

Who's Your Customer?



Housewife?

Nearly every housewife reads a daily newspaper.



Factory worker?

Nearly every factory worker reads a daily newspaper.



Teacher?

Nearly every teacher reads a daily newspaper.



Professional Man?

Nearly every professional man reads a daily newspaper.



Office worker?

Nearly every office worker reads a daily newspaper.



Salesman?

Nearly every salesman reads a daily newspaper.



Farmer?

Nearly every farmer reads a daily newspaper.



Farmer's wife?

Nearly every farmer's wife reads a daily newspaper.



Anyone else?

Nearly everybody in every walk of life reads a daily newspaper.

It's a fact. Almost 9 out of 10 families get a daily newspaper on an average day*, and circulation is now at an all-time high of almost 59,000,000. No need to remember the figures—think of it this way: Practically every sale of every product or service is made to a newspaper reader.

*Source: Market Research Corporation of America