

# 10 reasons why shoppers prefer newspapers:

1. Most used. Newspapers are the most used medium to check out ads (63 percent). The Internet is second with 9 percent, and radio third at 7 percent.

2. Valuable in planning. Newspapers are the most valuable in planning shopping with 67 percent rating newspapers most valuable, followed by catalogs at 10 percent.

3. Easiest to compare. Newspapers make it easiest to compare prices. 66 percent find newspapers easiest vs. 10 percent for catalogs and the Internet.

4. Most time reading. 65 percent of shoppers report spending the most time reading newspapers vs. 12 percent for magazines and 11 percent for catalogs.

5. Bring attention to sales. 64 percent of shoppers report that newspapers are best for bringing sales to their attention vs. 18 percent for television and 10 percent for ads in the mail.

6. Most convenient. 62 percent of shoppers rate newspapers as most convenient as compared to 14 percent for television, 13 percent for catalogs, and 10 percent for the Internet.

7. Most up-to-date. 62 percent of shoppers rate newspapers as the most up-to-date shopping medium. Television and the Internet tied for second with 14 percent.

8. Preferred. 59 percent rate newspapers as the preferred medium for receiving advertising and shopping

information as opposed to catalogs with 14 percent and mail with 11 percent.

9. Trustworthy. 56 percent of shoppers feel that newspaper advertising is the most believable and trustworthy media choice, followed by catalogs at 14 percent.

10. Anticipation. 51 percent of shoppers report looking forward to ads in newspapers more than all other media combined.

Source: Newspaper Assoc. of America

***Call us today to put the POWER of newspaper advertising to work for you!***

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