

We're Speaking Their Language



Myth:

Young people no longer read newspapers.

Fact:

61% of 18-24 year olds read a newspaper in an average week.

With that fact in mind it's

No Problem For Us To Have A Nice Day!

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.

Simply said, we are learning new languages to effectively communicate advertising messages to consumers of all ages.

— Newspaper Logo Here —