

# Some things in life are essential.



Newspapers are still the No. 1 trusted source, helping moms and dads decide where to shop and what to buy. 41% of U.S. consumers say newspapers are where they go to check out ads – twice that of any other medium.

**Newspaper advertising – where buyers find sellers.**

YOUR NEWSPAPER  
LOGO  
HERE

SOURCE: 2009 MORI Research  
National Newspaper Association