

Top 5 reasons to include print in your next campaign

1. Expose your message to a more affluent audience

Daily newspaper readers are a wealthier group -

- 26% of daily newspaper readers **earn more than \$80K**
- Metro newspaper readers* **spend \$1,605 on average household expenditure** per week
- 64% of daily newspaper readers **own a property**
- 16% of daily newspaper readers **have an investment property.**

Source: Nielsen Consumer and Media Insights Q1 18 – Q4 18

Base: 18+, in paid employment

*Note: Any daily metro newspaper reader weekly coverage

2. Newspapers are more trustworthy than online information

- **49%** of daily newspaper readers said information they get from **newspaper brands is trustworthy**, compared to just **22%** for online*
- **47%** of all people say they **worry about the security** of their personal information online

Source: Nielsen Consumer and Media Insights Q1 18 – Q4 18

Base: 15+

*Note: online radio, online TV programmes, or social media



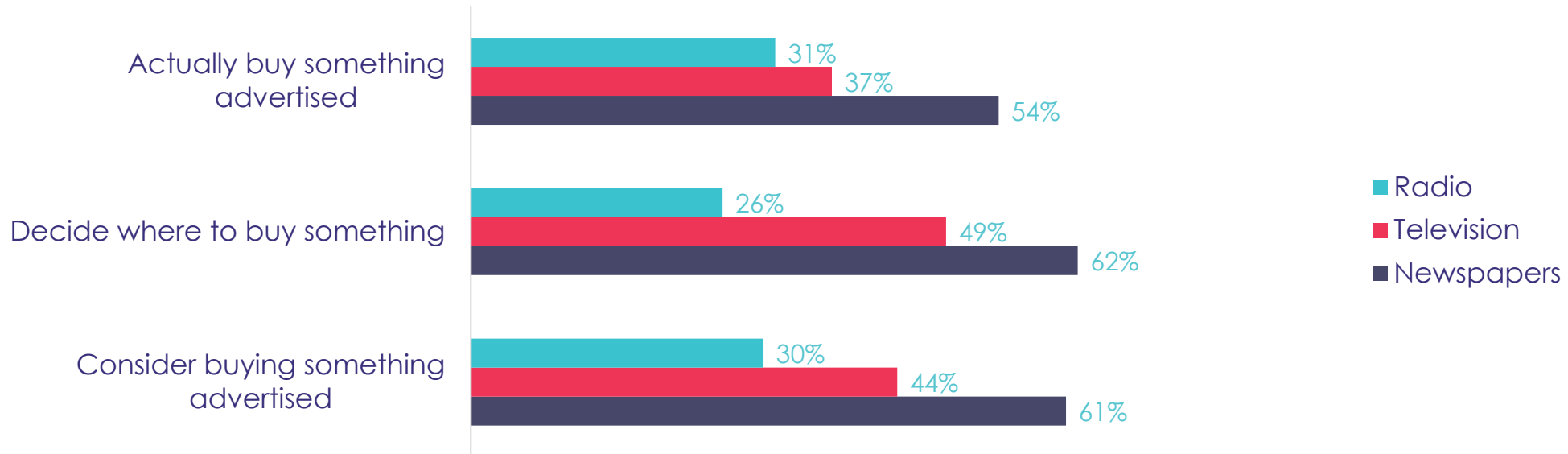
3. Deeper engagement in a relaxed mindset

With digital disruption ever more present and multiple screens all contesting for our attention, newspapers still hold a strong presence in captivating readers.

Readers spend more than **2.5 hours** on average during the week and **54 minutes over the weekend immersed in their newspapers.**

4. Drive action & influence purchase decisions

When it comes to purchase decisions, **Newspapers overall hold a higher power of influence compared to TV and radio.** More people will consider, decide where to shop, and actually purchase after reading a newspaper advertisement.



Source: Nielsen Consumer and Media Insights Q1 18 – Q4 18

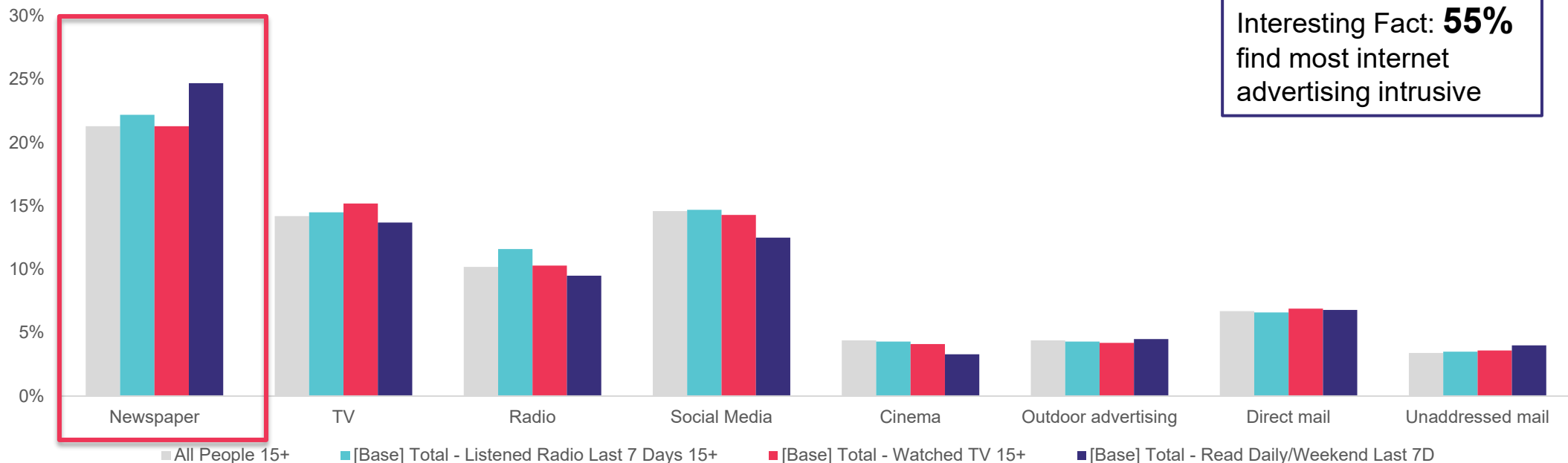
Base: 15+, and read any daily newspaper

Note: For each media type, media consumers are defined as listened to radio last 7 days/watched TV last 7 days/read daily or weekend newspaper last 7 days

5. More relevant to your customers

Finding the right medium to reach your customer is key, with **newspaper advertising** showing as the **most relevant source** to reach your customers.

Where Ads are more relevant to me



Interesting Fact: **55%** find most internet advertising intrusive