

Top 5 reasons to include print in your next campaign

A person in a dark suit and tie is holding a large newspaper, partially obscuring their face. The background is a light-colored wall with a grid pattern.

1. Expose your message to a wealthy audience

Print readers are a wealthy bunch -

- 21% of metro newspaper readers **earn more than \$80K**
- Metro newspaper readers* **spend \$1,442 on average household expenditure** per week
- 63% of all newspaper readers **own a property**
- **17%** of all newspaper readers **have an investment property.**

2. Newspapers are more trustworthy than online information

Lets face it, no one trusts what they read online anymore –

- **65%** of readers said information they get from **newspapers is trustworthy**, compared to just 33% for online
- **43%** of all people say they **worry about the security** of their personal information online



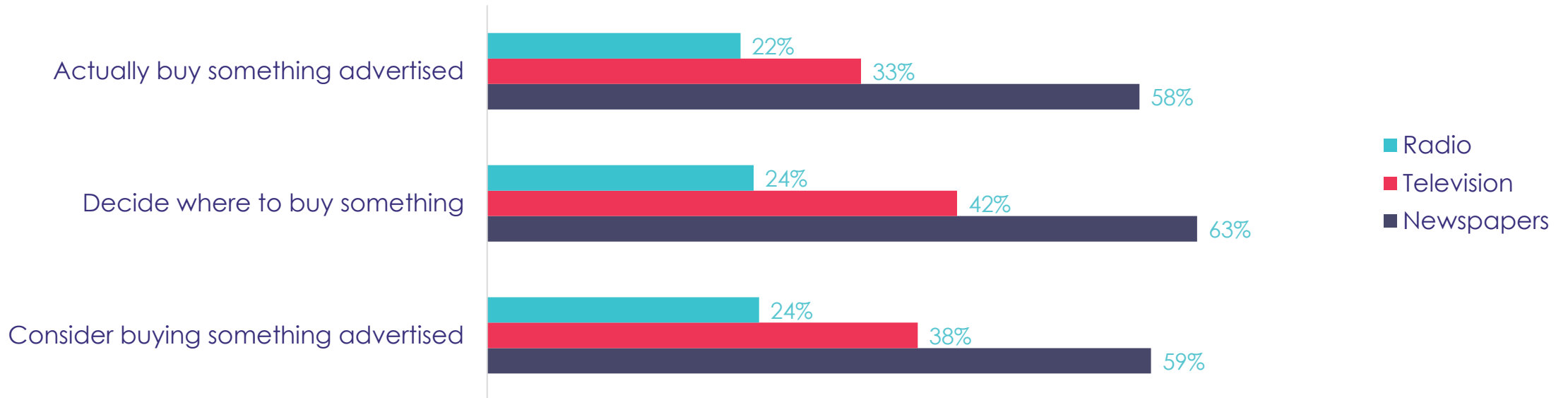
3. Deeper engagement in a relaxed mindset

In our multi-tasking, multi-screening life, it seems we seldom slow down and give anything our full attention. Newspapers are the exception.

Readers spend an average of almost 2.5 hours during the week and **56 minutes at the weekend engrossed in their newspaper.**

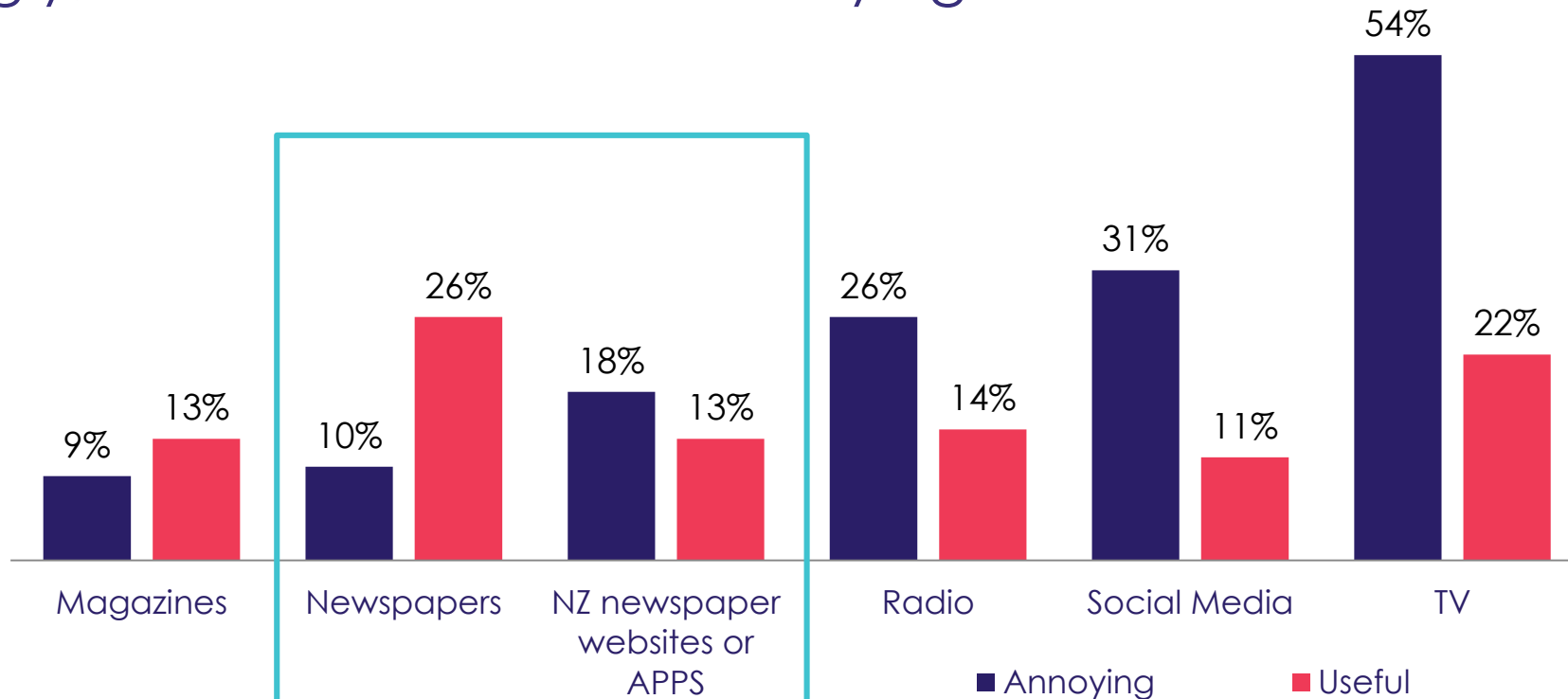
4. Drive action & influence purchase decisions

Newspapers clearly outperform TV and radio when it comes to influencing purchase decisions. More people decide where to buy and actually buy something after reading a newspaper advertisement.



5. More useful and less annoying advertising

Everyone hates annoying advertising right?! **Newspaper advertising is rated the most useful** and one of the least annoying forms of advertising. Unsurprisingly, TV is rated the most annoying.



Source: Nielsen, online survey, sample n= 876
 Base: All People aged 25-69 years