

10

reasons why you should

ADVERTISE

with

COMMUNITY NEWSPAPERS



2011 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

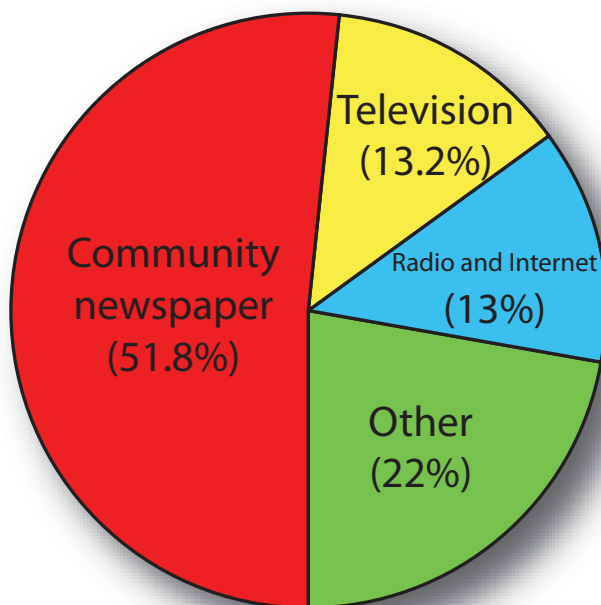


74%

of adults read community newspapers each week

73%

of those readers read most or all of their paper



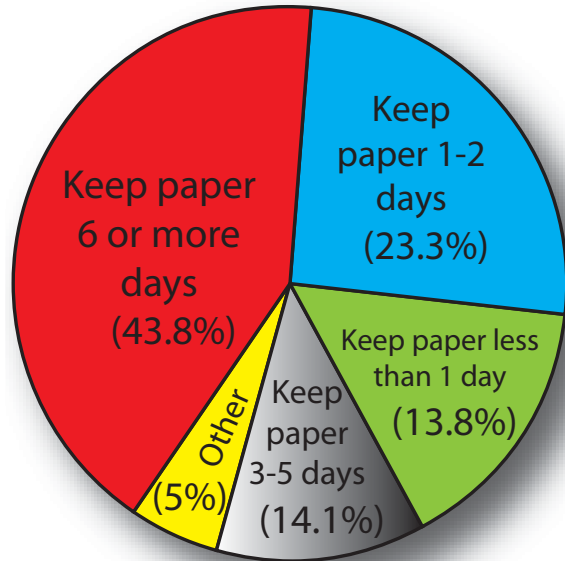
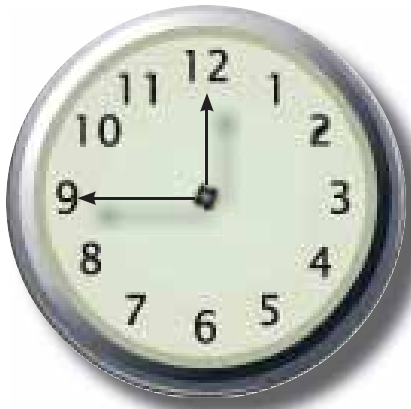
2

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

3 Community newspaper readers spend considerable time with their papers

38.95 minutes

average amount of time readers spend with their newspapers



67 percent subscribe to their community newspaper
The other 33 percent buy it from a newsrack or store

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



19%
said
excellent



48%
said
good



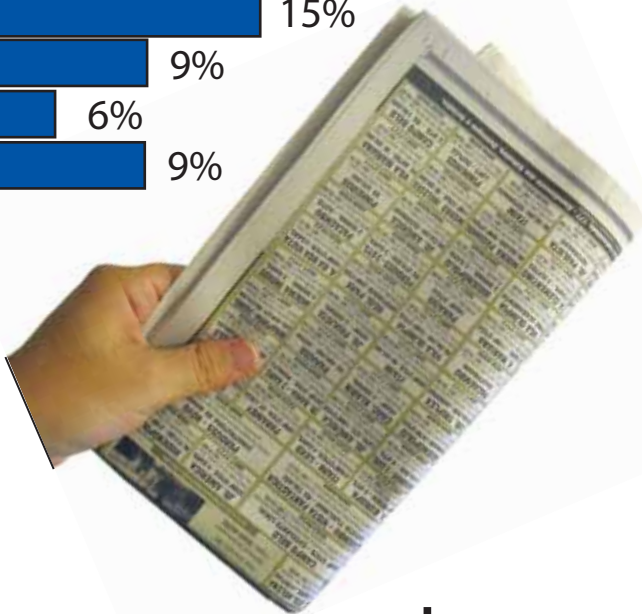
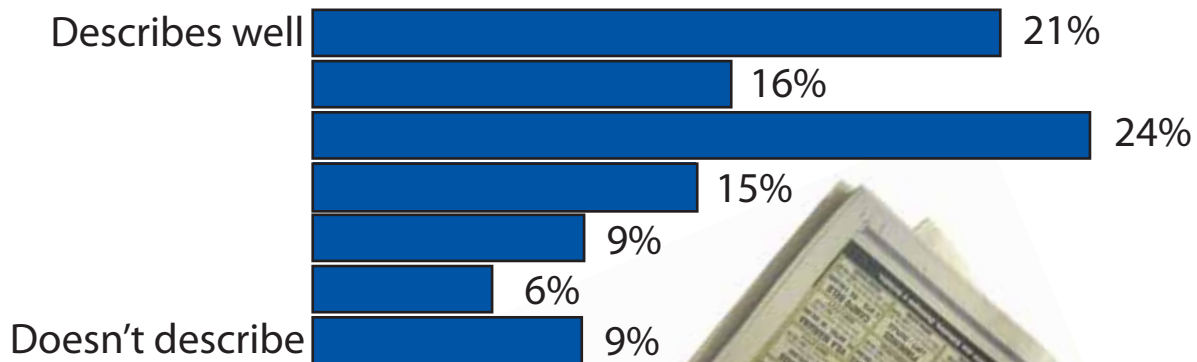
26%
said
fair



7%
said
poor

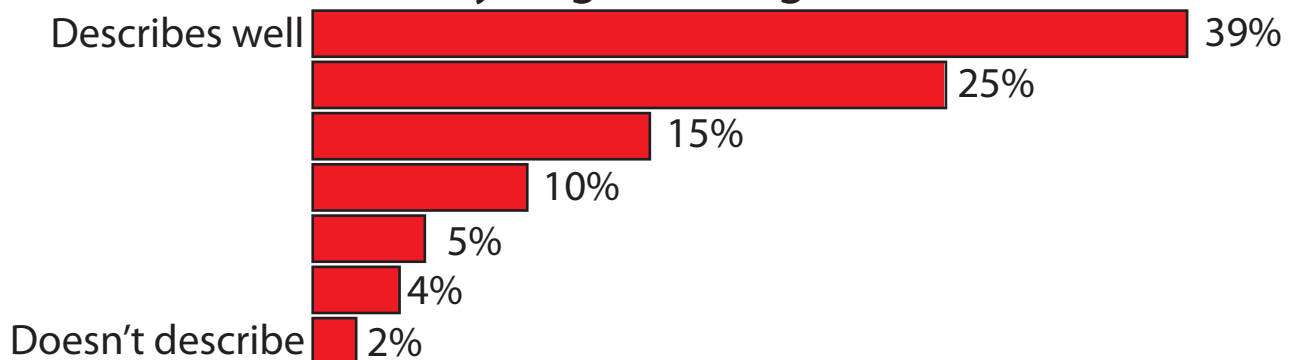
5 Community newspaper readers trust their newspaper

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



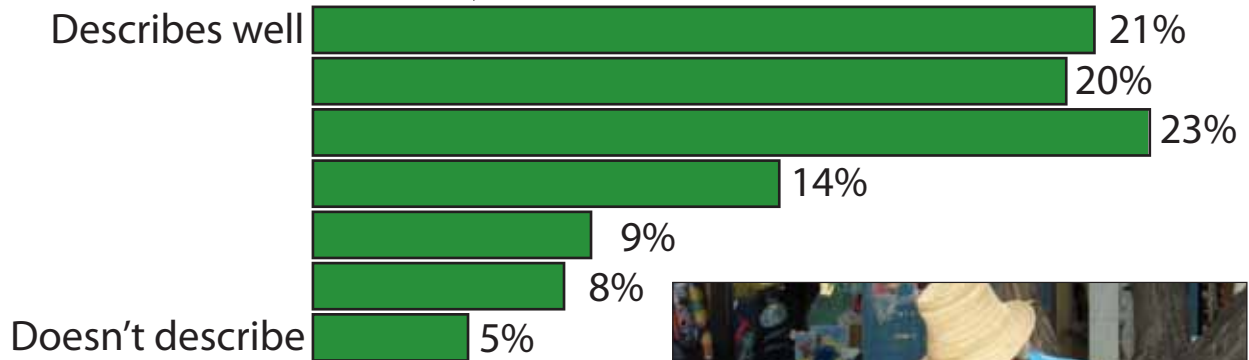
6 Community newspaper readers find their newspaper easy to use

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



Community newspapers connect with their readers **7**

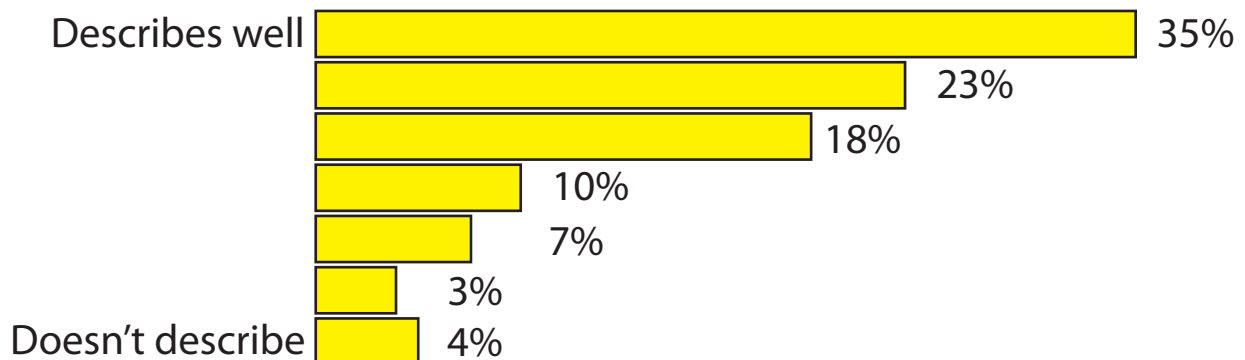
[My local newspaper] has stories for people with my particular interests



8

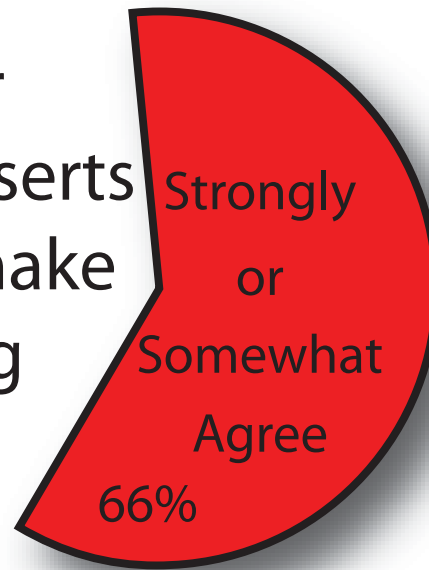
Community newspapers understand their readers

[My local newspaper] really understands the things that are of special interest & importance to people who live in the area



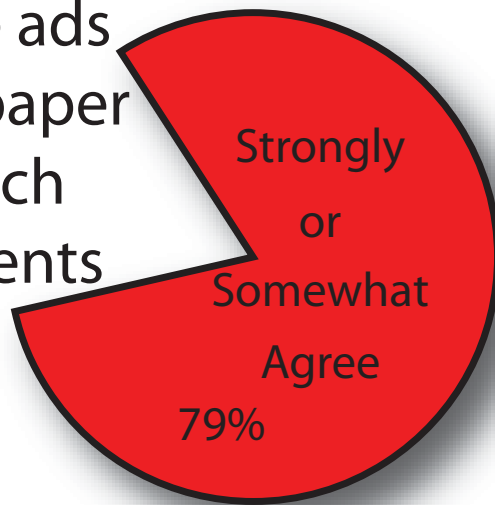
9 Community newspaper readers rely on newspaper advertising inserts

...I often use newspaper advertising inserts to help me make purchasing decisions



Community newspaper readers prefer newspaper, not TV or Internet, ads **10**

...I'd rather look through the ads in the newspaper than watch advertisements on TV



...I'd rather look through the ads in the newspaper than view advertisements on the Internet

