

Newspapers are the Clear Choice for Company Decision Makers



One of the many decisions business managers have to make is where to invest their advertising dollars. With so many media choices available, it's important to select the option that best reaches decision makers. Recent research demonstrates that those responsible for making company purchasing decisions are avid newspaper readers who respond to the ads they see – so the choice is simple.

Nearly 8 in 10 company purchasing decision makers **read a newspaper product each week.**¹



Small business owners are **23% more likely** than the average person to have **taken action** from a newspaper ad in the past month.²

More than half of small business owners have **taken action** as a result of a newspaper ad in the past year.²

Small business owners are **27% more likely** than the average person to **read a printed newspaper 4-5 days** of the week.²

For more information, contact:



Small business owners are **25% more likely** than the average person to **believe a local business that advertises frequently** must be doing well.²

72% of small business owners prefer to shop at small, family-owned or independently-owned businesses.²