

# If you're convinced newspaper advertising doesn't work, think for a second what you're doing right now.



Let's get down to the facts. Pure and simple. When we asked people where they first went for shopping information, over 75% of them said the newspaper.

When asked where they would look for information if they were thinking about buying a home, 70% said the newspaper.

When asked what they would rely on for shopping information about a car, 60% said the newspaper.

For shopping information about groceries, 69% said they went to the newspaper first.

To make a long story short, 38% of the people we talked to actually bought something in response to an advertisement last week. Of those people, 74% said it was in response to a newspaper ad.

The facts are all here in black and white. Newspaper advertising does work.

And the more you use it, the better off you and your business will be.

Get the facts.  
Get them on paper.

## The State Port Pilot