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-That’s NNN!

Network News

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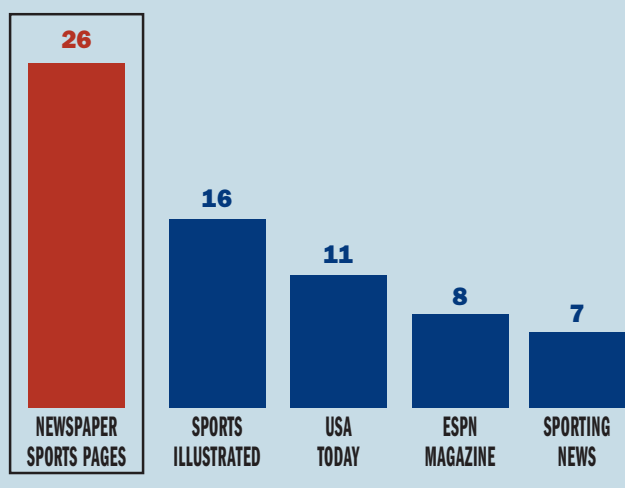
Newspaper Sports Pages #1 Print Source For Sports Fans (M18-34)

75% of All Men 18-34 are Sports Fans[‡]

The 2006 Sports Media Usage Study conducted by Markitecture finds that newspaper sports pages outperform all other print media as the place men 18-34 go to for sports news and information, and as the source they value most. In fact, when it comes to all sources for sports news, including TV, Magazines, Radio and the Internet, newspaper sports pages are second overall just behind ESPN. Combined with the credibility factor readers associate with newspapers, local newspaper sports pages are a smart choice for advertisers looking to reach this coveted male demographic. Detailed results are available at www.nnnlp.com and to NNN clients.

[‡] Source: 2006 MRI Doublebase

Men 18-34 Value Newspaper Sports Pages More Than Any Other Print Vehicle



Source: Sports Media Usage NNN 2006 Study, Conducted by Markitecture

LAST MINUTE

NNN Makes Newspapers National

Newspaper National Network LP, enables advertisers to leverage national reach and local engagement through its one-stop national network of leading local newspapers and newspaper websites. NNN is an incredibly easy, efficient, competitively-priced way for national advertisers in 16 different categories (including **Consumer Packaged Goods, Pharmaceutical, Business Products, Insurance, Credit Cards, Computers/Technology, Factory Automotive, National Restaurants, General Merchandise, Apparel, Household Goods and Government**) to convey their brand message in an immediate, strong and meaningful way.

NNN is owned by 23 major newspaper companies and the Newspaper Association of America.

Defying Conventional Wisdom, Young Sports Fans Turn To Newspapers

What Young Male Readers Say About Newspaper Sports Pages



Source: Sports Media Usage NNN 2006 Study, Conducted by Markitecture

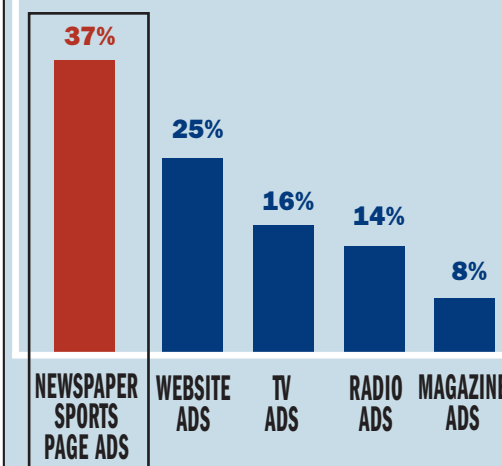
There is a strong preference for newspaper sports pages among men 18-34. While it is expected that men 35+ go to newspapers for sports news and information it may surprise some that men 18-34 do, too. When asked, 56% of this elusive younger demo agree “newspaper sports pages provide news and information not found elsewhere.” This fact helps to further validate the long-term viability of local sports pages, and newspaper in general.

Ads In Sports Pages Stand Out Most

When Markitecture asked men 18-34 which sports-related media has the least amount of ad clutter, newspaper sports pages came out on top. Websites, TV, Radio and Magazines did not fare as well, and were believed to have more clutter

than newspapers. Not only are newspaper ads “DVR proof,” but a less cluttered ad environment means readers notice and remember ads more. Further details are available to NNN clients and at www.nnnlp.com.

Newspaper Sports Pages Have Least Ad Clutter



Source: Sports Media Usage NNN 2006 Study, Conducted by Markitecture

WE HELP YOU SCORE WITH YOUR TARGET.

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