



Readers Value Community Newspapers

Community newspapers connect with readers by providing the news they need and advertising they rely on. Local readers regard community newspapers as highly valuable and important sources of information.

A survey of community newspaper readers concluded **community newspapers are:**

helpful

71% of readers believe newspaper advertising inserts help them make better purchasing decisions.¹



enlightening

78% of readers said they and their families rely on community newspapers for local news and information.¹

shared

Community newspapers **average 2.0 readers** per copy.²



educational

94% of readers think local newspapers are **informative.**¹

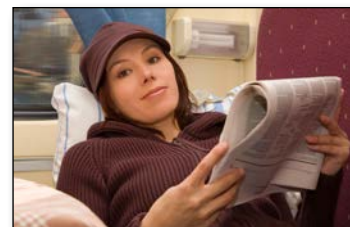
desirable

82% of readers would rather look through newspaper ads than view them on the Internet.¹



enjoyable

80% of readers look forward to reading community newspapers.¹



For more information, contact:

engaging

72% of readers are entertained by local newspapers.¹

enduring

The average shelf life of a community newspaper **is 3.6 days.**²

compelling

Readers believe local newspapers **consistently provide quality news coverage.**¹