



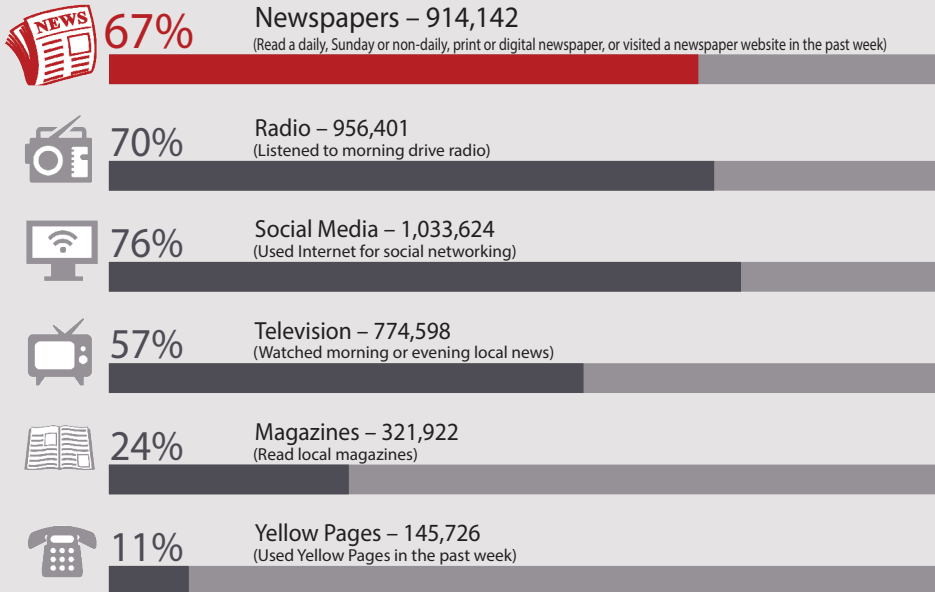
## Newspapers Help Engage Voters in Presidential Elections

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

Republican voters are 20% **more likely** than the average person to read a newspaper 6 to 7 days a week.

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

### Republican voters in presidential elections (1,368,415)



Republicans who vote in presidential elections are **more likely** to donate money to political organizations.



### 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