

READ BETWEEN THE LINES.

Your local newspaper's website is trusted for area news more than MSN, Yahoo, Google and your local television station combined.

Read on.

[newspaper info here]

Of those searching the web for local news, 63% found it on their local newspaper's website. 17% for sites such as MSN, Yahoo or Google. 12% for the site of a local television station.
Sources: Scarborough Research, MORI Research