

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

Network News

TARGETED
NATIONAL REACH
-That's NNN, too!

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Newspaper Website "Power Users" More Likely To Purchase Online

Ideal Ad Environment To Reach Purchase-Minded Consumers

A new 2006 NAA study conducted by MORI Research reveals that 82% of "Power Users" (those who use newspaper websites every day) purchase products online, compared to only 55% of those who do not frequently use newspaper websites. When combined with the proven power of newspaper print advertising to influence purchase decisions, newspapers – in print and online – are the one-two punch for motivating consumer action. More detailed research results are available at www.nnnlp.com.

Profile of a Power User

WHO USES NEWSPAPER WEBSITES?

91% RECENTLY SHOPPED ONLINE

89% RECENTLY BOUGHT ONLINE

90% ARE EMPLOYED

71% ARE ONLINE DAILY @ WORK

63% CHECK NEWS DAILY

68% HAVE HOME BROADBAND

MEAN AGE:

39

INCOME:

\$73k

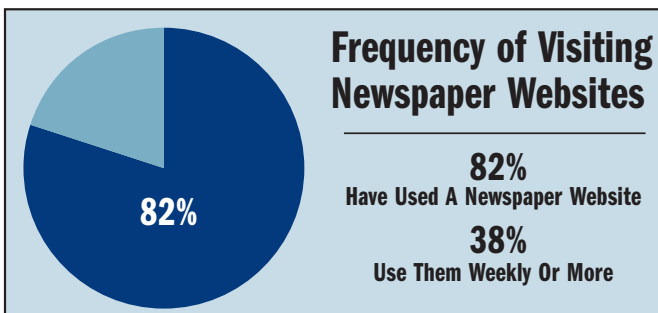
HOURS ONLINE/WK:

19

Source: 2006 NAA Power Users Study/MORI Research

One-Stop Shopping For Integrated Online/Offline Newspaper Buys

As more advertisers look for integrated cross-media opportunities at the local level, NNN is the perfect partner for helping to enhance an ROP buy with the impact of an online newspaper website buy. According to Nielsen/NetRatings, newspaper websites reach more than 55 million adults each month – *one-third* of internet users. NNN is the one-stop shop for reaching this coveted demographic...online and off.



Source: NNN 2005 Media Engagement Study

Ads On Newspaper Websites More Influential Than Rest Of Net

Results just released from a July 2006 NNN study conducted by GfK Automotive confirm that like newspaper ads, newspaper *website* advertising plays a critical role at the early stages of the automotive buying cycle, not just at the end as previ-

ously thought. Moreover, newspaper website ads outperform all other internet ads in both determining the initial consideration set and in deciding which one make/model to purchase. For detailed findings, visit www.nnnlp.com.

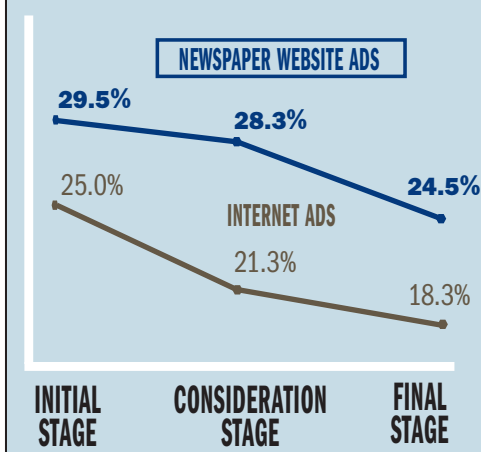
LAST MINUTE

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 offers strategic marketing and media planning capabilities with an ongoing commitment to actionable research that provides advertisers national programs delivering strong local impact. Advertisers can be assured of fast, accurate turnaround on RFP's.

NNN is owned by 23 major newspaper companies including Tribune Co., McClatchy, Advance, Gannett, The New York Times, Hearst, MediaNews Group, The Washington Post, Philadelphia Media Holdings and the Newspaper Association of America.

Ad Importance Throughout The Buying Cycle



Source: GfK Automotive/NNN '06 Study of In Market Shoppers & Recent Purchasers

**WE MAKE NEWSPAPERS
(and their websites) NATIONAL.**

CONTACT US AT (212) 856-6304

NNN
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