



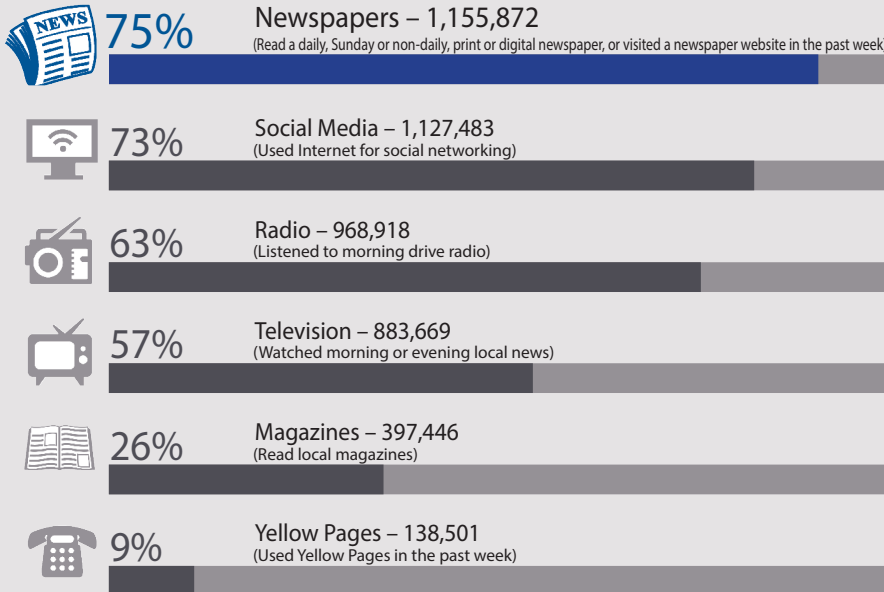
Newspapers Help Engage Voters in Presidential Elections

50.6% of political campaign contributors have taken action in the past year as a result of a newspaper ad.

Democratic voters are **22%** more likely than the average person to read a newspaper 6 to 7 days a week.

Democratic voters are **13%** more likely than the average person to take action as a result of a newspaper ad.

Democratic voters in presidential elections (1,538,402)



Democrats who vote in presidential elections



are **more likely** to donate money to political organizations.

marketing strategies

- ▶ Experts believe that voters must hear or see a political message at least 12 times before it resonates.
- ▶ Business sectors likely to contribute the most to campaigns are finance/real estate, lawyers/business, health care lobbyists, communications, and energy/transport.
- ▶ In a general election, about 70% of all funds raised are used for advertising.



for more information, contact:

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