

THE CONNECTION WITH NEWSPAPER MEDIA

No matter how consumers receive their newspapers – whether in print or online, on smartphones or tablets – readers rely on newspaper media for their local news, advertising and other information. In today's opt-out world, consumers opt in to newspapers.

More than 160 million U.S. adults read a print or digital newspaper each week.

NEARLY 7 IN 10!



58% of people ages 18-34 have read a newspaper in print or online in the past week.

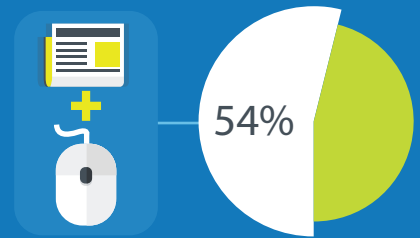


More than 100 million adults visited a newspaper website in the past month.

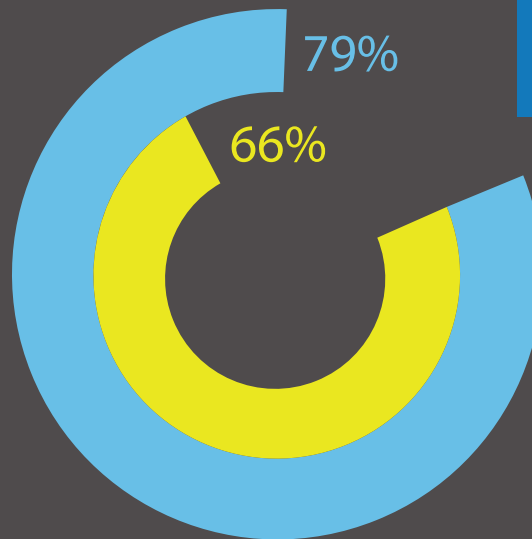
Newspapers are the **#1 source** of local news & information in **11 of 16 major news topics.**



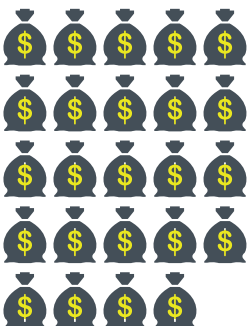
54% of newspaper media consumers use two or more platforms to access their newspaper content.



READERS SPENT NEARLY **\$10 BILLION** TO BUY NEWSPAPERS LAST YEAR,



WHILE ADVERTISERS INVESTED **\$24 BILLION.**



Consumers rate newspapers as the media ...

- ✓ With the most trusted and believable ads
- ✓ Most valuable in planning shopping
- ✓ Preferred for receiving advertising info

In the past month, 79% of all U.S. adults say they've taken actions based on newspaper advertising, and 66% of newspaper users acted on a newspaper digital ad.

NEWSPAPER ASSOCIATION OF AMERICA

naa.org | newspapermedia.com