

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

# Network News

TARGETED  
NATIONAL REACH  
-That's NNN, too!



NOT EVERY NEW MEDIA INNOVATION HAS TO DO WITH NEW MEDIA



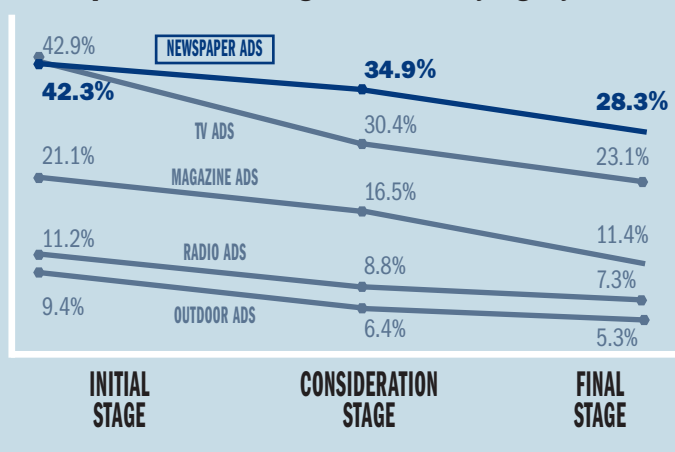
## Newspaper #1 source for auto buying decisions months before purchase.

A July 2006 study by GfK Automotive reveals new insight into the automotive buying cycle. It has long been known that newspapers are the most important source for final vehicle choice. But given newspaper's reputation as the most credible source of information in an ever-fragmenting media world, it should not come as a surprise that newspaper ads also top all other media advertising (including TV and magazine) when it comes to narrowing down the vehicle consideration set.

### The New News – Even Six Months Out

The big surprise, however, is that newspaper ads are equal to TV ads in impact at the *initial* stage of the buying cycle. This news is not being lost on the auto industry. "Today's consumers are definitely looking to newspapers as they gather information about vehicles on their consideration list, *well before* they make a purchase decision," says Ian Beavis, Head of Marketing for Kia Motors, "It's not just two weeks out."

### Ad Importance Throughout the Buying Cycle



Source: GfK Automotive/NNN 2006

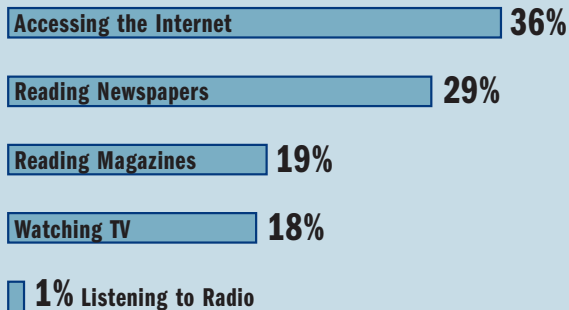
"This is something we all  
need to take note of."

-Ian Beavis  
SVP Marketing, Kia Motors

Further bolstering these startling results, GfK also found that newspaper "auto shopper" readership sharply increases during the 3-month period prior to vehicle purchase. Shoppers turn to newspaper as a trusted source.

## Newspaper Readers "Mono-Task"

### Media Focus: Percent Mono-Tasking



Source: NNN 2005 Media Engagement Study

Millward Brown asked consumers 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.

## 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 Co., The McClatchy Co., Advance, Gannett, The New York Times, Hearst, MediaNews Group, The Washington Post, Philadelphia Media Holdings, Hollinger, Belo, Cox, The Seattle Times, Milwaukee Journal Sentinel, Copley, Freedom, Pulitzer, Scripps, The St. Petersburg Times, The Buffalo News, Media General, Pittsburgh Post Gazette, Omaha World-Herald, and the Newspaper Association of America.

### 8-in-10 Shoppers Would Like to See More Auto Ads in Newspapers

80%

Source: GfK Automotive/NNN 2006

**NEWSPAPERS ACCELERATE  
SALES FROM START TO FINISH.**

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