

Newspapers Turn a Corner?



Recent reports show that the newspaper industry is gaining strength as both a consumer and advertising medium. Top researchers believe that newspapers are an effective advertising vehicle and that newspaper media drives sales and delivers ROI. Newspapers are the hub of community information and with multiple platforms, newspaper content and advertising remains at the heart of the local conversation.

The latest projections from Borrell Associates, the leading provider of local advertising research, data and strategic analysis, is a 2.4% increase in newspaper advertising in 2010 (to \$36.8 billion), and low single-digit annual increases in subsequent years.

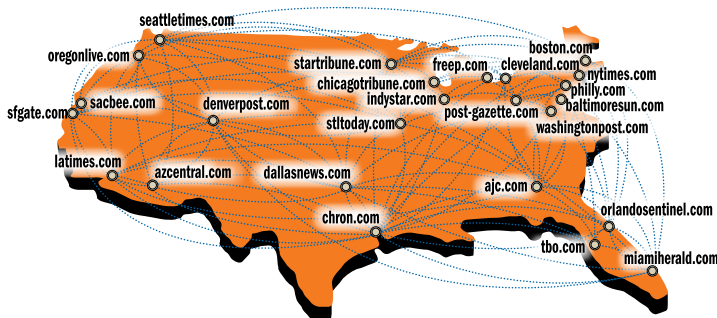
Source: Borrell Associates

Newspaper Advertising is a Leading Destination for Shoppers

- 82% of adults took action as a result of a print newspaper ad in the last 30 days.
- 80% of adults look at advertising when reading the paper.
- 77% of newspaper readers took an action as a result of a print newspaper ad in the past 30 days: 59% clipped a coupon, 52% bought something advertised and 45% visited the store.
- 59% of adults rank newspapers first as the medium used to plan shopping or make purchase decisions in the last 7 days.
- 41% of adults say newspapers are the medium used most to check out ads, more than all electronic media combined.

Read the full press release at www.nnnlp.com/downloads.php

Source: Scarborough Research, How America Shops and Spends/MORI Research 2009



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