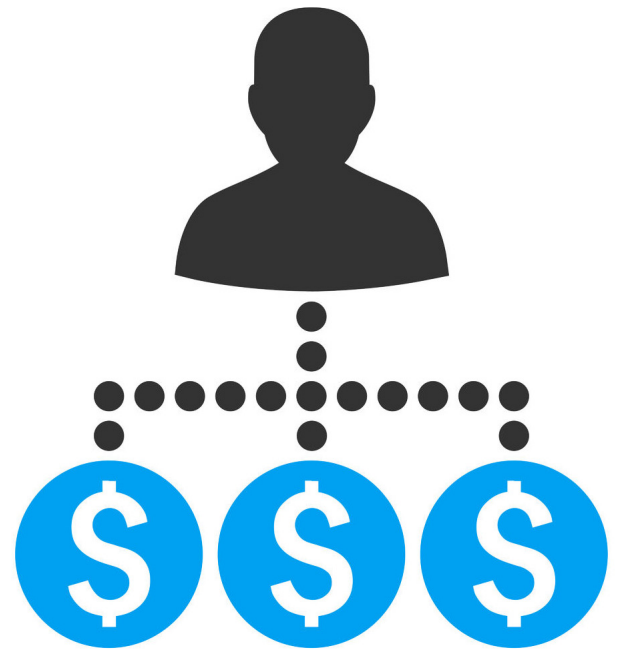


Newspapers Effectively Reach the Affluent Luxury Customer

Affluent consumers, with over \$100,000 in household income, are a natural target audience for marketers due to their higher buying power and disposable income, and newspapers excel at reaching this desirable audience.



Affluent

customers find newspapers to be the most engaging media platform for ads

84%

of affluent shoppers use coupons

77%

of households with income of \$100,000+ have taken action as a result of reading a newspaper insert

79%

of newspaper readers took action as a result of reading a newspaper ad in the past 30 days

The most recent newspaper industry trends confirm that newspapers have a large and loyal base of readers

- More than 158 million U.S. adults, or nearly 7 out of 10, read newspaper media each week
- 179.3 million unique visitors each month- a 10% increase in adult unique visitors year over year, which is double the growth rate for the internet overall (5%).
- 58% of adults aged 18-34, and more than 7 in 10 adults aged 35+, read a newspaper
- 74% of households with income above \$100k are newspaper readers.
- 89 million adults access newspaper content on their smartphone or tablet



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