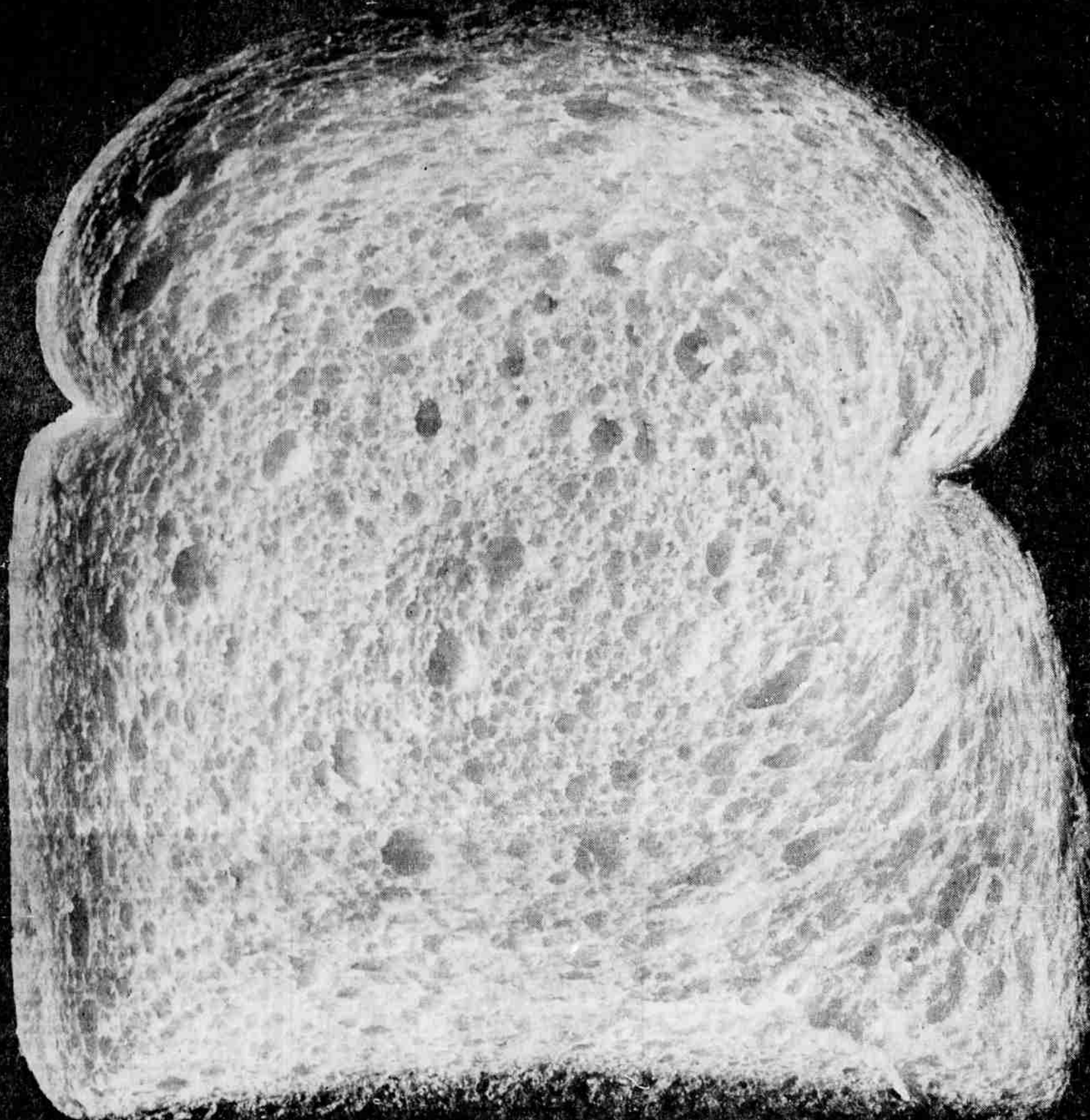




necessary:

that's the way people feel about their daily newspaper.

Add another staple to food, clothing, shelter, the daily newspaper.
It's that basic.

Nearly everyone reads it (99 million people on an average weekday)

They read it thoroughly, page by page (71%)

Would feel lost without it or miss it (79%)

They clip it (editorials 53%, ads 28%), quote from it (65%).

And 99 million consumers wouldn't have it any other way — an ever-changing diet of news and events, freshly packaged, eagerly consumed, thoroughly digested, completely welcome, The Daily Newspaper.

Note: 53% clip from editorial items, 28% clip from ads in a three month period.
85% quote from the newspaper in the past month.
Source: "The Daily Newspaper And Its Reading Public," Audit and Survey Co., Inc.

More People Do More Business Through Newspapers

