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Published by Newspaper National Network LP

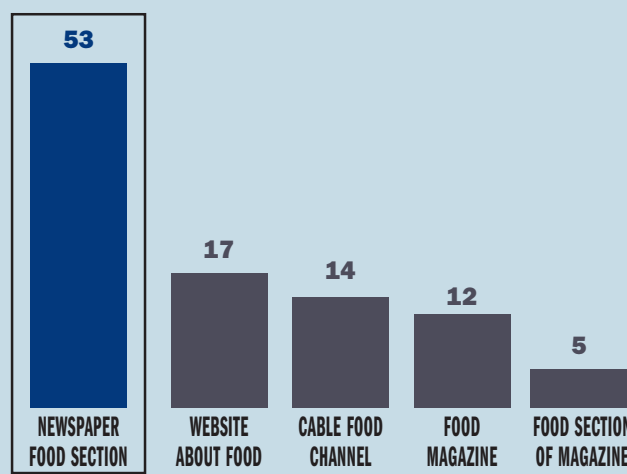
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Food Shoppers Have Strong Appetite For Newspaper Food Sections

Single Most Important Source Of Information When Planning Food Shopping

A new 2006 NNN study conducted by Gallup & Robinson reveals the high value women place on newspaper food sections. When it comes to the source most useful in providing food shopping information, readers overwhelmingly chose the food section. Moreover, 71% of respondents "pay special attention to advertising in food sections and 76% agree that "the food section is a good source of information on healthy cooking tips," making the newspaper food section an ideal environment for advertising. For detailed results visit www.nnnlp.com.

Newspaper Food Sections Are Most Valuable Source For Food Shopping Information



Source: Food Media Usage Patterns NNN 2006 Study, Conducted by Gallup & Robinson

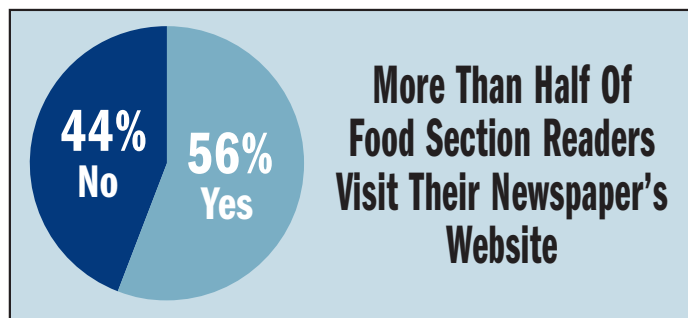
LAST MINUTE

NNN Makes Newspapers National

Newspaper National Network LP, 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 enables advertisers to leverage national reach and local engagement through its one-stop national network of leading local newspapers and newspaper websites.

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

Food Section Readers Consume Newspaper Websites



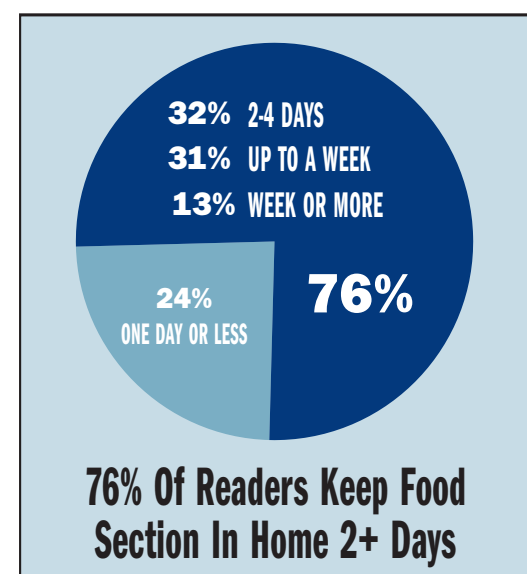
Source: Food Media Usage Patterns NNN 2006 Study, Conducted by Gallup & Robinson

The power of the newspaper food section extends well beyond print. When Gallup & Robinson asked women readers 25-54 if they visit their local newspaper's website, more than half said yes! Further, they ranked the online food section as their favorite content area after local news. Newspaper food sections – online and in print – are the perfect way to reach food shoppers. Go to www.nnnlp.com for details.

Shelf Life For Food Section Ads

When it comes to lasting impact, the Gallup & Robinson study conclusively shows that the newspaper food section has shelf life. 76% of readers keep the food section in their home for more than 2 days, with almost half keeping it at least 5 days!

And when asked how many times they refer to the newspaper food section, more than two-thirds of readers said they refer *back* to the food section at least once. Further results are available to NNN clients and online at www.nnnlp.com.



Source: Food Media Usage Patterns NNN 2006 Study, Conducted by Gallup & Robinson

**WE HELP YOU RING UP BIG
SALES WITH FOOD SHOPPERS**

CONTACT US AT (212) 856-6329

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