

# 5

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

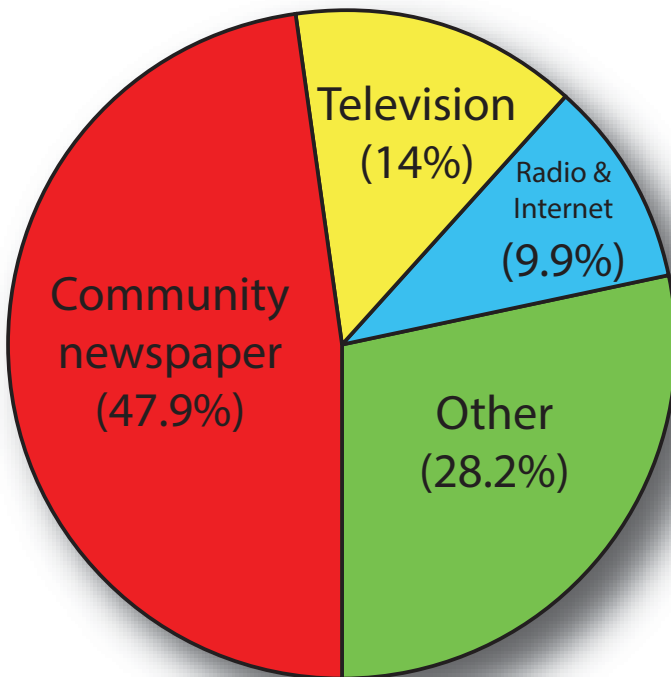


# 71%

of adults read community newspapers each week

# 75%

of those readers read most or all of their paper



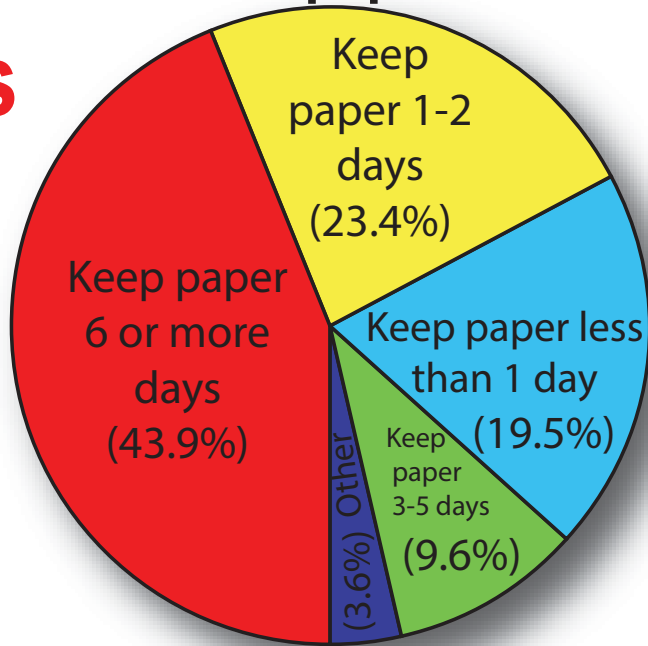
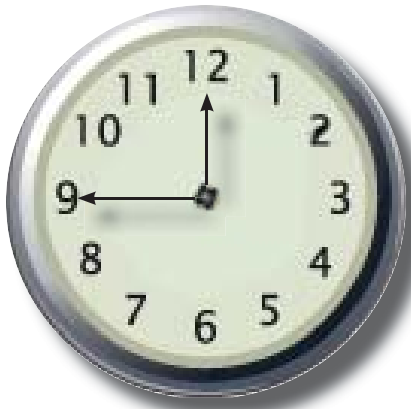
# 2

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**

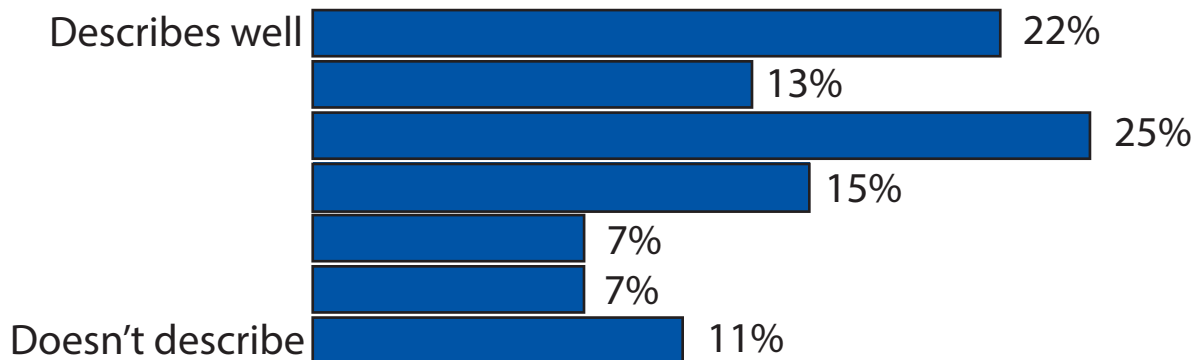
average amount of time readers spend with their newspapers



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

### 4 Community newspaper readers trust their newspaper

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



# 5 Community newspaper readers find their newspaper easy to use

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

