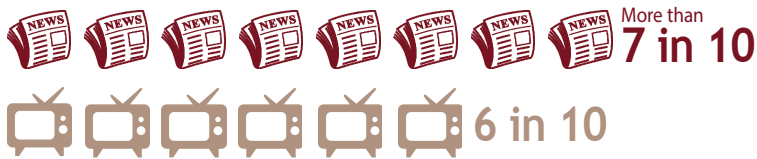


NEWSPAPERS

Outperform Television in Michigan

Your Logo Here

More adults in Michigan read a newspaper than watch local morning, evening, or late news on television.¹



Newspapers are the **most trusted** media source.²

Adults, across all generations, identify newspapers as their most trusted source of news and information – ahead of television.

Newspapers are the preferred source of shopping information over television.³

79% Eight in ten newspaper readers took action as a result of reading a newspaper ad in the past 30 days⁷

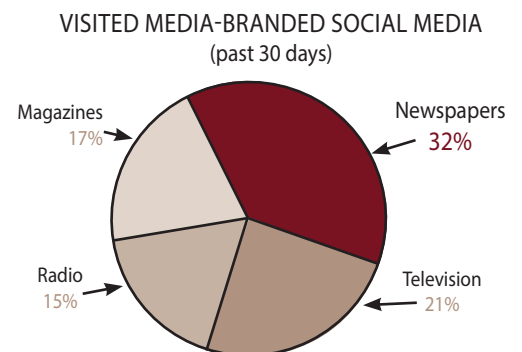
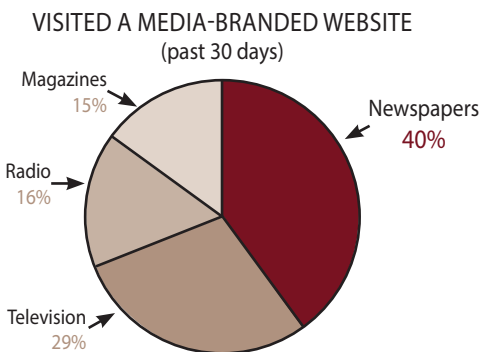


Michigan adults **make more purchases** as the result of newspaper ads than television ads.³

43.3% of U.S. adults purchased or sought out information about a product as the result of a television ad.⁶

65% of U.S. adults say television ads are intrusive, and **42%** feel unfavorably about them.³

Digital media users **rely** on newspaper-branded websites and social media, over television-branded properties, for local market news.⁴



Sources: ¹2017 Release 2 Nielsen Scarborough Report. Copyright 2018 Scarborough Research. All rights reserved; ²Triad/Coda Ventures - The Newspaper Generation Study; ³Morning Consult; Pulse of America 2018; ⁴AMG/Parade Local Knowledge Survey; ⁵NAA; ⁶Pulse of America 2018