

"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



Internet Changed Media Landscape: Newspapers Still Vital

CRITERIA:	NEWSPAPERS	INTERNET
Is the First Place I Look When I Need Information	24%	67%
Deals With Issues I Care About	60%	45%
The Most Comprehensive Source Of News	46%	35%
Makes Me Feel Mentally Stimulated	56%	46%

Source: NNN 2005 Media Engagement Study

The NNN 2005 Media Engagement Study conducted by Millward Brown provides key insights regarding the relative strengths of media in today's ever-fragmenting media environment. Newspaper reader respondents, who completed the study *over the Internet*, give credit to the net for providing immediate information, but rank newspapers first on key engagement measures including: issues I care about and comprehensiveness. More detailed research results are available at www.nnnlp.com and to NNN clients.

LAST MINUTE

NNN Makes Newspapers National

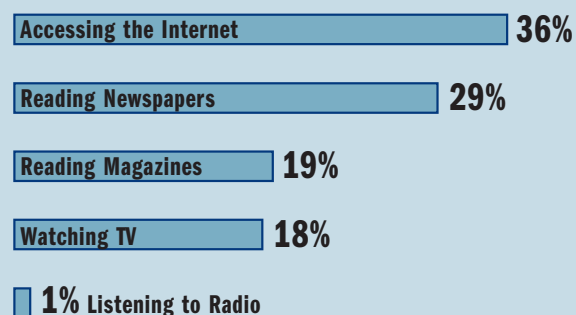
Newspaper National Network LP, is an incredibly easy, efficient, competitively-priced way for national advertisers in 16 different categories (including **Packaged Goods, Pharmaceutical, Business, Technology, National Auto, Restaurants, General Merchandise and Government**) to convey their brand message in an immediate, strong and meaningful way.

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

Newspaper Readers "Mono-Task"

When 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

Has Credible Advertising:

Newspapers +**23.5%** vs. TV

Newspapers +**31.3%** vs. Magazines

Newspapers +**90.9%** vs. Radio

Newspapers +**162.5%** vs. Internet

Source: NNN 2005 Media Engagement Study, Respondent Rating

"Halo Effect" - Credibility of Advertising Linked to Medium

On a scale of 1-10, newspapers were ranked #1 in terms of trustworthiness. This trustworthiness creates a halo effect for newspaper ads. Respondents rated newspapers #1 when asked to identify media with "advertising that helps me choose which products to buy." Contact NNN to find out more reasons why newspapers make a relevant and impactful addition to your national media buys.

**NEWSPAPERS ARE STILL #1
WE MAKE THEM EASY TO BUY
CONTACT US AT (212) 856-6304 OR WWW.NNNLP.COM**

