



# Audiences Find Newspapers Most Engaging

Consumers are exposed to a wide variety of promotional messages each day. To be noticed, advertisers must utilize the media options that audiences find most engaging. Recent surveys show that newspapers have the highest overall engagement score of all types of media – making them the optimum choice for successful marketers. Be sure to put the power of newspapers to work for you today!

## Newspapers are rated as:

**The most trusted source**  
of news and information.<sup>1</sup>



**More engaging** than television, radio, and direct mail.<sup>3</sup>



The source that **operates in an ethical manner** and has the public's best interest in mind.<sup>2</sup>

**The option that provides the most useful ads.**<sup>3</sup>



The **most used source to plan** weekly shopping or make purchasing decisions.<sup>2</sup>

**The No. 1 source**  
of shopping information.<sup>3</sup>



The medium in which advertising makes **consumers more likely** to purchase.<sup>3</sup>



The **leading source** for coupons.<sup>4</sup>

**For more information, contact:**