why newspapers?

Newspapers are rated as **the source** that **operates in an ethical manner** and has the **public's best interest in mind.**[5]

Because in print or online, newspapers are

the most trusted source

of news and information among all age groups.[1]

83% of **Generation Z** turn to newspapers for trusted information and content.[2]

65% of **millennials** trust paid news and information more than free media.[3]

75% of **Generation X** read newspapers to learn about products with which they are not familiar.[1]

84% of **baby boomers** have taken action as a result of seeing an ad in a print newspaper in the past 30 days.[4]

Newspaper content is **created** by **real people** who **live in the communities** they cover and are **held accountable** for the stories they write.

TO ADVERTISE, CONTACT: Your Wyoming Community Newspaper

WYOMING PRESS ASSOCIATION

Sources: [1]Coda Ventures; [2]MNI Targeted Media; [3]Pew Research; [4]NAA; [5]Nielsen National Cross-Media Engagement Study; [6]2019 Release 2 Nielsen Scarborough Report. Copyright 2020 Scarborough Research. All rights reserved.