

10

reasons why you should

ADVERTISE

with

COMMUNITY NEWSPAPERS



2012 Community Newspaper Readership Survey

Based on a nationwide telephone survey of adults in markets served by newspapers of 15,000 or less circulation, NNA examined the relationship between Main Street America and its newspapers.



Center for Advanced Social Research
Reynolds Journalism Institute
The Missouri School of Journalism

1 Community newspapers are read by a majority of the community

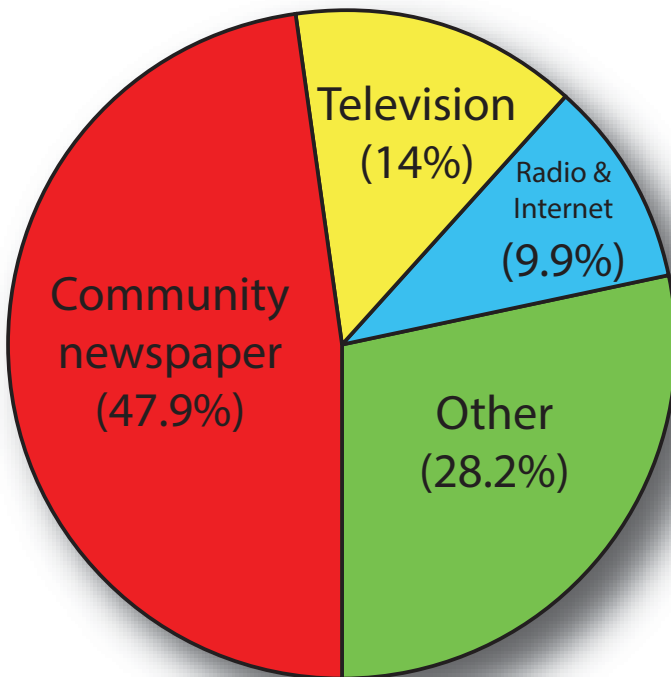


71%

of adults read community newspapers each week

75%

of those readers read most or all of their paper



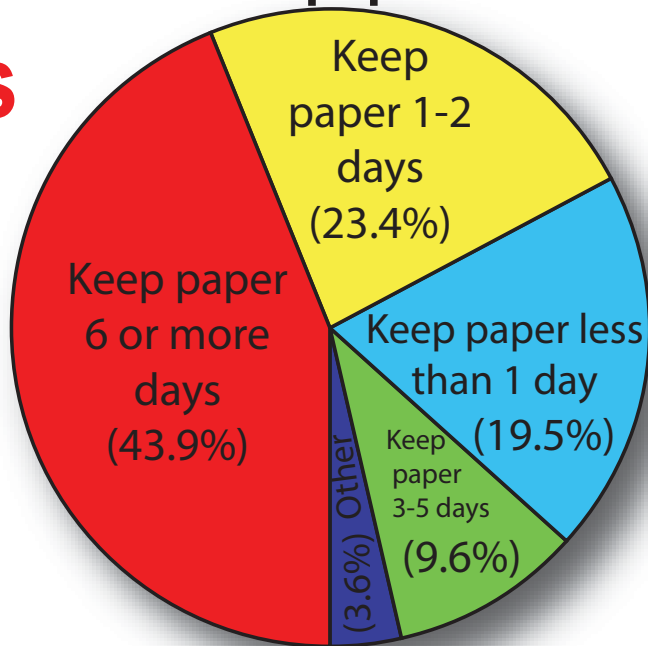
2

Most readers turn to their community newspaper for news before turning to other media

3 Community newspaper readers spend considerable time with their papers

39.92 minutes

average amount of time readers spend with their newspapers



78% subscribe to their community newspaper
20% buy it from a newsrack/store...
the rest have electronic delivery/other

4 Readers rate the quality of writing in community newspapers very high



17%
said
excellent



43%
said
good



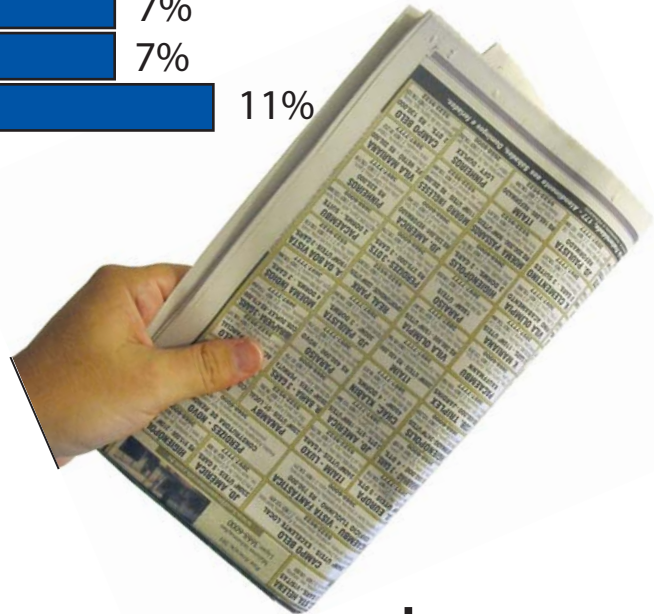
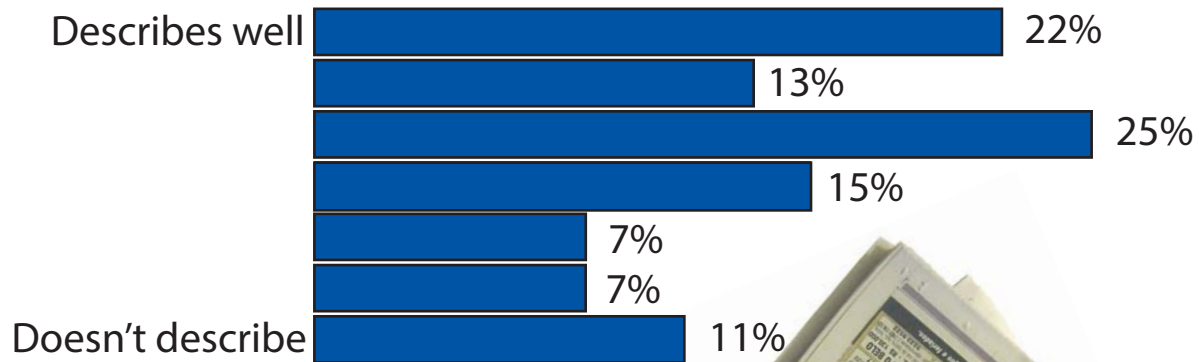
30%
said
fair



10%
said
poor

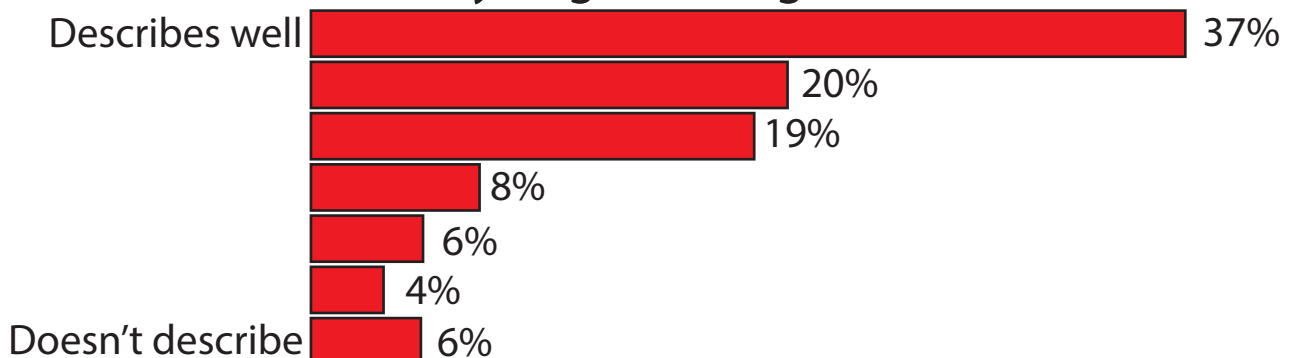
5 Community newspaper readers trust their newspaper

[My local newspaper] is a newspaper that I trust more than other sources of news



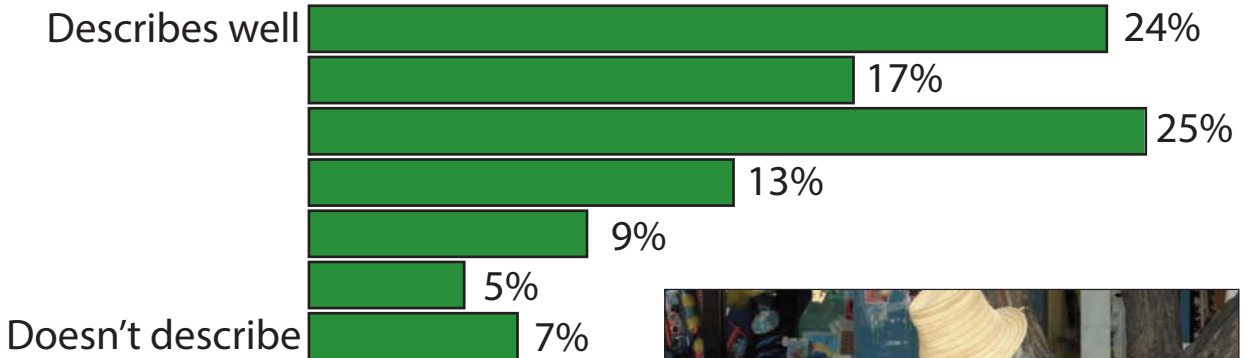
6 Community newspaper readers find their newspaper easy to use

[My local newspaper] is very well organized and easy to get through



Community newspapers connect with their readers **7**

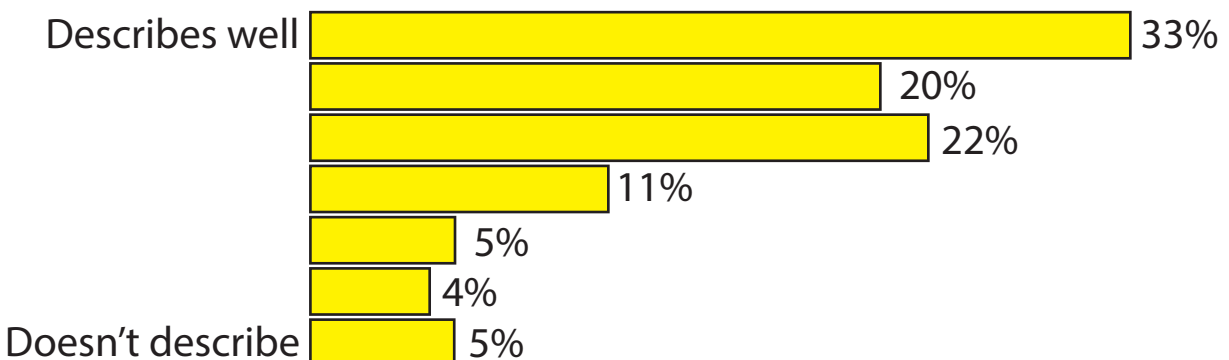
[My local newspaper] has stories for people with my particular interests



8

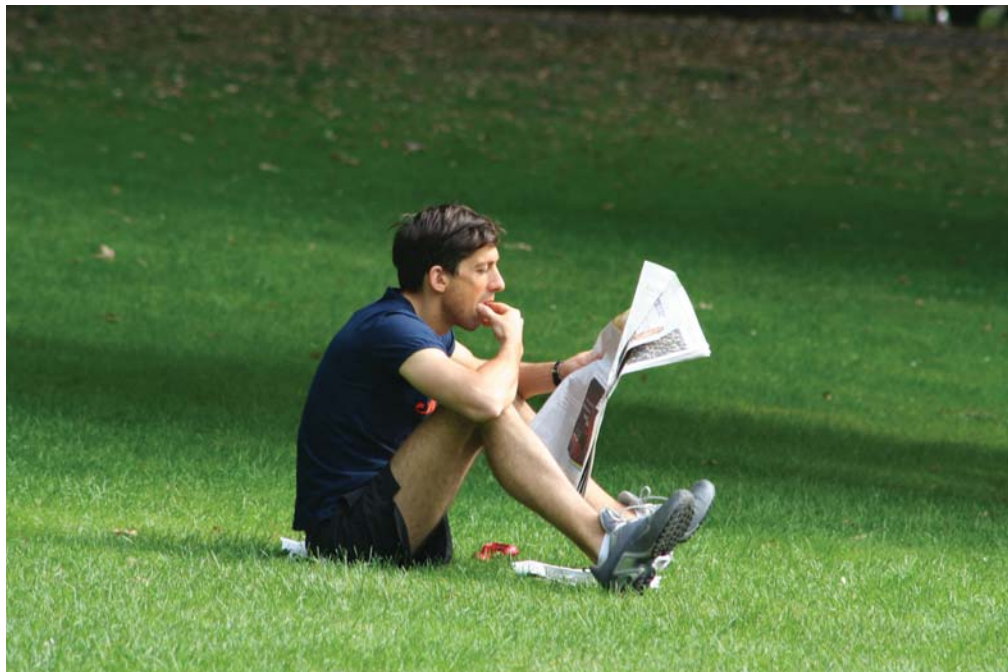
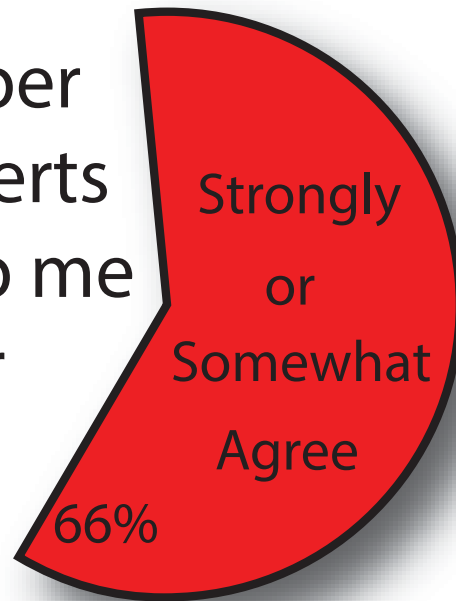
Community newspapers understand their readers

[My local newspaper] really understands the things that are of special interest & importance to people who live in the area



9 Community newspaper readers rely on newspaper advertising inserts

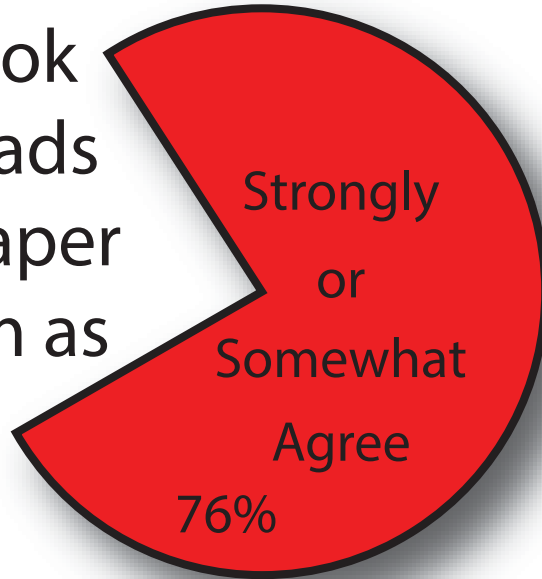
...When I read
the newspaper
advertising inserts
I find they help me
make better
purchasing
decisions



Community newspaper readers prefer newspaper, not direct mail or Internet ads

10

...I'd rather look through the ads in the newspaper than get them as direct mail



...I'd rather look through the ads in the newspaper than view advertisements on the Internet

