

We're Speaking Their Language



Myth:

Newspaper readership is declining.

Fact:

Our web audience has grown nearly 75 percent since 2004!

With that fact in mind

Times Are Changing, So Are We!

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.

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