

TEN REASONS TO ADVERTISE IN A NEWSPAPER

1. **REACH.** No other advertising vehicle has the reach of newspapers. Among U.S. adults, a striking 57% read a newspaper on weekdays and 67% on Sundays.
2. **RELIABILITY.** Newspaper advertising is a valuable commodity to readers and especially shoppers as the most up-to-date, trustworthy, believable and preferred medium.
3. **TARGETED.** From the targeting ad placement by section readership to preprinted inserts delivered to a few residential blocks, newspapers can fine tune your message.
4. **IMMEDIACY.** Newspapers have extremely short deadlines that allow ads to be created and run in a matter of days.
5. **FLEXIBILITY.** Newspapers, unlike most other media, allow the advertiser to build an ad in any size.
6. **CREDIBILITY/TRUST.** More than any other medium, consumers believe (68%) people they respect use newspapers.
7. **SELECTIVE VS. INTRUSIVE.** Shoppers today are less willing to accept advertising that is spooned out to them. However, they seek out advertising on their own almost two-thirds (65%) said at least one week -- 16% said almost every day.
Newspapers are the medium shoppers use most to check out ads: 63%. Catalogs (9%), direct mail (8%) and TV (7%) are the next best source.
8. **ENVIRONMENT.** Editorial typically adds credibility and legitimacy to the brand being advertised. To readers, advertising is every bit as important as the news.
9. **QUALITY.** Your very best prospects are newspaper readers-- people who are typically labeled upscale. Newspapers reach: Of adults with \$75,000 or more income, 68% of adults read a daily newspaper and 77% read a Sunday newspaper, 64% of college graduates read a daily newspaper and 76% a Sunday. Of executive/administrative and managerial adults, 63% read a daily newspaper and 73% a Sunday newspaper.
10. **RESULTS.** Newspaper advertising produces results. Newspaper ads create traffic, move merchandise, and establish brands in today's fast-paced society. Simply said, newspaper advertising works.

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