

Why advertise in regional newspapers & companion websites

The Newspaper Society commissioned TNS Media to conduct research investigating the link between local print and online including an initial qualitative study followed by in-market brand tests across the UK:

- Local newspapers & their associated websites are 49% more trusted & relied-upon than the nearest medium, commercial TV*
- Over half agree that advertising in local newspapers & their associated websites sparks ideas that they act upon*
- Advertising on local newspaper websites is 77% more likely to be believed & relied-upon than advertising on other websites*
- Advertising on local newspaper websites is nearly 2 x more trustworthy & reliable than 'national' websites*



Source: *Newspaper Society – the wanted ads III, 2007

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