



**NO OTHER MEDIA COMES  
CLOSE TO THE POWER  
OF NEWSPAPERS.**



**NOT ONE.**

**Newspaper advertising engages more consumers than any other local media. Period.**

**Yes - you read that correctly. Want proof?**

In a 2016 media study\*, consumers ranked the local newspaper as their #1 source for information on products and services. What's more, shoppers viewed newspaper advertising as more believable, more useful and less annoying than any other media.

Did we mention newspapers lead all other media in driving sales?

**NEWSPAPERS - 100 YEARS STRONG AND GOING THE DISTANCE.**

**The Bismarck  
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AMG/Parade, "2016 Local Knowledge Study" conducted by Coda Ventures, LLC, June 2016.