

IN PRINT OR ONLINE

# NEWSPAPERS REACH SHOPPERS AND SPENDERS



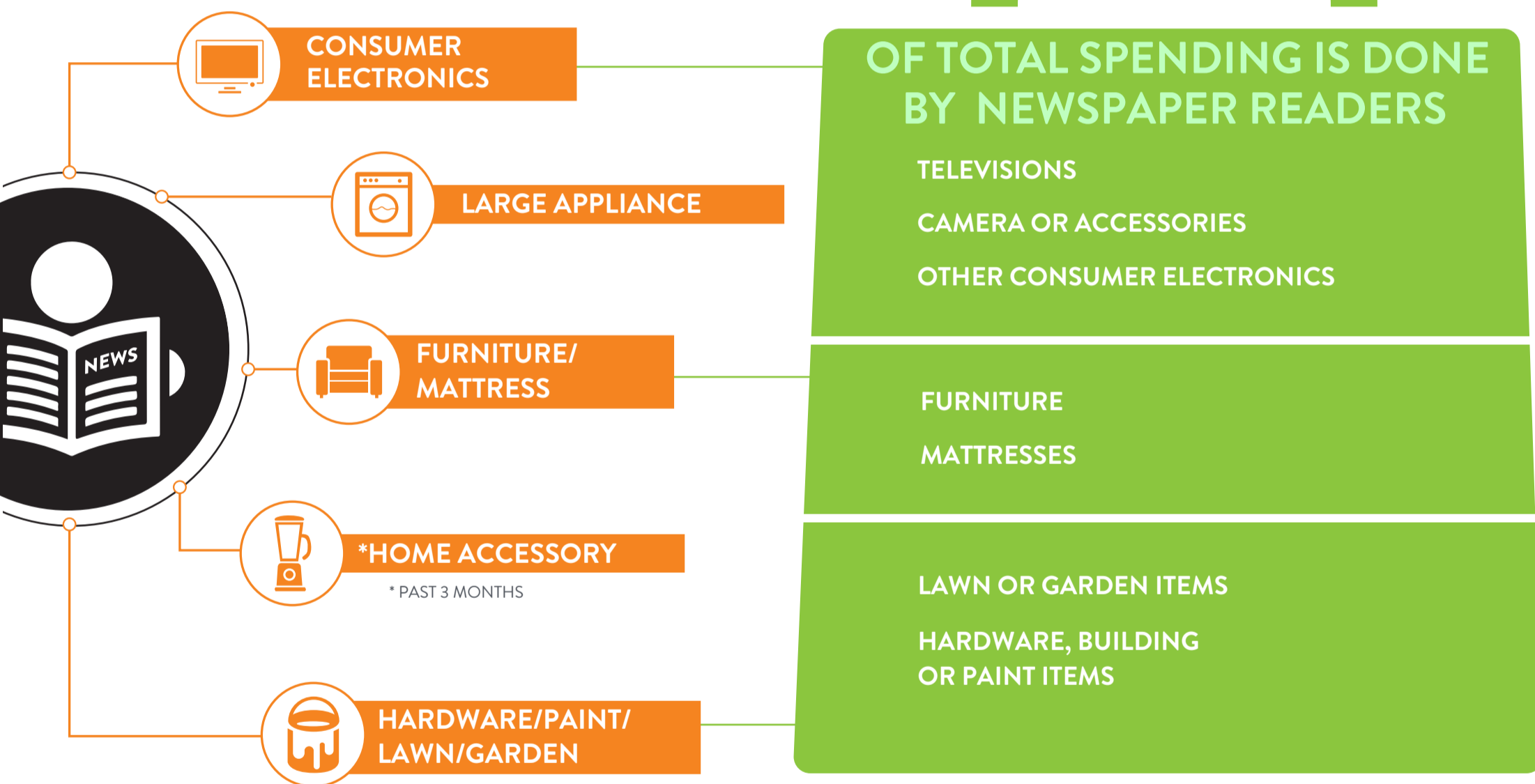
**141 MILLION** ADULTS

READ A NEWSPAPER IN PRINT OR ONLINE WEEKLY

**57%**

**NEWSPAPERS REACH 58% OF ANNUAL SHOPPERS**

**59%**



**NEWSPAPER READERS LIKE TO SHOP AROUND, APPRECIATE QUALITY, AND ARE BRAND LOYAL.**



**76%**

I LIKE TO SHOP AROUND BEFORE MAKING A PURCHASE



**68%**

I BUY BASED ON QUALITY, NOT PRICE



**85%**

WHEN I FIND A BRAND I LIKE, I STICK TO IT

● AGREE MOSTLY OR SOMEWHAT

The Weekly Newspaper Audience Is The Unduplicated Reach Of:  
Past 5-day weekly print/e-edition, past Sunday print/e-edition, past 7 day website