%	76%
College graduate (4 year college)	56%	54%	81%
Some post graduate or post graduate degree	64%	60%	85%

Source: Scarborough Research USA + 2009 Realeae 2 (12 Months only)

Newspaper Audience Increases with Household Income.

	Any Daily, Print or Web site	Any Sunday Newspaper	Past Week, Print or Newspaper Web site
Less than $50,000	41%	42%	66%
$50,000 - $99,999	52%	51%	77%
$100,000 - $249,999	58%	56%	81%
$250,000 or more	63%	58%	81%

Source: Scarborough Research USA + 2009 Realeae 2 (12 Months only)

Newspaper Audience Increases With Job Responsibility.

	Any Daily, Print or Web site	Any Sunday Newspaper	Past Week, Print or Newspaper Web site
Management, Business and Financial Operations	56%	53%	79%
Professional and Related Occupations	54%	51%	80%
Sales and Office	48%	53.2%	75%

Source: Scarborough Research USA + 2009 Realeae 2 (12 Months only)

Newspaper Audience Increases Among Consumers With Higher Value Homes.

	Any Daily, Print or Web site	Any Sunday Newspaper	Past Week, Print or Newspaper Web site
Less than $200,000	48%	48%	73%
$200,000 - $499,999	56%	56%	79%
$500,000 - $999,999	61%	60%	82%
$1,000,000 or more	64%	61%	82%

Source: Scarborough Research USA + 2009 Realeae 2 (12 Months only)

Newspapers & Shopping

Consumers place great value on their newspaper as a shopping guide. So, it should come as no surprise that newspapers and newspaper website are the important sources for consumers of a wide variety products

Shopping, Buying & the Newspaper Audience

	5 Weekday Cume	Print - Past 7 Days	Past 7 Days - Print or Newspaper Website
Any department store bought past 30 days	61%	69%	73%
Bookstores shopped/used services past 3 months	62%	69%	74%
Clothing stores bought past 3 months	62%	69%	73%
Florists shopped/used services past 3 months (excluding grocers)	67%	74%	79%
Gift card bought past 12 months	63%	71%	76%
Home accessory stores shopped/ used services past 3 months	61%	69%	74%
Jewelry stores shopped/used services past 3 months	64%	71%	76%
Malls shopped past 7 days	63%	71%	76%
Music/video stores shopped/ used services past 3 months	60%	68%	73%
Office supply/service stores shopped/used services pst 3 mo	62%	70%	75%
Pet supply stores shopped/used services past 3 months	60%	68%	73%
Shoe stores shopped past 3 months	61%	68%	73%
Sporting goods stores shopped past 3 months	61%	68%	73%
Toy stores shopped/used services past 3 months	58%	66%	71%

Source: Scarborough USA+ 2009 Release 2 (12 Months only)

Newspapers Rank First as a Source for Coupons

Sources Consumers Use to Obtain Coupons	Adults
Newspaper	55.0%
In-store coupons	38.8%
Mail	30.2%
In-store circulars	23.7%
Preferred customer card/loyalty card	23.6%
Product packages	17.7%
Magazines	16.2%
Internet sites	11.1%
E-mail or text messages	10.9%
Other source	4.2%

Source: Scarborough USA+ 2009 Release 2 (12 Months only)

Targeting Opportunities

The newspaper provides readers with a rich editorial environment and various sections suited to their individual interests. Advertisers can place their messages where they will have the highest likelihood of being read and acted upon by their target audience.

Weekday Section Readership (Base: Past 5 Weekdays)

Daily Newspaper Sections	Adults	Men	Women
Advertising circulars/inserts/flyers	50%	47%	53%
Business/finance pages/section	50%	55%	46%
Classified advertising	49%	50%	48%
Comics	52%	53%	51%
Editorial/opinion pages	50%	51%	49%
Entertainment/lifestyle pages/section	64%	50%	59%
Fashion pages/section	42%	39%	44%
Food/cooking pages/section	51%	44%	57%
Home and garden pages/section	46%	43%	50%
International/national news	53%	56%	50%
Local news section	75%	74%	76%
Main news/front page section	80%	80%	81%
Movie listings and reviews	47%	46%	48%
Science and technology pages/section	43%	47%	40%
Sports pages/section	54%	66%	42%
TV or radio listings	45%	45%	45%

Source: Scarborough USA + 2009 Release 2 (12 Months only)
Base: Read any past 5 weekdays

Ten Reasons to Advertise in a Newspaper

1. **Reach:** No other advertising vehicle has the reach of newspapers. Nationally, 100 million adults read a newspaper on an average weekday and more than 111 million on an average Sunday. Nearly three out of four (73%) read a newspaper or visit a newspaper Web site in an average week *(Scarborough Research).*

2. **Quality:** Your very best prospects are newspaper readers. People who are typically labeled upscale meaning upper income, higher education, professional/ managerial occupations all count themselves as newspaper readers. In 2009, 81% of adults with $100,000 or more income read a newspaper or visited a newspaper Web site in the past week, as did 83% of college graduates and 80% of those employed in professions or in management roles.

3. **Targeted:** From targeting ad placement by section readership to sticky notes on the front page, to a few targeted residential blocks, newspapers can fine tune your message.

4. **Immediate:** Newspaper advertising is among the fastest forms of advertising–extremely short deadlines allow ads to be created and run in a matter of days.

5. **Flexibility:** Newspapers, unlike most other media, allow the advertiser to build an ad in any size.

6. **Credibility/Trust:** More than any other medium, consumers trust newspaper advertising. Forty percent of adults surveyed find newspapers to be trustworthy or believable, a large gap when compared to television (23 percent), radio (18 percent) or the Internet (16 percent). (2006 Scarborough Engagement Study)

7. **Selective vs. Intrusive:** Shoppers are less willing today to accept advertising that is spooned out to them. They seek out advertising on their own. Newspapers are the medium shoppers use most for shopping in an average week. Nearly six in 10 (59%) use newspapers, exceeding others like television (38%), ads appearing in search engines (18%) or ads on general interest Web sites (15%). *(MORI Research 2009)*

8. **Environment:** The newspaper editorial environment typically adds credibility and legitimacy to the brand being advertised. To readers, the advertising in a newspaper is every bit as important as the news.

9. **Relied Upon:** Newspaper advertising is a valuable commodity to readers. A recent research study surveyed shoppers' attitudes about which type of media they preferred for retail advertising. In terms of media used to check out ads, the most valuable media in planning shopping, used for comparing prices, most convenient, most up to date, most trustworthy, believable and preferred, newspapers out distance all other forms combined.

10. **Results:** Newspaper advertising works! While this point should go without saying, the fact remains that newspapers are frequently thought of as a results medium. Newspaper ads create traffic, move merchandise and yes, establish brands. We cannot lose track of the notion that, in a world of thousands of messages a day, advertising in newspapers is one sure thing when it comes to producing results.

Ten Reasons to Advertise on a Newspaper Web site

1. **Frequency:** The online newspaper Web site user spends more than twice as many hours online than the general user. Online newspaper users are three times as likely as general 'Net users to be online during the workday when out of reach of other media–8-11 a.m. is a new "primetime" for media consumption. *(Source: "Power Users," 2006, MORI Research)*

2. **Credibility:** Branded content brings a higher quality audience. A study from the Online Publishers Association (OPA) showed that OPA audiences were more like to buy products and services in a number of key categories, including automotive, entertainment, financial, home, travel and business to business.

3. **Targeted:** If you want to focus on a particular backyard, advertising in an online newspaper is more personal, and more relevant because it is local. Newspapers also publish a plethora of niche sites (youth, women, movie fans, Hispanics) for virtually any demographic advertisers could possibly hope to reach. "Newspapers know more than ever about their Web audience because of online registration programs and audience segmentation software."

4. **Purchasing Power:** Eighty-nine percent of newspaper Web site users purchase online compared with 56 percent of general users. Forty percent of online newspaper users have incomes higher than $75,000; 69 percent own their homes. Eighteen percent of online newspaper users have spent more than $2,000 online in the last six months.

5. **Content:** Excluding e-mail, the most popular online activities and content categories include national and local news, sports, financial information, entertainment news and things-to-do. Fifty-four percent of general Internet users visit online newspapers for local news, compared with 40 percent who visit the local TV station Web site and 20 percent for the local radio station site. Not even Yahoo! can top online newspapers as a local news source. *("Power Users," 2006, MORI Research)*

6. **Newspaper online audience keeps growing:** Nationally, online newspapers keep growing their audiences. In an average month during the first quarter of 2010, more than 72 million visited a newspaper Web site, which is more than 36% of the active Internet universe. *(Nielsen Online)*

7. **High Profile:** Online newspapers generate very large gains in Online Ad Awareness among C-level and other higher-management job holders: C-level managers showed a 23 percent increase in Aided Brand Awareness, VP/director-level managers showed a 38 percent increase and other management showed a 37 percent increase following their exposure to an ad campaign in online newspapers (across all industries.) When the brand metric shifts to Message Association, C-level execs showed the largest increase in lift after exposure to campaigns at 88 percent. No management category showed less than a 51 percent increase. *(Dynamic Logic's MarketNorms® database, 2006)*

8. **Reinforcement:** Fifty-six percent of online newspaper users also read the newspaper in the past five days. Repetition helps increase brand awareness.

9. **Cutting Edge:** Newspaper Web site users are more likely (by almost twenty percent) to own some kind of portable electronic device. They are also more interested in receiving advertising and product offers through those devices. Forty percent of online newspaper users are aged 18 to 34. *(Source: "Power Users," 2006, MORI Research)*

10. **Mix:** A variety of recent studies have demonstrated the power of online, when included in a mix with traditional media, to elaborate the brand message. When combined, Newspaper print and online products have the highest penetration and most desirable audience of any other local medium.

For more info about newspaper advertising, visit
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