



BIGGEST REACH

99 Million Consumers Read a Daily Newspaper Each Weekday

These readers make up the largest audience available to any advertiser in any medium. A recent study* of this national newspaper audience shows that it includes 80 per cent of all men and women over 21...and 72 per cent of all teenagers, age 15 and over. This huge and consistent readership can be depended upon by advertisers because the daily newspaper is a habit with most people...an established part of their everyday lives. For the national advertiser, this amounts to almost the *total* market for *any* product. For the local advertiser, this massive readership symbolizes the local reach of his own local newspaper—into almost 9 out of 10 homes every day. No matter what the product or service an advertiser wants to sell, more people can read about it in the pages of the daily newspaper.

*"The Daily Newspaper And Its Reading Public," Audits and Surveys Co., Inc.