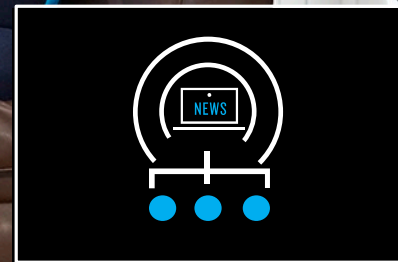
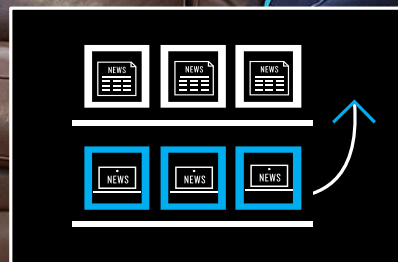
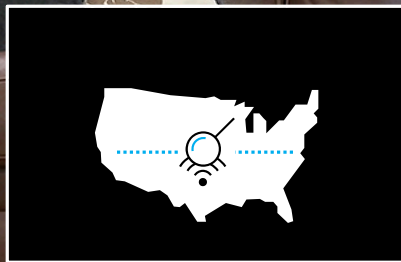
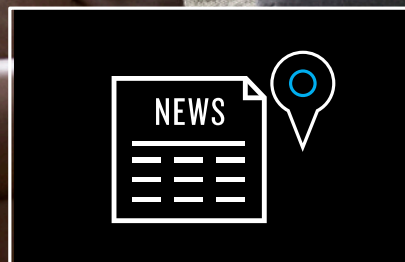


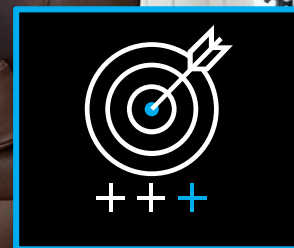
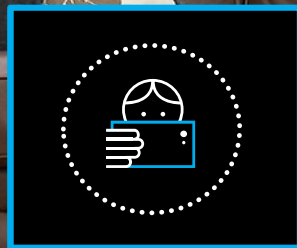
THE UNIQUE AUDIENCES OF PUBLISHING PLATFORMS

Cheryl Greenblatt
February 26, 2019

NEWSPAPER TRENDS



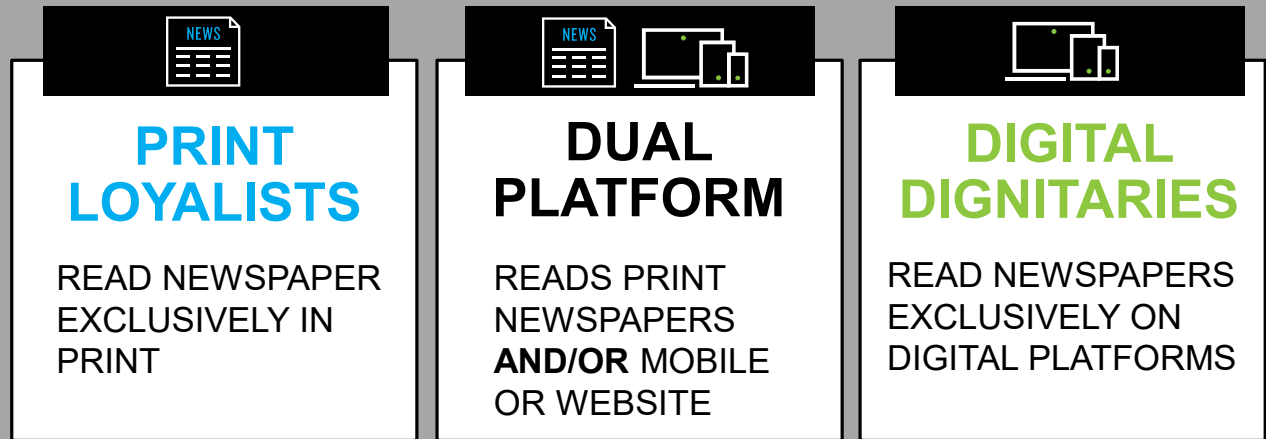
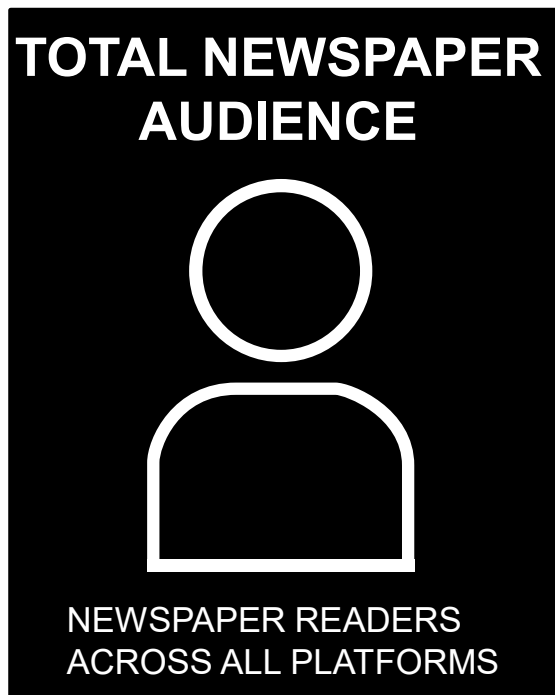
NEWSPAPER CHALLENGES



LEVERAGE DISTINCT AUDIENCES

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NEWSPAPER AUDIENCE SEGMENTS

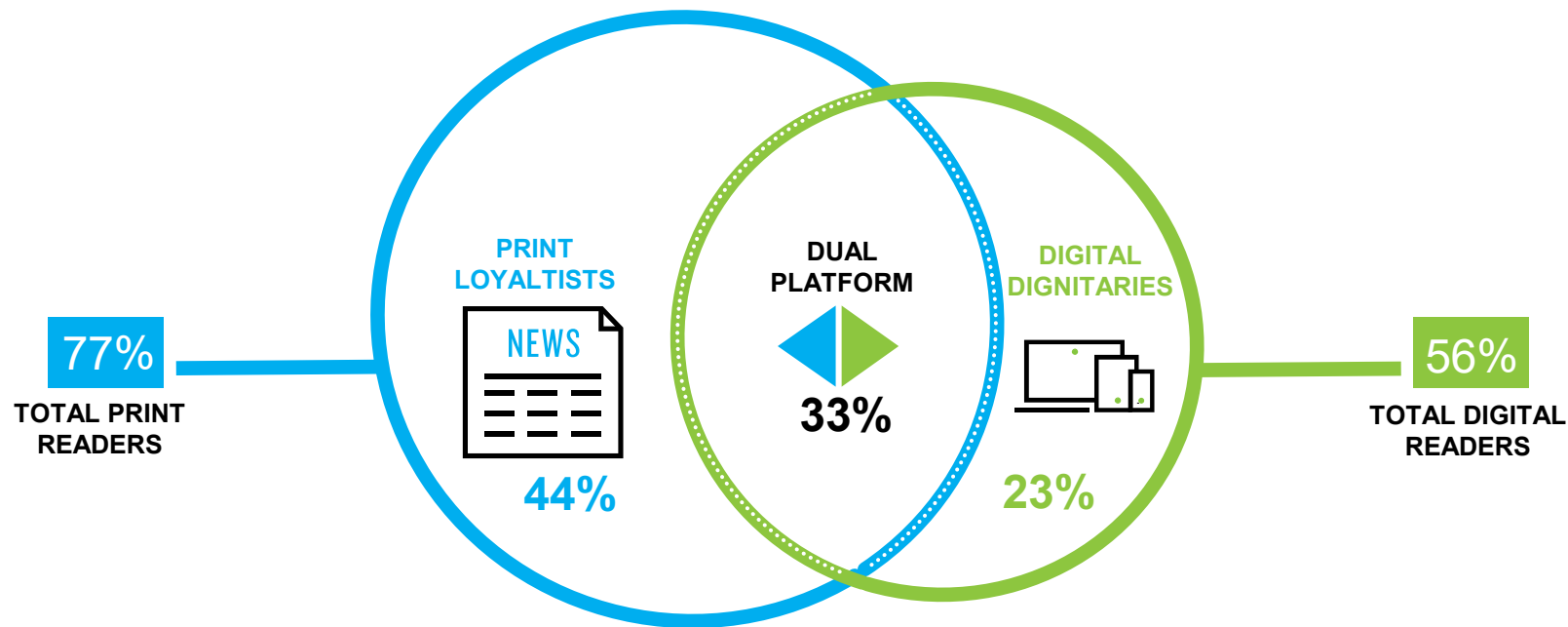


Monthly Newspaper Readers: U.S. adults who read a newspaper in print, visited a newspaper website or read a newspaper on a mobile device (cume Sunday any newspaper, cume Daily any newspaper, cume Saturday any newspaper, any newspaper website past 30 days, used mobile device to read newspaper past 30 days)

Source: Nielsen Scarborough USA+ Release 1 2018

PRINT REMAINS STRONG

Among digital migration the majority of newspaper readers are still found in print

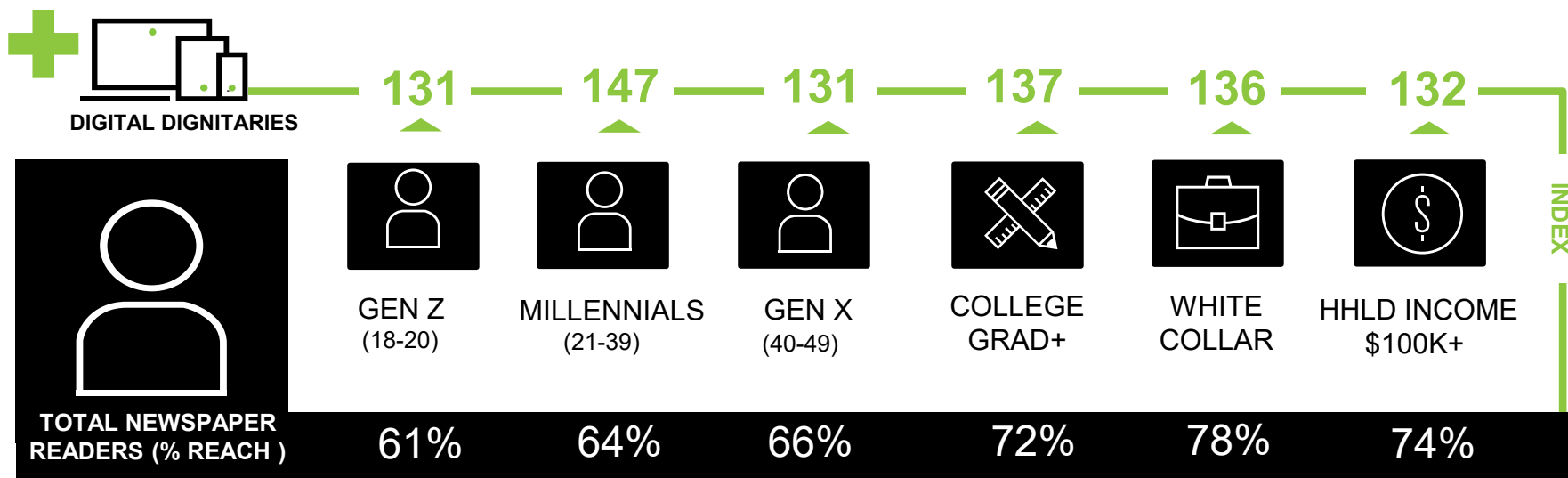


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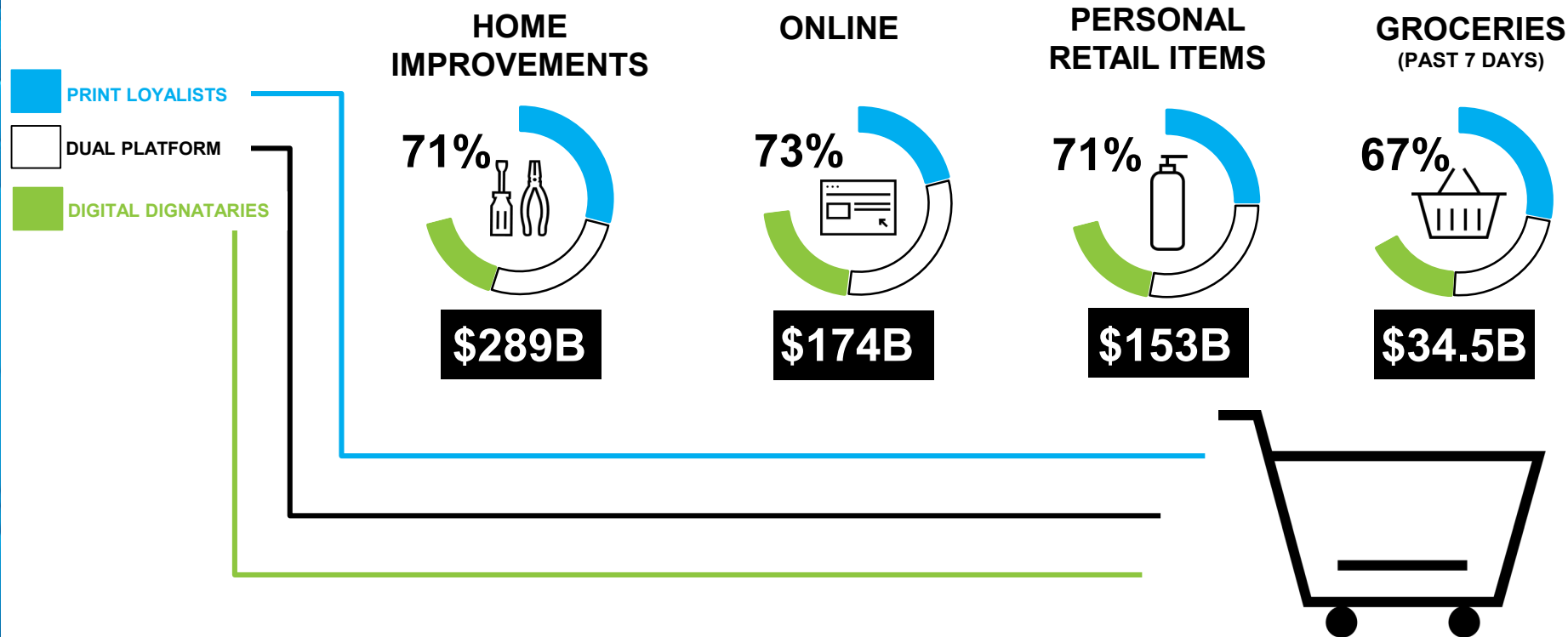
Source: Nielsen Scarborough USA+ Release 1 2018

THE DIGITAL ADVANTAGE

While the 3 segments together provide significant reach, Digital Dignitaries efficiently deliver younger and affluent audiences

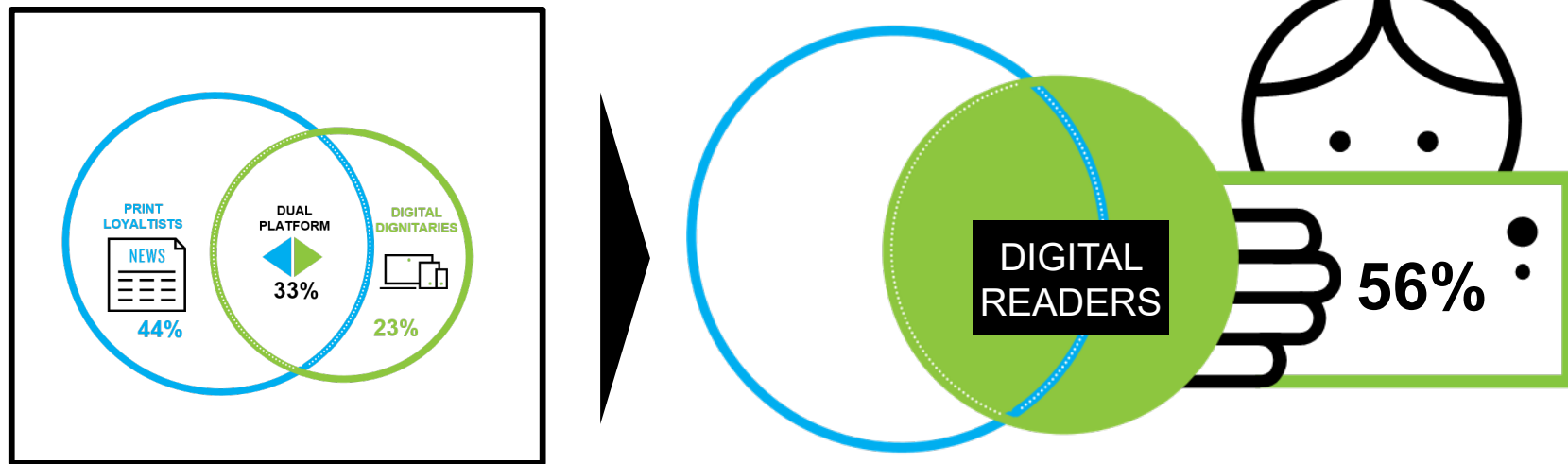


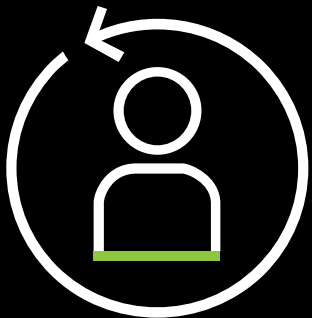
PURCHASING POWER



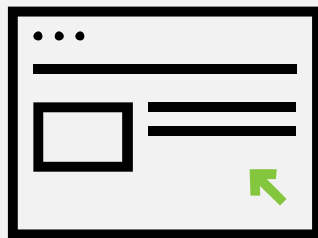
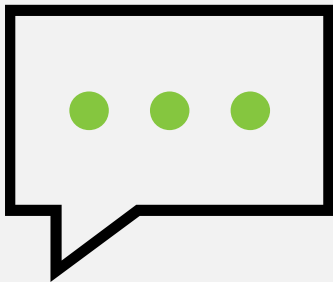
CONNECT WITH DIGITAL READERS

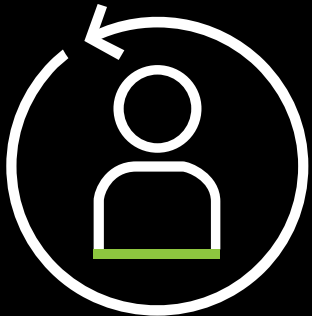







DIGITAL READERS ARE IMMERSED IN
TECHNOLGY AND THE CONVIENCE IT
BRINGS



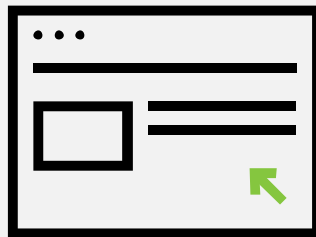


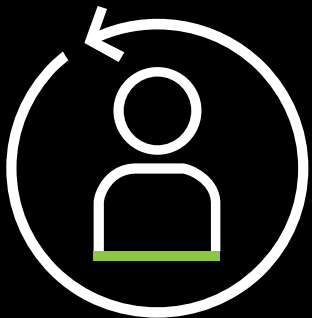
DIGITAL READERS ARE IMMERSED IN TECHNOLOGY AND THE CONVENIENCE IT BRINGS



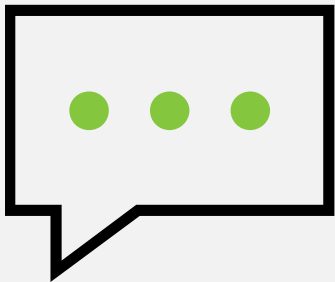
21%

MORE LIKELY TO AGREE
SOCIAL NETWORKING IS
IMPORTANT TO FIND
LOCAL INFORMATION





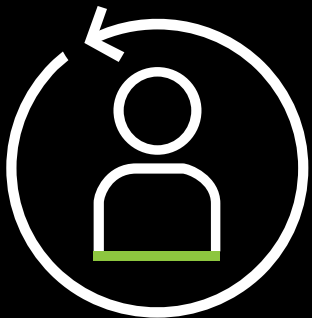
DIGITAL READERS ARE IMMERSED IN TECHNOLOGY AND THE CONVENIENCE IT BRINGS



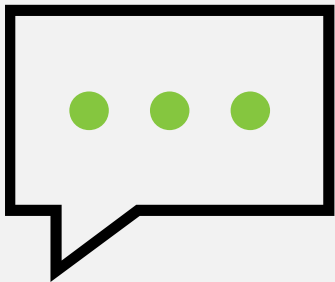
63%

AGREE THEY WOULD
FEEL DISCONNECTED
WITHOUT THE INTERNET





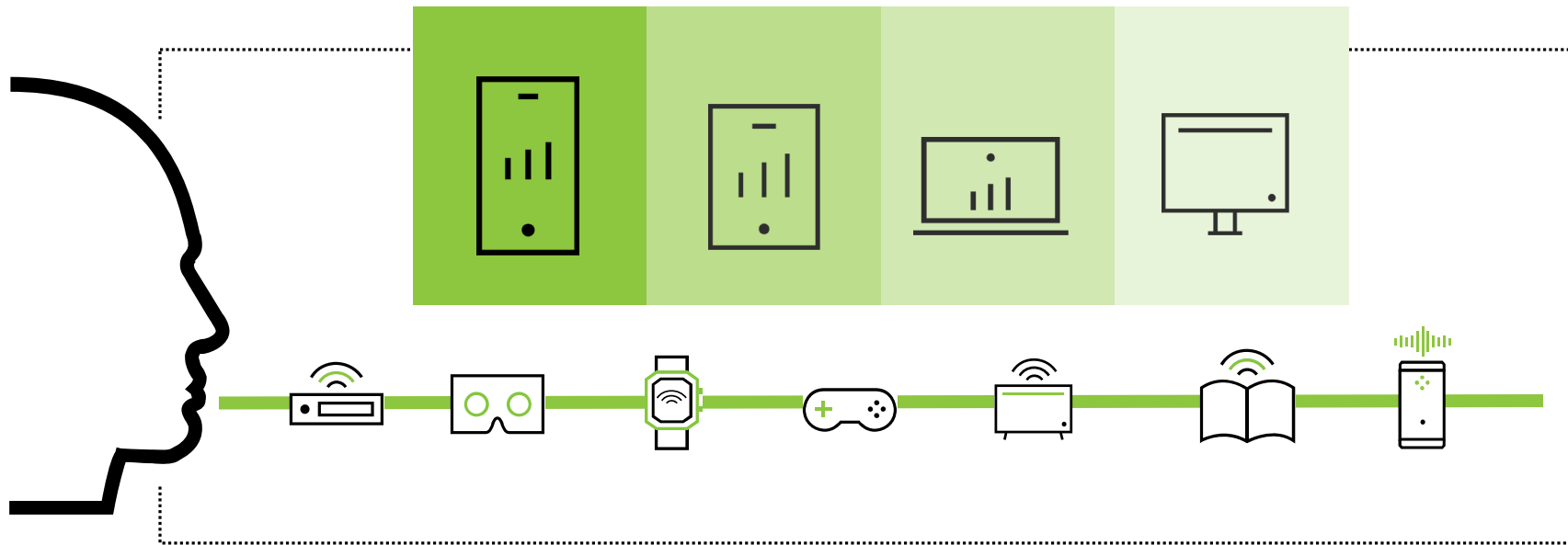
DIGITAL READERS ARE IMMERSED IN TECHNOLOGY AND THE CONVENIENCE IT BRINGS



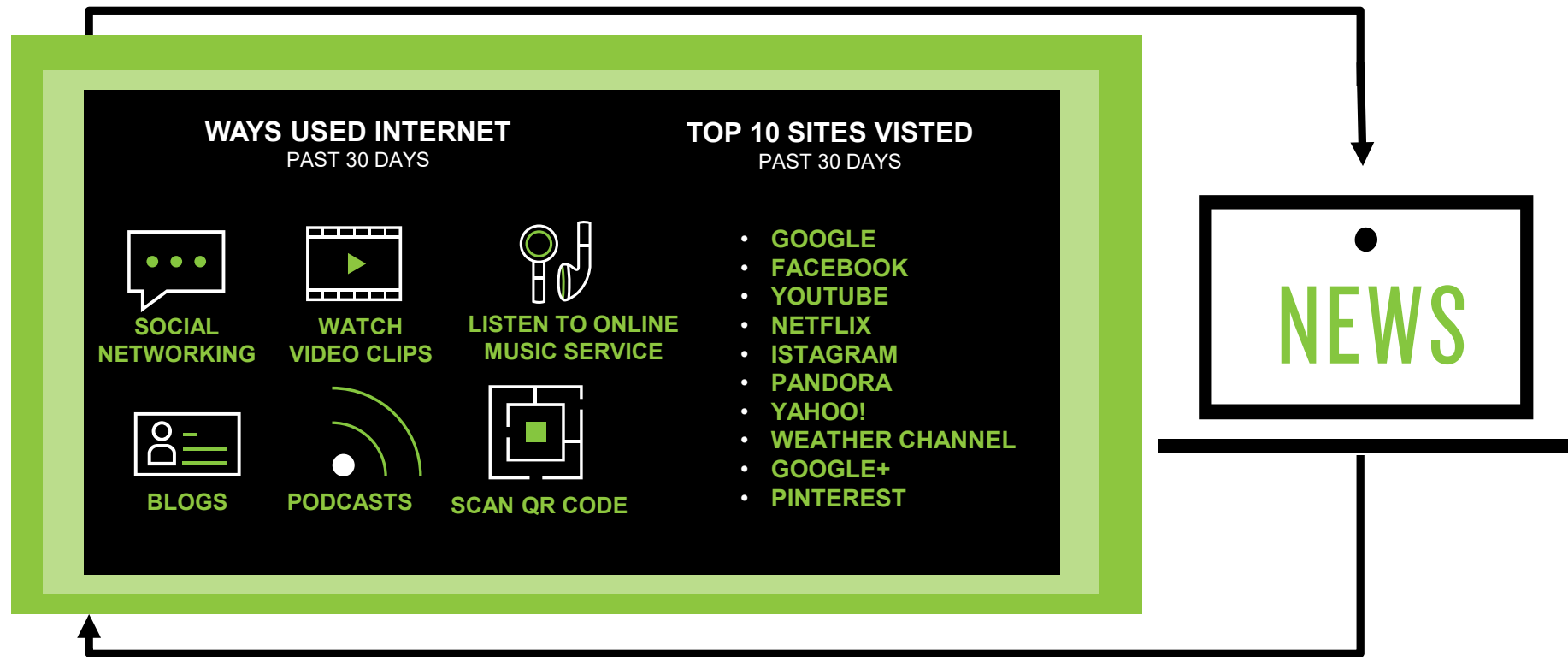
15%

MORE LIKELY TO THINK OF
THEIR MOBILE PHONE AS A
SOURCE OF ENTERTAINMENT

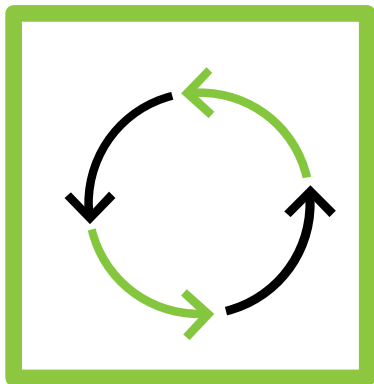
MESSAGE ACROSS MULTIPLE DEVICES



DELIVER CONTENT AND FUNNEL READERS



SPARK INTEREST WITH INSIGHTS



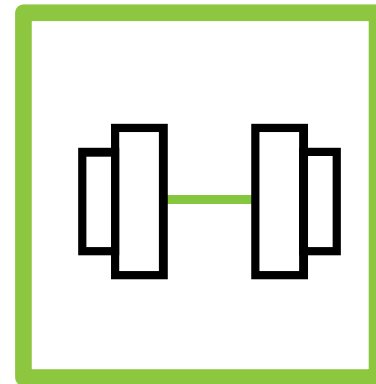
RECYCLE ELECTRONICS



**BUY LOCALLY
GROWN FOOD**



VOLUNTEER WORK



**BELONG TO HEALTH
CLUB OR GYM**



TURN DATA INTO DOLLARS



REACHING AUTOMOTIVE POTENTIAL

n



69%

OF POTENTIAL AUTO BUYERS READ A PRINT OR DIGITAL NEWSPAPER

VEHICLE OWNERSHIP



DIGITAL READERS

MORE LIKELY TO OWN



LUXURY VEHICLE

PRICE-VALUE

TOP REASON USED LAST
DEALER TO BUY/LEASE
NEW VEHICLE



TOTAL READERS

TOP 3 VEHICLES PLAN TO BUY/LEASE



SUV

Pickup Truck

Midsize Car

TOTAL READERS PLAN ON SPENDING OVER

\$170B

ON NEW VEHICLES IN THE
NEXT 12 MONTHS

\$26,700 ON AVERAGE

HEALTHCARE

Print and Digital bring together different healthcare sectors.

MEDICATIONS-REASONS BOUGHT PAST YEAR



76%

TOTAL READERS HAVE
USED A HOSPITAL IN THE
PAST 3 YEARS



MEDICAL SERVICES RECIEVED PAST 3 YEARS



GAIN RETAIL DOLLARS



TOTAL NEWSPAPER READERS ACCOUNT FOR

70%



OF TOTAL RETAIL DOLLARS SPENT

3 OUT OF 4



USE COUPONS

WAYS
OBTAINED

32%

SUNDAY
NEWSPAPER

15%

WEEKDAY
NEWSPAPER

21%

INTERNET
SITES/APPS

INCREASE REACH WITH DIGITAL READERS



SHOPPED SPORTING GOODS STORE PAST 3 MONTHS
SHOPPED MALL/DEPARTMENT STORE PAST 3 MONTHS
SHOPPED FURNITURE/MATTRESS STORE PAST 12 MONTHS
SHOPPED CONSUMER ELECTRONIC STORE PAST 12 MONTHS

PRINT LOYALISTS	DUAL PLATFORM	DIGITAL DIGNATARIES	TOTAL READERS	
25%	26%	17%	68%	
29%	23%	15%	67%	+172%
27%	25%	17%	69%	+131%
26%	25%	17%	68%	+155%
				+161%

PUTTING IT ALL TOGETHER

CHANGING PRINT ENVIRONMENT BRINGS CHALLENGES

- Important to Illustrate The Strength Of All Audience Segments
- Print Still Reigns When It Comes To Reach
- Digital Delivers Younger, Affluent Readers
- Newspaper Audiences Have Purchasing Power

CONTENT IS KEY FOR ENGAGING DIGITAL READERS

- Must Understand Device and Technology Preferences
- Use Social Media As a Tool For Engagement
- Attract More Readers With Content Matched To Audience Interests

TURN DATA INTO DOLLARS

- Tell The Print “Reach Story” For Your Advertisers’ Categories
- Show The Targeting Value of Your Print and Digital Readers Individually
- Roll It All Up - Reach + Purchasing Power + Intent = ROI



The background of the entire slide is a vibrant blue with a series of continuous, flowing, wavy lines that create a sense of movement and depth, resembling water or a stylized landscape.

nielsen

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