

ACTION FIGURES

Ten Reasons to Advertise on a Newspaper Website

1. Frequency: The online newspaper Web site user spends more than twice as many hours online than the general user. Online newspaper users are three times as likely as general 'Net users to be online during the workday when out of reach of other media –8-11 a.m. is a new "primetime" for media consumption (Source: "Power Users," 2006, MORI Research)

2. Credibility: Branded content brings a higher quality audience. A study from the Online Publishers Association (OPA) showed that OPA audiences were more like to buy products and services in a number of key categories, including automotive, entertainment, financial, home, travel and business to business.

3. Targeted: If you want to focus on a particular backyard, advertising in an online newspaper is more personal, and more relevant because it is local. Newspapers also publish a plethora of niche sites (youth, women, movie fans, Hispanics, are illustrative) for virtually any demographic advertisers could possibly hope to reach. – "Newspapers know more than ever about their Web audience because of online registration programs and audience segmentation software."

4. Purchasing power: Eighty-nine percent of newspaper Web site users purchase online compared with 56 percent of general users. Forty percent of online newspaper users have incomes higher than \$75,000; 69 percent own their homes. Eighteen percent of online newspaper users have spent more than \$2,000 online in the last six months.

5. Content: Excluding e-mail, the most popular online activities and content categories include national and local news, sports, financial information and entertainment news and things to do. Fifty-four percent of general Internet users visit online newspapers for local news, compared with 40 percent for the local TV station Web site and 20 percent for the local radio station site. Not even Yahoo! can top online newspapers as a local news source. ["Power Users," 2006, MORI Research]

6. Newspaper online audience keeps growing: Nationally, online newspapers keep growing their audiences. In an average month during the first quarter 2010, more than 74 million visited a newspaper website, more than 37% of the active Internet universe (Nielsen Online).

7. High profile: Online newspapers generate very large gains in Online Ad Awareness among C-level and other higher management job holders: C-level managers showed a 23 percent increase in Aided Brand Awareness, VP/director-level managers showed a 38 percent increase and other management showed a 37 percent increase following their exposure to an ad campaign in online newspapers (across all industries.) When the brand metric shifts to Message Association, C-level execs showed the largest increase in lift after exposure to campaigns on online newspapers, at 88 percent. No management category showed less than a 51 percent increase. (Dynamic Logic's MarketNorms® database, 2006)

8. Reinforcement: Sixty-nine percent of online newspaper users also read the newspaper in the past five days, and repetition increases awareness.

9. Cutting Edge: Newspaper Web site users are more likely (by almost twenty percent) to own some kind of portable electronic device. They are also more interested in receiving advertising and product offers through those devices. Forty percent of online newspaper users are aged 18 to 34. [Source: "Power Users," 2006, MORI Research]

10. Mix: A variety of recent studies have demonstrated the power of online, when included in a mix with traditional media, to elaborate the brand message. Newspaper print and online products combined have the highest penetration and most desirable audience of any other local medium.

Scarborough Research 2009
How America Shops and Spends/ MORI Research 2009

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