



96%
print!

A Harvard study of the newspaper industry found that only a bit more than 3 percent of newspaper reading happens online. The same study shows a print audience of well over a hundred million readers each week.

Sure, just about everybody checks newspaper sites online these days, but they don't spend much time there. On average, readers spend much more time with a print newspaper. More than 30 times more time is spent with a print newspaper than a newspaper website.

We're here for you.
Yesterday ... today ... tomorrow.

A Drop
of Ink
Makes
Millions
Think

* Nieman Journalism Lab at Harvard, in a 2009 study of 2008 readership. While the numbers have shifted slightly since the study, the proportions remain about the same.



WOW

Surprise! Newspapers are not dead. They're not dying. They're not going anywhere for a long, long time.

So-called experts have been predicting the death of print newspapers for decades. A few papers have bit the dust, but not for lack of readers ... or advertisers. Many newspapers are increasing readership.

In 2012, 62 percent of adults in the United States read a newspaper each week. It's 67 percent when you include online newspapers.*

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* Scarborough USA+ Newspaper Audience 2012 study, for Newspaper Association of America. Results and comparisons available at www.naa.org.



Will newspapers be around when
he's old enough to read one?

YOU BETCHA!

All across the country, newspapers are the lifeblood of their communities. Each week, the dedicated staffs at small, community newspapers work hard to bring you the latest school news, government meeting summaries, concert photos, births and obituaries (and every other important life event in-between), senior citizen club activities, 4-H, Scouts, and so much more.

They also provide an essential economic link to local businesses. Nothing else even comes close!

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