

COMMUNITY NEWSPAPERS ARE **NOT DYING!**

Readership Facts

Readers who believe their community newspaper accuracy is good to excellent

71%

73%

Percentage of readers who read all or most of each newspaper issue

Percentage of readers who say their community paper keeps them informed

90%

Primary Sources For Local News



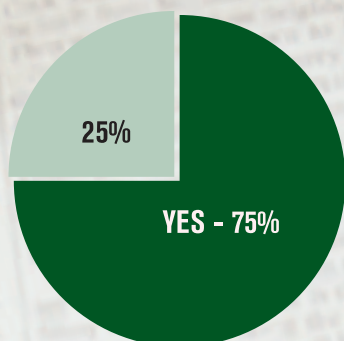
■ Newspapers (52%) **4x greater than the next nearest medium!**
■ All Other News Sources (43%) ■ Internet (5%)

65.5 Million

THE COMBINED CIRCULATION OF ALL COMMUNITY NEWSPAPERS

JOIN THE MASSES & KEEP UP WITH YOUR COMMUNITY BY SUBSCRIBING TODAY!

Readers who believe their community newspaper's coverage of local news is good to excellent



Readers who **rarely** or **never** rely on TV, Radio, & Internet for purchasing decisions



Pass along rate - 2.3
150 Million each week



Average amount of time spent with each edition of their local community newspaper

38.95 MINUTES

Source: NNAweb.org

