

"ONE-STOP SHOPPING AND  
SERVICE WITH A SMILE"  
That's NNN!

# Network News

TARGETED  
NATIONAL REACH  
That's NNN, too!

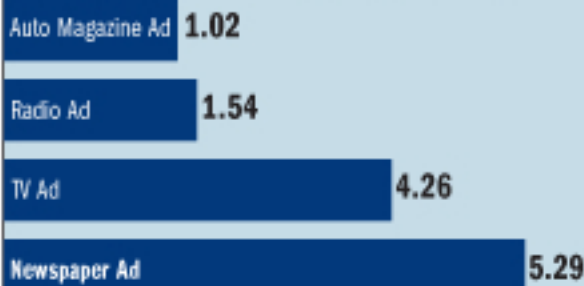
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NOT EVERY NEW MEDIA INNOVATION HAS TO DO WITH NEW MEDIA

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## Newspapers Accelerate Automotive Buying Cycle From Start to Finish

### Newspapers Influence Vehicle Selection



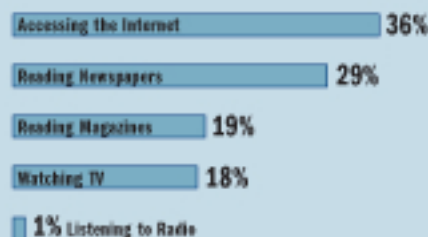
Source: CMV Marketing Research, Inc. 2005, 110 Scale

Newspaper has long owned immediacy in the automotive buying cycle. Now, research shows not only is newspaper advertising cited by buyers as being more important than TV, magazine or radio advertising in the month and weeks leading up to purchase, but is also an important media as much as 6 months before intended purchase. In fact, newspaper ads are cited by half of all new vehicle buyers as the reason they "entered the market for a new vehicle."

## Newspaper Readers "Mono-Task"

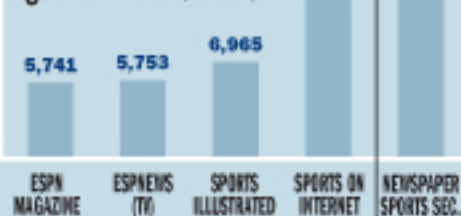
Consumers were asked how often they are "doing other things while reading, watching, listening to or accessing the media." The Internet and newspapers were found to have the greatest focus. For example, 29% of respondents were doing nothing other than reading the newspaper as compared to 19% when reading magazines. Increased focus translates to heightened receptivity.

### Media Focus: Percent Mono-Tasking



Source: NNN 2005 Media Engagement Study

### Sports-Oriented Media Reach Against M18-34 (audience '00)



Source: MR DoMbase 2005

## Newspaper Sports Sections Score: Key For Male Fans 18-34

Despite the ever-fragmenting sports media landscape, newspapers are undefeated. Among men 18-34, newspaper sports sections rank #1.

In fact, daily newspapers in the top 25 markets reach more men 18-34 than Sports Illustrated and ESPN magazine together.

Sunday newspapers in the top 100 markets reach more men 18-34 than Sports Illustrated, ESPN magazine, Men's Health, Outside, National Geographic Adventure, Maxim and FHM combined. And, when asked which media "most deals with issues I care about," newspapers top the list.

### 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 is owned by 23 major newspaper companies including Tribune, Knight Ridder, Advance, Gannett, The Hearst Corporation, The Washington Post, The McClatchy Group, The New York Times and the Newspaper Association of America.

ENGAGE A NATIONAL AUDIENCE  
WITH IMMEDIATE IMPACT.

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