

Competitive Media Disadvantages:

What's wrong with Newspapers?

Newspaper readership has steadily declined over the past few decades and is not as relevant as it once was. Look at who did not see a paper yesterday:

Demographic:

86% of Adults 18-24 did not see a newspaper yesterday.

77% of Adults 18-29 did not see a newspaper yesterday.

61% of Adults 35-49 did not see a newspaper yesterday.

48% of Adults 50-64 did not see a newspaper yesterday.

Source: Newspaper Assoc. of America - 2006

In fact, TV has replaced the Daily Newspaper as our most important source of news, information and entertainment. Therefore, Television gets a far larger share of Americans media time than Newspapers. A typical Adult spends 272 minutes EACH DAY watching television, while spending approximately 27 minutes with a newspaper.

TELEVISION IS THE DOMINANT MEDIUM

Adults Reached Yesterday by Media

	<i>Adults 18-34</i>	<i>Adults 18-49</i>	<i>Adults 25-54</i>
<i>TELEVISION</i>	<i>87.6%</i>	<i>88.5%</i>	<i>90.5%</i>
<i>Newspapers</i>	<i>48.5%</i>	<i>58.7%</i>	<i>65.9%</i>

The figures above are for all Newspapers (local daily paper, USA Today, Wall Street Journal, etc.)

Source: Nielsen Media Research Custom Survey - 2007

Newspaper advertising works primarily for only one reason: It is mostly read by people who are already customers. But it is a poor medium for recruiting new customers. Did you know that:

9 out of 10 readers of a supermarket ad are already customers.

7 out of 10 readers of a department store ad are already customers.

Newspapers depend on an advertisers present customers for ads to work. They are not effective in bringing new customers.

Source: Media Development Survey - 2006

Even those who pay for a newspaper don't have time to read it! Did you know that 25% of those who reported not seeing a newspaper yesterday, were subscribers.

Source: Times Mirror - 2007

When the number of ads in a newspaper increases, the time spent reading the ads does not increase proportionately. In fact, every advertisers reading time drops.

Example:

Readers spend 8 minutes 42 seconds reading ads in a weekday newspaper.

The Sunday paper, with far more advertising, gets only 9 minutes reading. Just 18 seconds more, for all of its ads.

Not to mention, on average only 42% of readers will recall noting a full-page ad.

Source: Times Mirror - 2007

Lastly, Newspapers are passive. They supply retail information once the decision to buy has been made. They do not build brand awareness or create product demand.