

# Why advertise in regional newspapers & companion websites?

The Newspaper Society commissioned TNS Media to conduct research investigating the link between local print and online including the initial qualitative study followed by in-market brand tests across the UK:

- ✓ Local newspaper & their associated websites are 49% more trusted & relied-upon than the nearest medium, commercial TV\*
- ✓ Over half agree that advertising in local newspaper & their associated website sparks ideas that they act upon.\*
- ✓ Advertising on local newspaper websites is 77% more likely to be believed & relied-upon than advertising on other website.\*
- ✓ Advertising on local newspaper websites is nearly 2 x more trustworthy & reliable than 'national' websites.\*

