

# NEWSPAPERS Outperform Magazines in Michigan

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More adults in Michigan read a newspaper than local magazines.<sup>1</sup>



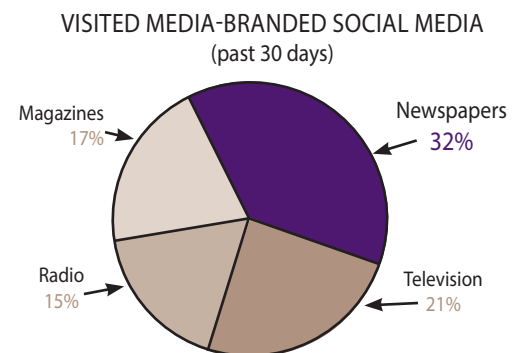
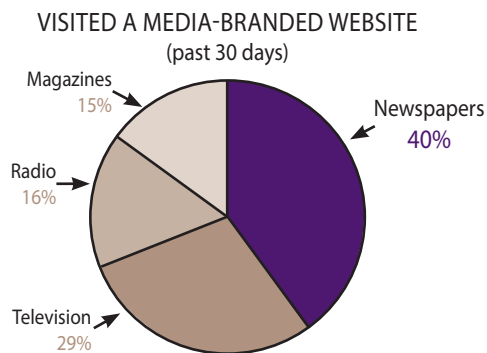
**79%** Eight in 10 newspaper readers took action as a result of reading a newspaper ad in the past 30 days<sup>3</sup>



Newspaper ads result in more purchases than magazine ads.

**22%** of adults often purchase products and services as the result of a magazine ad.<sup>4</sup>

**Digital media users rely** on newspaper-branded websites and social media, over magazine-branded properties, for local market news.<sup>4</sup>



Sources: <sup>1</sup>2017 Release 2 Nielsen Scarborough Report. Copyright 2018 Scarborough Research. All rights reserved; <sup>2</sup>Triad/Coda Ventures - The Newspaper Generation Study; <sup>3</sup>NAA; <sup>4</sup>AMG/Parade Local Knowledge Survey