

One Good Reason Why Boomers Read Newspapers...

Community



Boomers rely on a host of newspaper platforms to access the local news and information that impact their communities. While print loyalists, they also use a growing number of digital channels, including websites and e-Editions.

That's why local newspapers have always had a community focused strategy when developing new print and digital products for these consumers. Makes sense for a group that believes newspaper advertising is "more useful" than any other local media.

In fact, **75%** of Boomer newspaper readers believe that newspaper advertising is important. It's why newspaper advertising is your best bet to reach this group of influential community leaders.

Source: Aggregate of market studies conducted by Coda Ventures for state newspaper associations in Iowa, Kansas, Louisiana, New Mexico, North Carolina, North Dakota and Tennessee.

Relevance Project

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