

re:fuel resource



Military Newspaper Readership

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Overview

Military households – containing 6.6 million active duty personnel, spouses and children – are a coveted class of consumers. They're young and family-oriented, educated and employed, and they wield substantial buying power and a thirst for consumer products.

Results from the 2013 *re:fuel Military Explorer* study confirm that while military households consume a variety of media, advertising found in on-base media, especially in military newspapers, performs especially well in reaching these communal consumers.



Base newspaper readership is high, particularly among spouses.

Military newspapers are widely read by military community members. Eighty-eight percent of all active duty personnel and 91 percent of spouses have ever read a base publication.

In fact, the vast majority of military consumers (66 percent) report reading a military newspaper a few times per month and 70 percent read civilian newspaper that often. Interestingly, military spouses or partners are 34 percent more likely than active duty personnel to read their base newspaper, making it an excellent venue for spouse-targeted messaging.

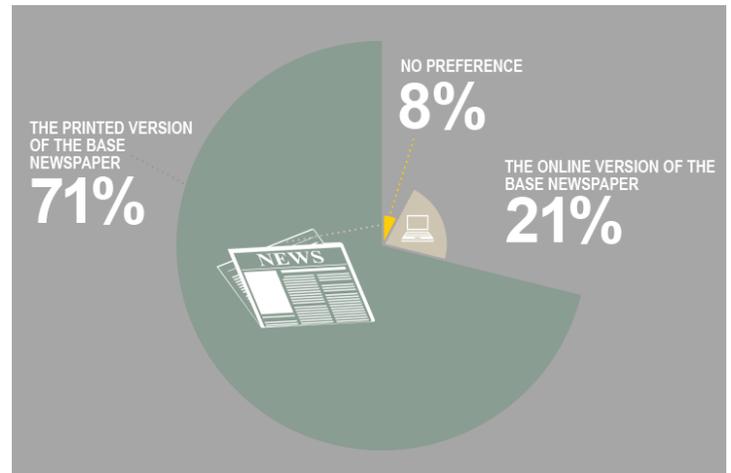
Personnel spend time with publications and share them with others.

Seventy-three percent of active duty personnel have read at least one of the last five issues of their base newspaper, while 86 percent of their spouses or partners have. The most recent issue was read by approximately one-third of the military, and they spend on average about 14 minutes doing so. Considering the relative size of military newspapers, that's a significant investment in the publication's editorial and advertising content.

Pass-along of these popular newspapers is strong. Seventy percent of respondents report sharing their copy with at least one additional person, equating to an average pass-along rate of 2.5 readers per copy.

Print is preferred.

Although their adoption of tech devices is high, most military newspaper readers prefer the print version of their base newspaper (71 percent) while only about one in five (21 percent) prefer the digital version.



Military papers boast coveted content.

Military newspapers contain information not found in any other news source, making them a precious commodity in military communities. Differences in lifestyle and interests among military personnel and their spouses drive differences in the content they seek from military publications.

While the most sought-after information among both types of readers are base news (79 percent), local event information (59 percent) and entertainment information (45 percent), active duty military are significantly more likely to read base news (85 percent) and local event information (64 percent) than their partners. Meanwhile, spouses are far more likely to seek out entertainment information (52 percent) and employment listings (25 percent).

INFORMATION LOOK FOR IN BASE NEWSPAPER	TOTAL	ACTIVE DUTY	SPOUSE/PARTNER
BASE NEWS	79%	85%	70%
LOCAL EVENT INFORMATION	59%	64%	45%
ENTERTAINMENT INFORMATION	45%	46%	52%
COUPONS	39%	41%	40%
NATIONAL/INTERNATIONAL NEWS	29%	30%	27%
ADVERTISING	26%	24%	23%
NATIONAL SPORTS	18%	18%	20%
JOBS/EMPLOYMENT LISTINGS	16%	15%	25%
PUZZLES	16%	15%	19%
PERSONALS/ANNOUNCEMENTS	15%	15%	16%

Base newspapers are also an important source for military consumers making purchase decisions. Thirty-nine percent of readers seek out coupons and more than a quarter (26 percent) reach for their base publication specifically to review advertisements.

Newspapers incite action among military consumers.

Advertising in base newspapers incites action by 70 percent of all military consumers. In fact, about one in three (32 percent) report that they’ve visited a website as a result of an ad in a military base publication, busting the myth that print can’t drive online. Other popular actions taken as a result of seeing base newspaper advertising includes “researched a product or service online” (31 percent), “used a coupon or special offer” (29 percent), “made a purchase” (27 percent) “and visited/called a retail store” (25 percent). Local civilian papers also drive action among military readers. The most popular activities are “used a coupon or special offer” (34 percent), “visited a website” (30 percent) and “researched a product or service online” (30 percent).

Summary

Newspapers provide a straightforward approach for advertisers who would like to reach the high-value military audience. Readership is high among military households and they are more likely to consume, look for and act upon ads they see in their base newspapers.



re:fuel Military Newspaper Capabilities

Newspapers are a critical part of any military advertising plan and are an ideal vehicle to prompt consumers to take action. Whether it's an event or retail promotion, acquisition or branding, newspaper advertising is an extremely effective approach to achieving your military market objectives.

With more than 25 years in the marketplace, **re:fuel** is the leader in military advertising and promotions execution. We offer access to more than 240 publications, including local base publications and national magazines, reaching 11.8 million in combined circulation. Targeting available by region, installations, branch and specialized training or function, dependent population and more.

Additional reach to this vital audience is available through an array of out of home, broadcast and on-base promotions capabilities.

To hear more about how we can help maximize your military ad spend and drive results, or to schedule a presentation of the full 2013 *re:fuel Military Explorer* results for your team, contact your sales representative or email us at info@refuelnow.com.

About the 2013 re:fuel Military Explorer:

The Military Explorer survey, the only study of its kind, provides a detailed look at media consumption, shopping and spending, military satisfaction and the post-military plans of this unique and valuable consumer segment.

Participants: 879 active duty U.S. military personnel and their spouses/partners completed the survey. Respondents were screened to be current active duty members or married or living with a significant other in the Army, Navy, Air Force or Marines whose household is based in the United States.

Fielded: November 2012 using an online research panel.

With 95 percent certainty, the results have a sampling error of plus or minus 3.3 percentage points of what they would if the entire U.S. military population had been polled.

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 drive success throughout the process – from planning to execution.