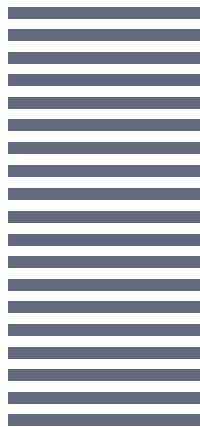
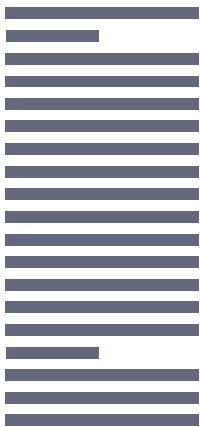


MY LOCAL NEWSPAPER...

IS THE TOP ADVERTISING MEDIUM FOR SHOPPING, PURCHASING DECISIONS WITH LOCAL MERCHANTS*



1. Local Newspapers
2. Direct Mailings
3. TV Stations
- 4 (tie). In-store Promotions
- 4 (tie). Social Media Platforms
6. Undecided

*Percentage of adults who selected from a list of options as they responded to the statement "When it comes specifically to the advertising mediums you rely on for shopping and purchasing decisions with local merchants...tell me your top one or two primary sources of information..." The rankings were part of the National Newspaper Association's 2022 Survey of 1,000 participants from communities across the United States.

Relevance Project



NEWSPAPER POWER.

Print, Digital & Social Solutions for our advertisers.