

# COMMUNITY NEWSPAPERS

TARGET (CONSUMERS IN LOCAL MARKETS)



Despite readership losses seen in some large, metro dailies, the “hyperlocal” content found in local community newspapers continues to draw a dedicated audience. Consumers consistently turn to these publications for information on community news, issues and events that are relevant to their daily lives.

In fact, 72% of Americans consider themselves to be local news enthusiasts, and consumers in areas served by a community publication prefer it as their main source of local news.

- These papers enjoy high a pass-along (3.3 readers per copy) and lengthy reader interaction (39 minutes).
- 74% served by a local paper read it each week.
- 81% rely on the paper for local news and information.
- 86% consider the paper to be informative.

Based on an exclusive agreement with the Local Media Association – the leading local/suburban newspaper trade organization – **re:fuel** is uniquely positioned to provide advertisers with access to more than 2,000 member community publications serving more than 22 million consumers.

Sources: Pew Research Center, *Local News Enthusiasts*; National Newspaper Association/Missouri School of Journalism Reynolds Journalism Institute.

## KEY BENEFITS

- Often mailed to consumers or distributed by local merchants, local newspapers are considered to be an important, trusted part of the community.
- Easily targeted, cost-efficient and effective – community newspapers are an integral part of both local and national media plans.

## QUICK FACTS

- Target:** Consumers in local markets, suburban areas, small towns, etc.
- Reach:** More than 8,000 newspapers reaching millions of consumers
- Targeting:** Geotarget to ZIP code level and by HHI. Surround areas of interest including retail locations, college campuses and military installations.

Contact your account executive or reach us at 866-360-9688 or [info@refuelnow.com](mailto:info@refuelnow.com) to **re:fuel** your next campaign.