



Newspapers Help Engage Voters in Presidential Elections

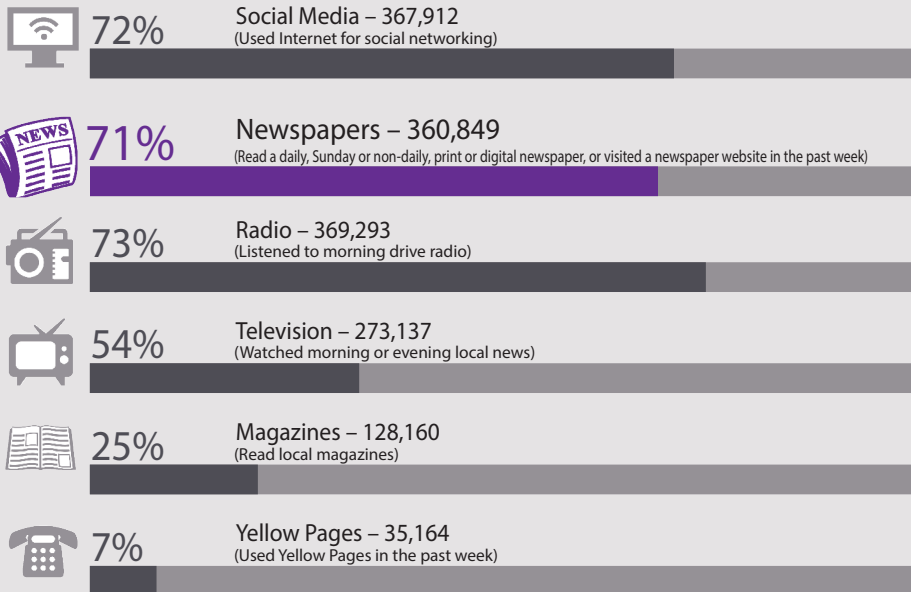
50.6% of political campaign contributors have taken action in the past year as a result of a newspaper ad.

Independent voters are **18%** more likely than the average person to read a newspaper 4 or more days a week.

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

Independent voters in presidential elections

(508,154)



Independent voters are



than the average person to read the **business/money** and **editorial opinions** sections of the newspaper.

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:

Angela Kulfan | Advertising Director
Michigan Press Association Services
Angela@michiganpress.org | 313.614.9050