

re:fuel resource



College Newspaper Readership

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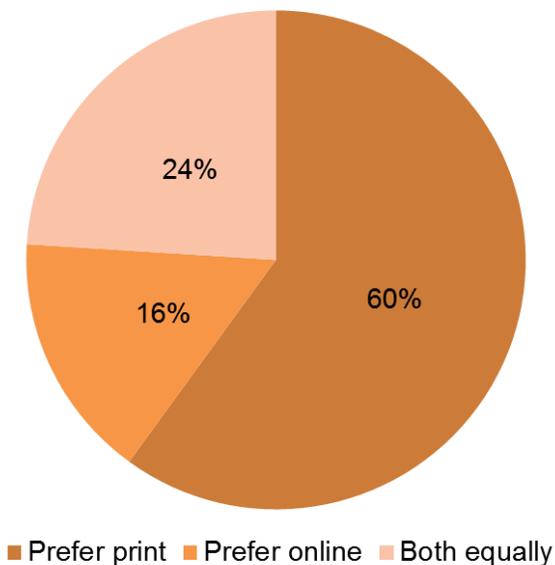
I ♥ NEWSPAPERS

College Newspaper Readership

Overview

With nearly 22 million college students wielding more than \$400 billion in spending power, it's clear that students are a desirable consumer audience. While college students consume a variety of media, advertising found in campus newspapers performs especially well in reaching these young consumers as they rely on their college publication to inform and influence their purchase decisions.

Do you prefer to read the printed or the online version of your college newspaper?



School newspaper readership is high; print version is still favored.

Campus newspapers are widely read by college students. An overwhelming 93 percent of students with access to such a paper at their school reported they have ever read the publication.

Print newspapers remain the preferred method of consumption. Sixty percent of readers prefer the print edition, while 24 percent favor print and digital versions equally, and 16 percent prefer the online edition.

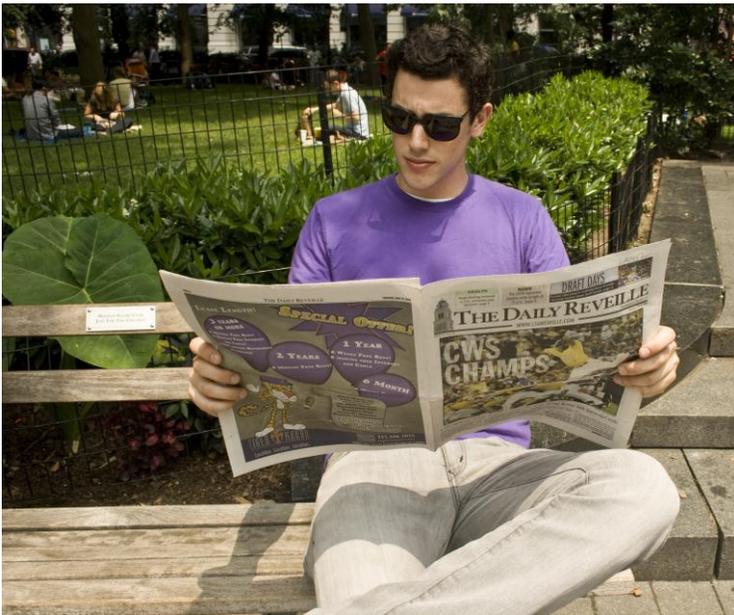
Print readers appear to read more frequently. Sixty-nine percent of print readers and 49 percent of online readers had read their school paper in the last week. In fact, when asked why they prefer the print version, students reported they favor it for accessibility reasons such as not having to power on a device (89 percent) and because the print newspaper is more portable and faster to access (86 percent). Sixty-three percent of student news readers like the print version for the crossword puzzles.

Students spend time with newspapers and share them.

The average amount of time students spent reading the print version of their school newspaper is 14 minutes, up slightly from 13.4 minutes in 2008. Students who read the online version spent less time than their print reading counterparts at an average of 10.2 minutes per reading session.

The percent of student print newspaper readers who say they read the entire issue has also increased to 68 percent in 2011, up 10 percentage points from 2008. Considering the relative size of student newspapers, that's a significant investment in the publication's editorial and advertising content.

Pass-along of these campus newspapers is strong. Sixty-three percent of print readers share their copy of the school newspaper with at least one other person, with an average of 2.7 readers per copy.



What information do you read or look for in your college newspaper?	Print Readers	Online Readers
Campus news	89%	74%
Local event information	68%	50%
Campus sports	51%	42%
Entertainment information	51%	35%
Puzzles (crossword, Sudoku, etc.)	39%	14%
Jobs/Employment listings	36%	24%
National/International news	35%	26%
National sports	15%	15%

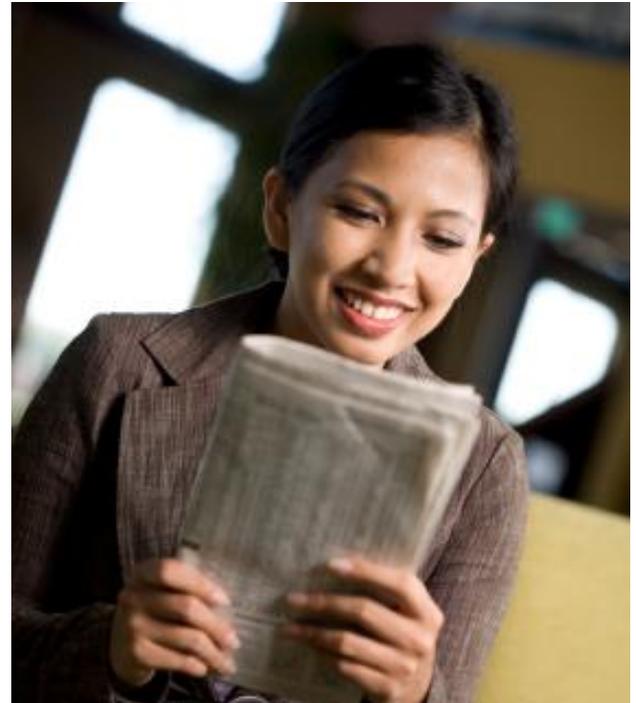
Content is key for campus newspapers.

Targeted, local content – relevant to their daily lives and not found in other sources -- is favored among college student newspaper readers.

The most popular types of information sought out by both print and online readers are campus news (89 percent of print readers, 74 percent of online readers), local event information (68 percent print, 50 percent online) and campus sports (51 percent vs. 42 percent online). Meanwhile, a much smaller percentage of students seek out national information such as national/international news (35 percent print, 26 percent online) or national sports stories (15 percent print and online) in their campus publication.

College newspapers are also a top source for students searching for employment. Forty-one percent of student newspaper readers report using that newspaper when searching for employment opportunities. That places campus newspapers behind websites (77 percent) and in a near tie with other local newspapers (42 percent) when it comes to job hunting resources.

Please indicate the actions you have taken as a result looking at any advertising in the printed version of your college newspaper.	
Taken any action (net)	65%
I have mentioned the advertisement/article to a friend	33%
I have gone to a Website mentioned in an ad	33%
I attended an event mentioned in the advertisement	28%
I have researched a product or service online	27%
I have saved the advertisement for future reference	23%
I have clipped a coupon or special offer	32%
I inquired about a job/career	23%
I have visited or called a retail store	19%
I have purchased a product or service	16%



College newspapers influence purchase decisions and incite action.

When making a purchase decision, approximately one in three student readers uses the school newspaper as a source of information and 26 percent reported their college newspaper had an influence on their purchase of a product or service within the past month (up 14 percentage points from 2008).

Overall, advertising in college newspapers incites action by 65 percent of student print readers. The most popular actions taken by student newspaper readers include mentioned the ad to a friend (33 percent), visited a website mentioned in an ad (33 percent), attended an event mentioned in an ad (28 percent) and researched a product/service online (27 percent).

Influential ad types

Eighty-six percent of school newspaper readers look at ads in print, with display ads being the most noticed (72 percent) by readers. Thirty-one percent have noticed free-standing inserts, and 37 percent have noticed content sponsorships. Those are strong numbers considering not all student newspapers offer these ad types.

Meanwhile, online readers tend to avoid ads with almost half (49 percent) reporting they only read the articles and do not look at the ads.

Coupons are widely used by students for a variety of services on and off campus. More than half of student newspaper readers (56 percent) reported using coupons and promo codes (51 percent). Among the students who use coupons, 42 percent said they did so for food/ groceries, 42 percent at fast food restaurants, 37 percent for books and 35 percent at sit-down restaurants. QR codes had been scanned and used by about 1 in 10 student newspaper readers.

Summary

Campus newspapers provide a valuable opportunity for advertisers who would like to reach the college student audience. The coveted local content remains a strong draw for students, ensuring that readership remains high among this hard-to-reach segment. Students tend to look for and act upon ads they see in their campus newspapers, delivering targeted, valuable ROI for marketers.

re:fuel College Newspaper Capabilities:

With more than 35 years of experience, **re:fuel** provides advertisers access to unmatched expertise in college newspaper placement services. In fact, **re:fuel** is the official representative for CNBAM – College Newspaper Business and Advertising Managers – the largest business-oriented college media trade organization in the country.

We provide marketers access to more than 1,400 college publications at two and four-year colleges in the U.S., Canada and Puerto Rico. Targeting available by school type, region, courses offered/degrees conferred, campus size/setting and more.

We also offer an extensive suite of on-campus tactics, including out of home, sampling and promotional events, as well as broadcast and direct marketing reach.

To hear more about how we can help maximize your college advertising budget, contact your sales representative or email us at info@refuelnow.com.

Methodology:

Participants: 600 college students between 17 to 34 years of age. Study participation required that students be attending a university that has a school newspaper and must have ever read the school newspaper in print and/or online in order to complete the survey.

Fielded: February 2011 using an online research panel.

Trend data from 2008 College Newspaper readership study is shown where possible.



About re:fuel:

re:fuel believes in the power of reaching consumers in niche and local markets. We excel in delivering value to marketers by connecting brands to these consumers through efficient and effective targeted marketing solutions.

Our media and promotions capabilities provide brands with both focused reach and national scale to deliver results against a broad scope of objectives. Our unparalleled research and market knowledge drives success throughout the process – from planning to execution.