

IN PRINT OR ONLINE

NEWSPAPERS REACH SHOPPERS AND SPENDERS

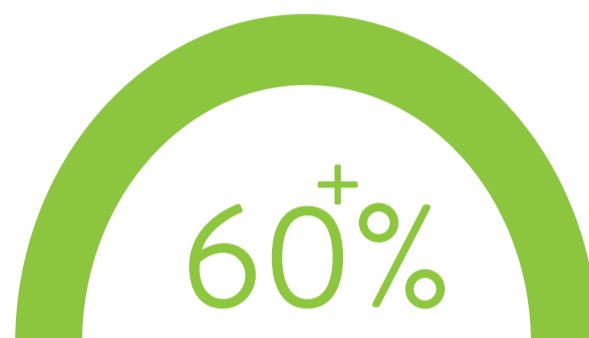


141 MILLION ADULTS

READ A NEWSPAPER IN PRINT OR ONLINE WEEKLY

57%

NEWSPAPERS REACH 58%⁺ OF PAST 3 MONTH SHOPPERS



OF TOTAL SPENDING IS DONE BY NEWSPAPER READERS

ATHLETIC CLOTHING
ATHLETIC SHOES

SPORTS EQUIPMENT

MEN'S BUSINESS CLOTHING
WOMEN'S BUSINESS CLOTHING

MEN'S CASUAL CLOTHING
WOMEN'S CASUAL CLOTHING

COSTUME JEWELRY
FINE JEWELRY
SKIN CARE ITEMS*
COSMETICS/PERFUMES*

WOMEN'S SHOES
MEN'S SHOES
INFANTS' CLOTHING
CHILDREN'S CLOTHING



NEWSPAPER READERS LIKE TO SHOP AROUND, APPRECIATE QUALITY, AND ARE BRAND LOYAL.



76%

I LIKE TO SHOP AROUND BEFORE MAKING A PURCHASE



68%

I BUY BASED ON QUALITY, NOT PRICE



85%

WHEN I FIND A BRAND I LIKE, I STICK TO IT

● AGREE MOSTLY OR SOMEWHAT

The Weekly Newspaper Audience Is The Unduplicated Reach Of:
Past 5-day weekly print/e-edition, past Sunday print/e-edition, past 7 day website