

# 10

reasons why you should

# ADVERTISE

with

# COMMUNITY NEWSPAPERS



## 2013 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

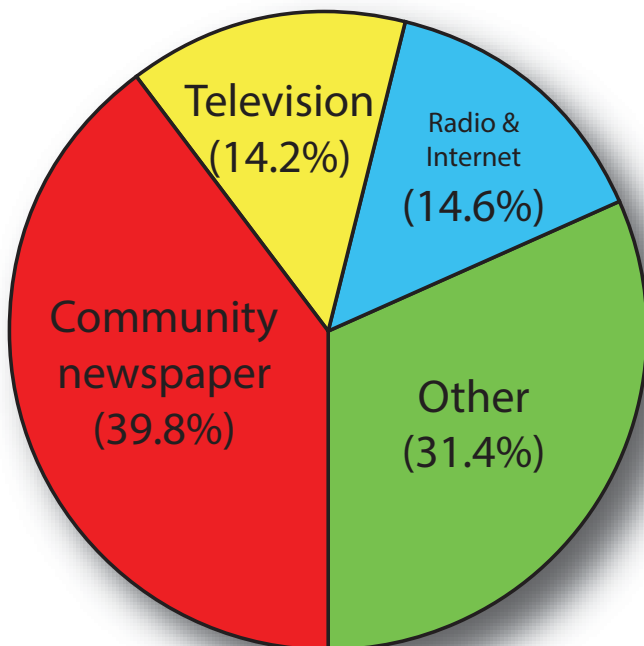


**67%**

of adults read community newspapers each week

**70%**

of those readers read most or all of their paper



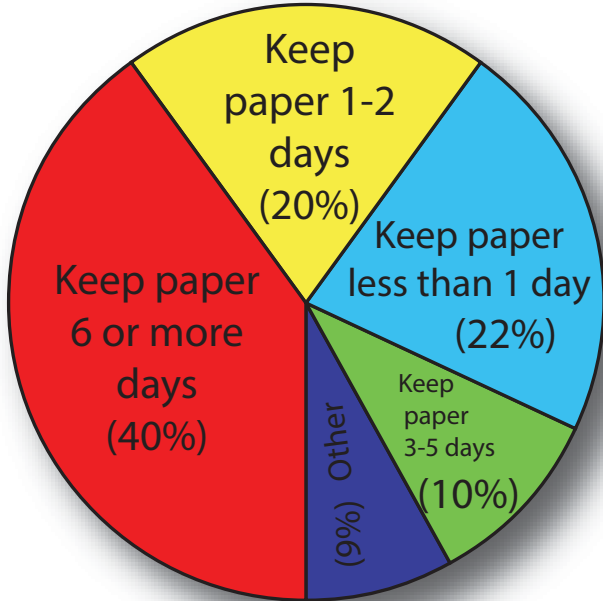
# 2

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

# 3 Community newspaper readers spend considerable time with their papers

## 33 minutes

average amount of time readers spend with their newspapers



74.2% subscribe to their community newspaper  
24.3% buy it from a newsrack/store...  
the rest have electronic delivery/other

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



16%  
said  
excellent

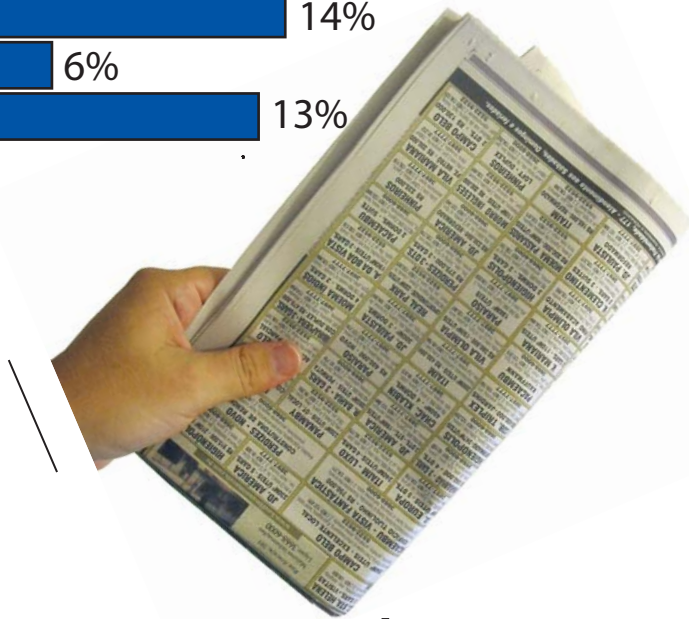
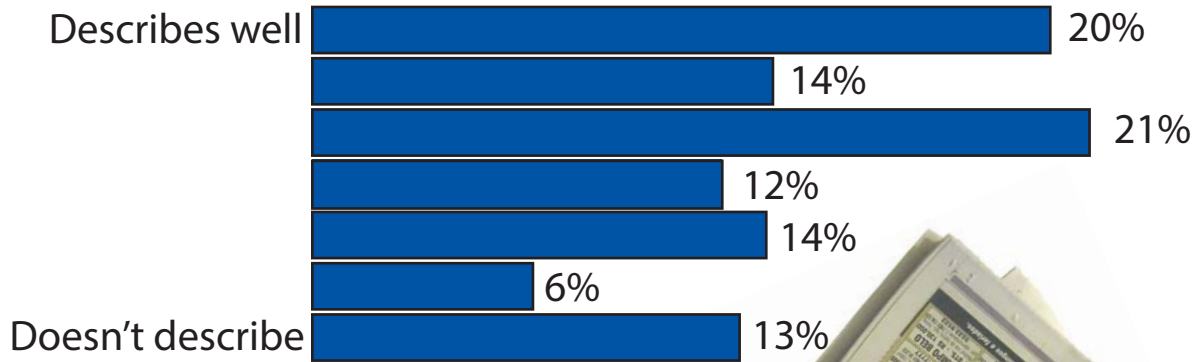
45%  
said  
good

28%  
said  
fair

11%  
said  
poor

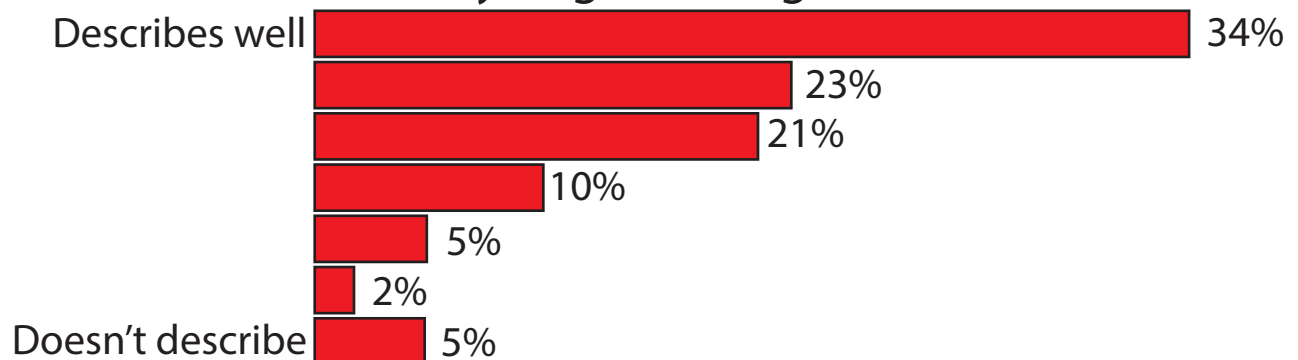
## 5 Community newspaper readers trust their newspaper

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



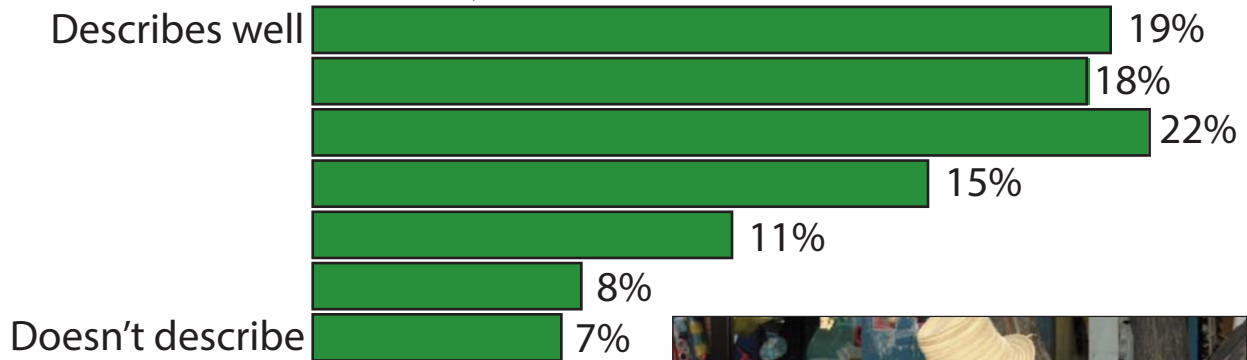
## 6 Community newspaper readers find their newspaper easy to use

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



## Community newspapers connect with their readers **7**

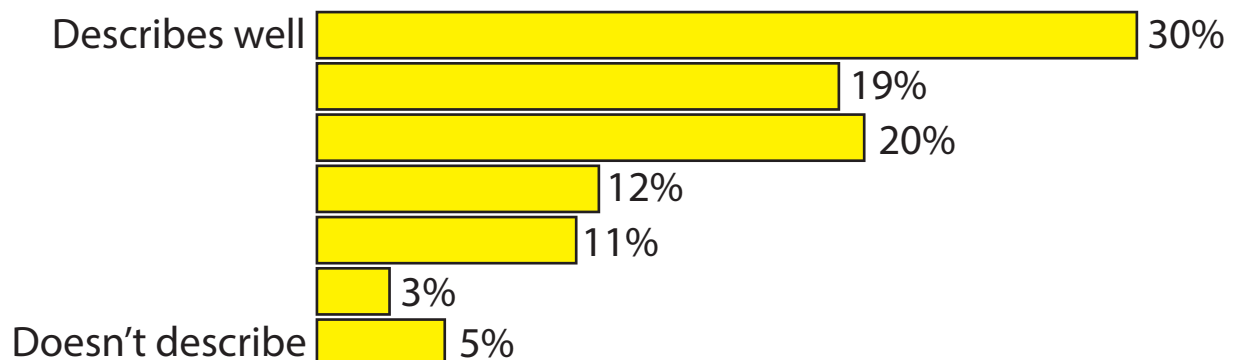
[My local newspaper] has stories for people with my particular interests



## **8**

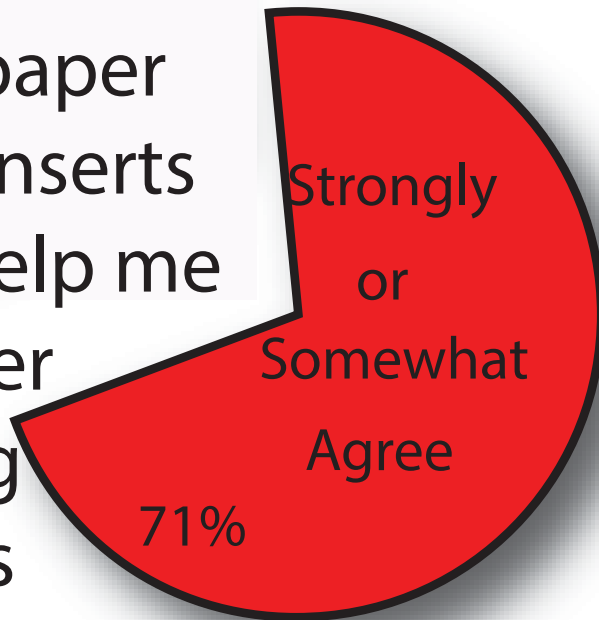
## Community newspapers understand their readers

[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

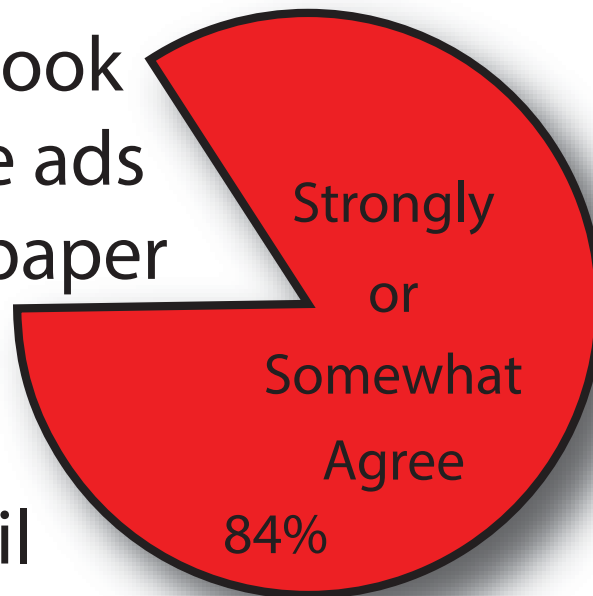




Community newspaper readers prefer newspaper, not direct mail or Internet ads

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

