

# Your Community newspaper

Decades ago the term community newspaper was used to describe small newspapers, many times weekly papers. Today, it describes the best newspapers of any size or frequency. Community papers understand the critical reader and advertiser relationships. It's never been about size. Bigger is not necessarily better.

While the world is changing quickly and dramatically, we're proud to report that the need for your community newspaper has not lessened, nor diminished. We're proud of our evolution and remain committed to serving the needs of both readers and advertisers.

## Newspapers create activity:

- Eight in ten adults (78%) used newspaper inserts in the past 30 days to make purchasing decisions.
- 79% of adults took action on a newspaper ad in the past month.
- Seven in 10 cite newspapers as their source for coupons.
- Most readers shared a story or link from a newspaper in the past year.
- Each purchased newspaper is passed on to other readers 2.48 times.

