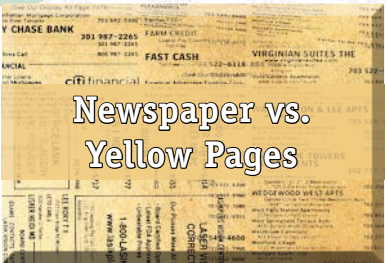
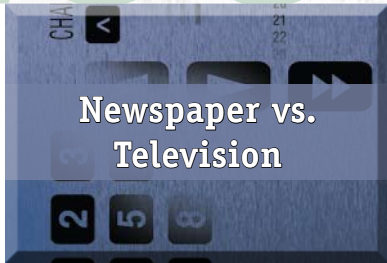
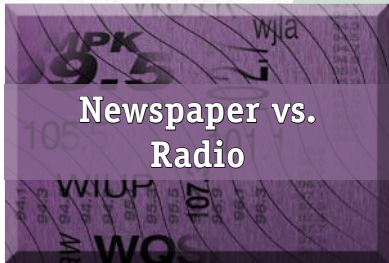
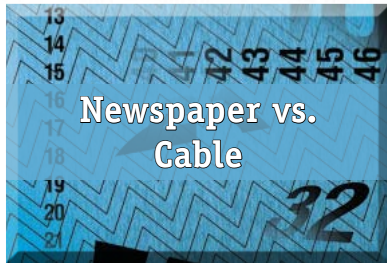


Newspaper's Reach: *The Competitive Edge*

2008



Newspaper vs. Cable

2008 Competitive Media



INTRODUCTION

While total (basic) cable reaches the majority of adults, an advertiser would need to combine multiple stations in a market to benefit from this level of coverage. The vast number of cable networks splinters the TV audience and makes it more elusive to advertisers. When compared to the top 10 cable networks, newspaper's reach is significantly greater.

NEWSPAPER'S COVERAGE

Newspaper reaches more adults than a week of the top 10 cable networks.

Adults	Total Adults	Men	Women	Principal Shoppers
Newspaper Readership*	62%	63%	62%	63%
Top 10 Cable Networks**				
The Weather Channel	37%	38%	36%	37%
Discovery Channel	36	42	31	34
CNN (Cable News Network)	33	35	31	32
Fox News Channel	33	35	30	31
TNT (Turner Network Television)	32	34	29	30
ESPN	28	43	15	22
History Channel	28	36	20	25
Animal Planet	26	27	26	26
USA Network	26	29	24	24
TBS	26	27	25	24

*Daily/Sunday (net) newspaper readership

**Any cable viewing past 7 days

Source: Mediamark Research Inc., Doublebase 2007

REACHING EDUCATED CONSUMERS

Newspaper reaches more educated consumers than a week of cable television.

Education	High School Graduate	Some College	Bachelor's Degree	Master's Degree
Newspaper Readership*	61%	64%	71%	76%
Top 10 Cable Networks**				
The Weather Channel	39%	37%	39%	41%
Discovery Channel	36	39	39	36
CNN (Cable News Network)	30	33	41	44
Fox News Channel	34	34	35	36
TNT (Turner Network Television)	34	35	32	29
ESPN	27	31	35	32
History Channel	28	31	32	30
Animal Planet	28	29	24	21
USA Network	29	30	25	21
TBS	26	31	29	24

*Daily/Sunday (net) newspaper readership

**Any cable viewing past 7 days

Source: Mediamark Research Inc., Doublebase 2007

REACHING AFFLUENT CONSUMERS

Newspaper reaches more affluent consumers than a week of the most watched cable networks.

Household Income	HHI \$30K+	HHI \$40K+	HHI \$50K+	HHI \$60K+	HHI \$75K+	HHI \$100K+
Newspaper Readership*	66%	67%	68%	69%	70%	72%
Top 10 Cable Networks**						
The Weather Channel	39%	40%	40%	40%	41%	43%
Discovery Channel	40	41	42	42	42	42
CNN (Cable News Network)	36	37	38	39	41	44
Fox News Channel	35	36	37	38	39	39
TNT (Turner Network Television)	33	34	34	34	34	33
ESPN	32	33	34	35	36	37
History Channel	31	32	32	32	33	33
Animal Planet	28	28	28	28	27	26
USA Network	27	27	27	27	26	26
TBS	27	28	28	29	28	28

*Daily/Sunday (net) newspaper readership

**Any cable viewing past 7 days

Source: Mediamark Research Inc., Doublebase 2007

Newspaper vs. Cable

2008 Competitive Media



HOME VALUE

Newspaper reaches more owners of higher valued homes than the top cable networks.

Home Value	\$100,000 - \$149,000	\$150,000 - \$249,000	\$250,000 - \$499,000	\$500,000+
Newspaper Readership*	67%	70%	70%	71%
Top 10 Cable Networks**				
The Weather Channel	44%	44%	41%	35%
Discovery Channel	37	40	41	41
CNN (Cable News Network)	35	38	39	43
Fox News Channel	37	38	38	37
TNT (Turner Network Television)	34	34	32	30
ESPN	31	32	32	31
History Channel	30	32	32	31
Animal Planet	27	28	28	25
USA Network	28	27	25	22
TBS	26	28	25	22

*Daily/Sunday (net) newspaper readership
 **Any cable viewing past 7 days
 Source: Mediamark Research Inc., Doublebase 2007

SHOPPER'S CHOICE

Newspaper reaches more brand-loyal consumers than the top cable networks.

Buying Styles	Brand name is the best indication of quality	I buy the brands I grew up with, the ones my mother used	When I find a brand I like, I stick to it
Newspaper Readership*	63%	62%	63%
Top 10 Cable Networks**			
The Weather Channel	38%	38%	38%
Discovery Channel	36	36	37
CNN (Cable News Network)	35	33	34
Fox News Channel	35	33	33
TNT (Turner Network Television)	33	33	32
ESPN	30	29	29
History Channel	28	28	28
Animal Planet	27	27	26
USA Network	27	28	26
TBS	25	27	26

*Daily/Sunday (net) newspaper readership
 **Any cable viewing past 7 days
 Source: Mediamark Research Inc., Doublebase 2007

PROFESSIONALS PREFER NEWSPAPERS

Newspaper provides greater reach than cable among consumers in various occupations.

Occupation	Management Business and Financial Operations	Professional and Related Occupations	Sales and Related Occupations
Newspaper Readership*	70%	68%	66%
Top 10 Cable Networks**			
The Weather Channel	41%	37%	36%
Discovery Channel	40	38	39
CNN (Cable News Network)	39	39	35
Fox News Channel	37	32	34
TNT (Turner Network Television)	32	30	34
ESPN	37	30	35
History Channel	32	29	29
Animal Planet	26	24	26
USA Network	25	23	29
TBS	27	28	30

*Daily/Sunday (net) newspaper readership
 **Any cable viewing past 7 days
 Source: Mediamark Research Inc., Doublebase 2007

The impact of cable is compromised by multiple channel options for viewers. This makes the cable audience a "moving target" for advertisers. And, though cable household penetration is 85 percent, fifteen percent of TV homes are still not reached. This means that 16.5 million television homes are "excluded" from cable advertising messages. The newspaper is a portable and convenient source of advertising information available to all consumers.

Source For Cable Penetration: Cabletelevision Advertising Bureau 2007 TV Facts

THE
BOTTOM
LINE

INTRODUCTION

Advertising mail represents about 62 percent of all mail received by households, and 83 percent of ad mail received by households is sent as “standard mail.” But at the end of the day, 59 percent of households indicated they would not respond to [standard] advertising mail.

The newspaper offers consumers a portable and convenient source of selective advertising information, helping them decide where to shop and what to buy.

Source for mail: USPS Household Diary Study, 2006

THE PRIMARY SOURCE

Newspapers are consumers’ primary source for checking advertising, remaining well ahead of direct mail.

Primary Advertising Source	Percent of Adults
Newspapers	52%
Direct Mail	13%

Source: NAA's 2006 How America Shops & Spends, conducted by Mori Research

NEWSPAPER BENEFITS

Newspaper advertising maintains an advantage over direct mail when it comes to various benefits that consumers seek.

Advertising Benefits	Newspaper	Ads in The Mail
Most valuable in planning shopping	52%	13%
Spend the most time reading	52	9
Best for bringing sales to my attention	52	14
Makes it easy to compare store prices	50	10
Most believable & trustworthy	48	9
Most convenient to use	46	10
Most up-to-date	46	9
Prefer for receiving advertising	46	18

Source: NAA's 2006 How America Shops & Spends, conducted by Mori Research

A CUT ABOVE DIRECT MAIL

Most consumers using coupons for various types of products prefer newspaper as their source.

Types of Coupons Used	Coupon Source: Newspaper	Coupon Source: Mail
Use Coupons for Beverages	84%	45%
Use Coupon for Cleaning Products	87	41
Use Coupons for Cosmetics	89	47
Use Coupons for Food Products	83	39
Use Coupons for Toiletry Items	87	42
Use Coupons for Other Products	81	44

Base: Used any cents-off coupons last 12 months
 Source: Mediamark Research Inc., Doublebase 2007

MAIN SOURCE FOR COUPON USERS

Consumers obtain coupons from a variety of sources. Among coupon users over the last 12 months, 77 percent used newspaper as their coupon source; compared to 36 percent who used direct mail.

Base: Used any cents-off coupons last 12 months
 Source: Mediamark Research Inc., Doublebase 2007

WHERE THE BUYS ARE

Most consumers redeeming coupons at various retail outlets have clipped their coupons from the newspaper.

Where Coupons Redeemed	Coupon Source: Newspaper	Coupon Source: Mail
Discount Stores	77%	46%
Drug Stores	77	46
Grocery Stores/Supermarkets	80	37
Other Stores	64	50

Base: Used any cents-off coupons last 12 months
Source: Mediamark Research Inc., Doublebase 2007

FOOD SHOPPERS PREFER NEWSPAPER COUPONS

Newspapers are like maps to a wealth of coupons for food shoppers. Throughout the week, more food buyers use the newspaper as their coupon source.

Food Shopping Day	Coupon Source: Newspaper	Coupon Source: Mail
Sunday	77%	37%
Monday	77	38
Tuesday	79	38
Wednesday	78	38
Thursday	78	38
Friday	78	38
Saturday	78	38

Base: Used any cents-off coupons last 12 months
Source: Mediamark Research Inc., Doublebase 2007

MORE REASONS FOR NEWSPAPER

Consumers with various incentives to use coupons prefer the newspaper as their source.

Reasons for Using Coupons	Coupon Source: Newspaper	Coupon Source: Mail
To save as much money as I can	82%	41%
To save on brands I use now	83	41
To try new products	87	48

Base: Used any cents-off coupons last 12 months
Source: Mediamark Research Inc., Doublebase 2007

BRAND CONSCIOUS COUPON USERS

Brand-conscious coupon users prefer the newspaper as their source of coupons.

Buying Styles Among Coupon Users	Coupon Source: Newspaper	Coupon Source: Mail
Brand name is the best indication of quality	76%	36%
I buy the brands I grew up with, the ones my mother used	77	36
When I find a brand I like I stick to it	78	37

Base: Used any cents-off coupons last 12 months
Source: Mediamark Research Inc., Doublebase 2007

Most households (84 percent) indicated they would not respond to advertising mail from unknown organizations. So, direct mail may not be an effective medium for building brand awareness. However, consumers pay for the editorial and selective shopping environment that newspaper offers.

Source for response to mail: USPS Household Diary Study, 2006

THE
BOTTOM
LINE

Newspaper vs. Radio

2008 Competitive Media



INTRODUCTION

While most adults have a favorite radio station, this audience is fragmented by more than 20 formats in a given market. Since there are so many formats splitting the radio audience, advertising must occur frequently to build reach. So, retention relies on heavy listenership. Also, radio cannot portray details such as illustrations, maps and coupons in an ad.

The strength of newspaper is underscored by selective advertising and a rich editorial environment. And heavy readership occurs among the consumers advertisers want to reach.

VALUED HOMES

Consumers living in higher-valued homes use newspaper more heavily than radio.

Home Value	Heavy Newspaper Index	Heavy Radio Index
\$100,000 - \$149,999	95	107
\$150,000 - \$249,999	112	96
\$250,000 - \$499,999	124	90
\$500,000+	144	75

Source: Mediarmark Research Inc., Doublebase 2007

HEAVY READERSHIP AMONG UPSCALE CONSUMERS

Consumers with higher incomes use newspaper more heavily than radio.

Household Income	Heavy Newspaper Index	Heavy Radio Index
HHI \$30,000+	110	100
HHI \$40,000+	115	100
HHI \$50,000+	119	98
HHI \$60,000+	123	97
HHI \$75,000+	130	91
HHI \$100,000+	140	85

Source: Mediarmark Research Inc., Doublebase 2007

EDUCATED CUSTOMERS

Consumers with more education are among advertisers' best customers, and use newspaper more heavily than radio.

Education	Heavy Newspaper Index	Heavy Radio Index
High School Graduate	84	116
Some College/No Degree	101	114
Bachelor's Degree	133	71
Master's Degree	165	55

Source: Mediarmark Research Inc., Doublebase 2007

PROFESSIONALS READ MORE

Adults with more job responsibility are more likely to be heavy newspaper users.

Occupation	Heavy Newspaper Index	Heavy Radio Index
Management Business & Financial Operations	133	98
Professional & Related Occupations	124	63
Sales & Related Occupations	112	108

Source: Mediarmark Research Inc., Doublebase 2007

Newspaper vs. Radio

2008 Competitive Media



TUNED IN BUT NOT LISTENING

The impact of radio advertising can be seen with the proportion of consumers who are actually listening in a particular daypart. Unlike newspaper, radio ads are short-lived. So, if an advertiser's spot is played outside that critical window of listening, the chance of making that sale is lost.

Time Spent Listening	Total Adults
Listen to Weekday Radio 6am - 10am for:	
1/2 Hour	20%
1 Hour	14
1 1/2 Hours	2
2 Hours	6
2 1/2 Hours	1
3 Hours	3
3 1/2 Hours	1
4 Hours	4
Did Not Listen	49
Listen to Weekday Radio 3pm - 7pm for:	
1/2 Hour	17%
1 Hour	12
1 1/2 Hours	2
2 Hours	6
2 1/2 Hours	1
3 Hours	2
3 1/2 Hours	< 1
4 Hours	4
Did Not Listen	55

Source: Mediarmark Research Inc., Doublebase 2007

FOOTNOTES

Top Quintiles: (Heavy Newspaper or Heavy Radio)

Quintile - refers to an audience divided into 5 equal groups ranging from the heaviest to lightest media usage levels.

Index - Is a number expressed as the percentage above or below the base. The base (in these analyses, total adults) has an index of 100.

Top Quintile for newspaper - For men and women: 25+ newspapers read in a 28-day period.

Top Quintile for radio - For men: 55+ half hours of radio listened to per week, and for women: 42+ half hours of radio listened to per week.

Source: Mediarmark Research Inc., Doublebase 2007

BEST SOURCE FOR BARGAINS

The vast majority of customers for various products feel that newspapers provide them with useful information on bargains.

Products Bought Past 12 Months	Ads in Newspapers Provide Me With Useful Information About Bargains	Ads on Radio Provide Me With Useful Information About Bargains
Any Audio Equipment	66%	40%
Any Camera	70	40
Any MP3 Players	64	37
Any PDA/Handheld Computers	57	34
Any Video Game Systems	64	40
Any Television	65	39
Any Compact Disc Players	68	40
Any Men's Clothing	66	38
Any Women's Clothing	70	40
Any Athletic Clothing	66	41
Any Shoes	66	39
Any Athletic Shoes	67	39
Any Fine Jewelry	69	42
Any Big Ticket HH Furnishings	68	39
Any Low Ticket HH Furnishings	69	39
Any New Vehicle	66	38
Any Used Vehicle	64	39

Source: Mediarmark Research Inc., Doublebase 2007

TOPPING ALL FORMATS

Newspaper reaches more adults than any of the top ten radio formats.

Medium	Total Adults
Newspaper Readership*	62%
Radio Listening - Top 10 Radio Formats	
Country	23%
Adult Contemporary	18
CHR (Contemporary Hits Radio)	17
Urban	14
News/Talk	11
Rock	10
Classic Rock	10
Oldies	9
Variety/Other	9
Alternative	7

*Daily/Sunday (net) newspaper readership.
Source: Mediarmark Research Inc., Doublebase 2007

The consumers that advertisers most want to reach most—those with higher education, greater professional responsibility and larger incomes—use newspapers more heavily. Newspaper ads can run in an editorial environment and take advantage of copy long enough to list all of a product's features, including photos, illustrations and coupons. A radio listener cannot replay a radio spot or slow it down to catch every detail.

So put your ads where they will be seen, read, clipped and acted upon - in the newspaper!

THE
BOTTOM
LINE

Newspaper vs. Television

2008 Competitive Media



INTRODUCTION

With more than 112 million TV households nationwide, television would seem ubiquitous as a medium. But, only 45 percent of adults are watching television during an average, half-hour of primetime; the peak hours of viewership. Also, the number of available channels per home has increased more than tenfold from 10 in 1980 to 107 in 2006, significantly fragmenting the TV landscape. This has caused a decline in time spent viewing each channel—from 8 hours per week in 1980, to 3 hours per week in 2006. So, the TV audience continues to be more elusive for advertisers as they have to spread media dollars across more channels to reach their targets.

Sources: Mediamark Research Inc., Doublebase 2007; Nielsen Media Research; TV Dimensions 2007

REACHING MORE ADULTS

Newspaper reaches more adults than an average half-hour of primetime television.

Adults	Newspaper Readership	Primetime Television Viewership
Total Adults	62%	45%
Men	63	45
Women	62	45
Principal Shoppers	63	45

Source: Mediamark Research Inc., Doublebase 2007

REACHING UPSCALE CONSUMERS

Newspaper reaches more upscale consumers than television does. And as newspaper readership increases with household income, television viewership generally decreases.

Household Income	Newspaper Readership	Primetime Television Viewership
HHI \$30,000+	66%	44%
HHI \$40,000+	67	43
HHI \$50,000+	68	43
HHI \$60,000+	69	42
HHI \$75,000+	70	42
HHI \$100,000+	72	41

Source: Mediamark Research Inc., Doublebase 2007

REACHING MORE PROFESSIONALS

Newspaper provides greater reach among professionals with more job responsibility.

Occupation	Newspaper Readership	Primetime Television Viewership
Management Business & Financial Operations	70%	42%
Professional & Related Occupations	68	39
Sales & Related Occupations	66	43

Source: Mediamark Research Inc., Doublebase 2007

GREATER REACH IN VALUED HOMES

Newspaper reaches more consumers living in higher valued homes than television.

Home Value	Newspaper Readership	Primetime Television Viewership
\$100,000 - \$149,999	67%	47%
\$150,000 - \$249,999	70	46
\$250,000 - \$499,999	70	44
\$500,000+	71	41

Source: Mediamark Research Inc., Doublebase 2007

EDUCATED CUSTOMERS

Newspaper readership increase with education—as television viewership declines.

Education	Newspaper Readership	Primetime Television Viewership
High School Graduate	61%	49%
Some College/No Degree	64	43
Bachelor's Degree	71	41
Master's Degree	76	39

Source: Mediamark Research Inc., Doublebase 2007

Newspaper vs. Television

2008 Competitive Media



BEST SOURCE FOR BARGAINS

The vast majority of customers for various products feel that newspapers provide them with useful information on bargains.

Products Bought Past 12 Months	Ads in Newspapers Provide Me With Useful Information About Bargains	Ads on Television Provide Me With Useful Information About Bargains
Any Audio Equipment	66%	49%
Any Camera	70	47
Any MP3 Players	64	44
Any PDA/Handheld Computers	57	39
Any Video Game Systems	64	48
Any Television	65	47
Any Compact Disc Players	68	51
Any Men's Clothing	66	45
Any Women's Clothing	70	48
Any Athletic Clothing	66	46
Any Shoes	66	47
Any Athletic Shoes	67	47
Any Fine Jewelry	69	50
Any Big Ticket HH Furnishings	68	46
Any Low Ticket HH Furnishings	69	46
Any New Vehicle	66	43
Any Used Vehicle	64	46

Source: Mediarmark Research Inc., Doublebase 2007

WHAT'S IN A BRAND

Newspaper reaches more brand-conscious consumers than television.

Brand Conscious Consumers	Newspaper Readership	Primetime Television Viewership
Brand name is the best indication of quality	63%	47%
I buy the brands I grew up with, the ones my mother used	62	46
When I find a brand I like, I stick to it	63	45

Source: Mediarmark Research Inc., Doublebase 2007

FOOTNOTES:

Newspaper Readership = Any Daily/Sunday (net) newspaper readership

Primetime Television = Average half-hour audience: Mon.-Sat. 8pm-11pm & Sun. 7pm-11pm

Quintile - refers to an audience divided into 5 equal groups ranging from the heaviest to lightest media-usage levels.

Index - A number expressed as the percentage of a base. The base always has an index of 100.

Top Quintile for newspaper - For men: 25+ newspapers read in a 28-day period; and for women: 25+ newspapers read in a 28-day period.

Top Quintile for primetime TV - For men: 38+ half-hours of primetime TV viewed per week; and for women: 38+ half-hours of primetime TV viewed per week.

Source: Mediarmark Research Inc., Doublebase 2007

MEDIA CONSUMPTION

The best prospects for advertisers – consumers with higher household incomes, more education and more job responsibility – are the heaviest newspaper readers and lightest television viewers. For example, adults with household incomes \$100,000+ are 55 percent more likely to be heavy newspaper/light TV users, and 61 percent less likely to be heavy TV/light newspaper users. This level of comparative media consumption shows that newspaper is a stronger medium for reaching the most desired consumers.

Demographic Segments	Heavy Newspaper/ Light Primetime TV Index	Heavy Primetime TV/ Light Newspaper Index
Household Income \$100,000+	155	39
Master's Degree	228	32*
Management Business & Financial Operations	147	64
Home Value \$500,000+	155	48

*Relatively unstable due to small base. Use with caution.
Source: Mediarmark Research Inc., Doublebase 2007

Newspapers deliver the consumers that advertisers most want to reach – those with higher household incomes, more education and more job responsibility. Also, newspaper ads are not limited to 30-second intervals at certain times during the day. Readers seek and find newspaper ads in a rich editorial environment. These ads can be perused, compared, clipped and saved. So, newspapers not only reach a wide audience, but impact on buying decisions and product usage as well. This is where newspaper demonstrates its value as the premier medium for advertisers.

THE
BOTTOM
LINE

Newspaper vs. Yellow Pages

2008 Competitive Media



INTRODUCTION

The Yellow Pages is a medium where buyers usually seek sellers of products and services. Consumers who reference the Yellow Pages generally have the name of a business in mind. Therefore, it may not be necessary for an advertiser to allocate valuable media dollars for a large display ad. A simple listing including a name, address and phone number is what consumers generally expect to find in the Yellow Pages.

Newspaper not only reaches more consumers than Yellow Pages, it provides daily contact with a constantly changing market. This enables consumers to make informed buying decisions on current offerings by advertisers.

REACHING MORE ADULTS

Newspaper reaches more adults than Yellow Pages.

Adults	Newspaper Readership*	Yellow Pages Reference**
Total Adults	62%	22%
Men	63	18
Women	62	25
Principal Shoppers	63	24

*Daily/Sunday (net) newspaper readership
 **Yellow Pages Referenced Today or Yesterday
 Source: Mediamark Research Inc., Doublebase 2007

REACHING UPSCALE CONSUMERS

Newspaper reaches more upscale consumers than Yellow Pages.

Household Income	Newspaper Readership*	Yellow Pages Reference**
HHI \$30,000+	66%	23%
HHI \$40,000+	67	23
HHI \$50,000+	68	24
HHI \$60,000+	69	24
HHI \$75,000+	70	24
HHI \$100,000+	72	24

*Daily/Sunday (net) newspaper readership
 **Yellow Pages Referenced Today or Yesterday
 Source: Mediamark Research Inc., Doublebase 2007

REACHING MORE PROFESSIONALS

Newspaper provides greater reach than Yellow Pages among various professionals.

Occupation	Newspaper Readership*	Yellow Pages Reference**
Management Business & Financial Operations	70%	28%
Professional & Related Occupations	68	23
Sales & Related Occupations	66	27

*Daily/Sunday (net) newspaper readership
 **Yellow Pages Referenced Today or Yesterday
 Source: Mediamark Research Inc., Doublebase 2007

EDUCATED CUSTOMERS

Newspaper provides broader coverage than Yellow Pages among educated adults.

Education	Newspaper Readership*	Yellow Pages Reference**
High School Graduate	61%	20%
Some College/No Degree	64	24
Bachelor's Degree	71	25
Master's Degree	76	25

*Daily/Sunday (net) newspaper readership
 **Yellow Pages Referenced Today or Yesterday
 Source: Mediamark Research Inc., Doublebase 2007



Newspaper vs. Yellow Pages

2008 Competitive Media



NO TIME LIKE THE PRESENT

Yellow page directories impose long, inflexible timetables on advertisers. The newspaper offers advertisers short lead times and the opportunity to fine-tune their messages to meet changing market conditions.

Typical Yellow Pages and Newspaper Advertising Timetables

Yellow Pages:	Timetable
Required lead time between closing and publication	2-4 Months
Shelf life of Yellow Pages listing or display without change	12 Months
Total time advertisers must commit when placing order	14-16 Months
Newspaper:	
Required lead time between closing and publication	2-6 Days*
Shelf life of newspaper display ad without change	2-6 Days
Total time advertisers must commit when placing order	2-6 Days

*Varies by publication
Sources: Yellow Pages Association Rates and Data, 2008;
SRDS Newspaper Advertising Source, 2008

WHAT'S IN A BRAND?

Newspaper reaches more brand-conscious consumers than Yellow Pages.

Buying Styles	Newspaper Readership*	Yellow Pages Reference**
Brand name is the best indication of quality	63%	21%
I buy the brands I grew up with, the ones my mother used	62	22
When I find a brand I like, I stick to it	63	22

*Daily/Sunday (net) newspaper readership
**Yellow Pages Referenced Today or Yesterday
Source: Mediamark Research Inc., Doublebase 2007

VALUED HOMES

Newspaper has greater reach among consumers living in either lower- or higher-priced homes.

Home Value	Newspaper Readership*	Yellow Pages Reference**
\$100,000 - \$149,999	67%	23%
\$150,000 - \$249,999	70	24
\$250,000 - \$499,999	70	21
\$500,000+	71	20

*Daily/Sunday (net) newspaper readership
**Yellow Pages Referenced Today or Yesterday
Source: Mediamark Research Inc., Doublebase 2007

Advertisers need an active, creative medium that not only tells, but also sells. Newspaper offers distinct advantages to advertisers. It permits daily contact with a market that is constantly changing. Newspaper also provides detailed, up-to-date information that consumers need to make informed buying decisions. Yellow Pages cannot show current department-store fashions, or this week's specials at local supermarkets.

Yellow Page listings are typically set to run without change for a minimum of twelve months. Newspaper advertising schedules have short lead times for insertion. This is a major benefit to advertisers who need to move fast or test a product.

So, while your ad is walking in the Yellow Pages, it could be running in the newspaper.

THE
BOTTOM
LINE

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Senior Vice President/Chief Marketing Officer

NAA Business Analysis & Research Department

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The information contained in this report was compiled by NAA's business analysis and research department. For more information, contact William A. Johnson, manager of research and product development, at 577.366.1027.



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