

Why advertise in regional newspapers?

Research by the NMA, involving 27,000 consumers over four years, has produced overwhelming evidence that newspapers drive emotional brand responses. Not only that, but they drive them more strongly than TV.

- ✓ 82% of adults, 40 million people, read a local newspaper, making it the most widely read medium in the country.**
- ✓ 64% of people tend to read any advertising items in their local newspaper.*
- ✓ 83% of regular readers have taken action due to advertising in a local newspaper.*
- ✓ 4 out of 5 local press readers act on the advertising*

Source: *The Wanted Ads I 2005, **BMRB/TGI 2008

Local media = local newspapers or their related websites

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