



NEWSPAPER ADS STILL HIGHLY EFFECTIVE

The fact that so many newspapers are struggling to survive in an environment of declining ad revenues raises an obvious question: Do newspaper ads still work? The answer is a resounding yes!

Newspapers ads score high on surveys

In Nielsen's 2013 National Cross-Media Engagement Study¹, newspapers really stood out in the advertising efficacy category. On a scale of various metrics of advertising effectiveness (such as "usually notice ads" and "likely to purchase") print newspapers came out on top, scoring higher than radio, internet and TV. In addition, the study found that newspaper-generated content in both print and online newspapers results in the highest average ad engagement scores compared to other media.

Newspaper ads score higher than online ads

Are newspaper ads really more engaging than online ads? The reality is, online ads are so pervasive that most people are now ignoring them altogether. A recent consumer impact and engagement survey conducted by Harris Interactive on behalf of Goo Technologies² found that online banner ads are completely ignored by 73% of consumers, social media ads are ignored by 62% of consumers and search engine ads are ignored by 59%. In comparison, the survey found that newspaper ads garner quite a bit of attention. With just 35% of consumers ignoring newspaper ads, the reality is that the percentage of people paying attention to newspaper ads is greater than the percentage of people ignoring ads placed online!

This Goo Technologies study asked people about ads they ignore. The Nielsen study³ asked the opposite: Do you usually notice advertising? Here newspaper ads came out on top, with 48% of respondents saying that they usually notice ads in their local newspaper, and 46% noticing ads in national newspapers. Once noticed, newspaper ads spur action: 35% of respondents in the Nielsen study said that ads in local and national newspapers make them more likely to make a purchase.

Newspaper ads reach residents of small towns

Want to reach residents of small towns? Try advertising in the local newspaper. The 2013 Community Newspaper Readership Study⁴ showed that 67% of residents in small U.S. communities read their local newspaper at least once a week. Furthermore, 80% said that they and their families actually look forward to reading these papers, and 71% stated that newspaper advertising inserts help them make better purchasing decisions.

Printed versions of newspapers still extremely popular

With most newspapers now having both print and online versions, does anyone still prefer print? Yes, lots of people do! In fact, 55% of U.S. newspaper readers consume their local paper in print only, compared to the 15% who read both the print and digital versions, and 10% who only read the digital editions.⁵

The bottom line: Newspaper ads are a tried-and-true way to engage readers and drive sales.

¹ Nielsen, 2013 National Cross-Media Engagement Study

² Goo Technologies, Consumer Impact and Engagement Survey, Jan 2014

³ Nielsen, 2013 National Cross-Media Engagement Study

⁴ Reynolds Journalism Institute Center for Advanced Social Research, 2013 Community Newspaper Readership Study

⁵ Scarborough newspaper readership survey conducted on behalf of the Newspaper Association of America, 2014