



POWER OF PRESS

# PRESS WORKS

**NEWSPAPER ADVERTISING INFORMS AND BUILDS CONFIDENCE BETTER THAN ADVERTISING WITH OTHER MEDIA\***

**4.6M NEWSPAPERS ARE BOUGHT EVERY WEEK**

**DID YOU KNOW? NEWSPAPERS INVEST MORE IN JOURNALISM THAN ANY OTHER MEDIA IN IRELAND**



**4 OUT OF 5 PEOPLE READ A NEWSPAPER REGULARLY**



**1 IN 2 PEOPLE READ A NEWSPAPER EVERY DAY**

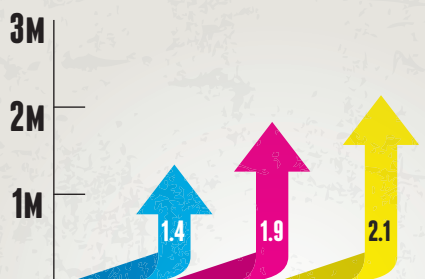


**IN IRELAND, MORE PEOPLE READ NEWSPAPERS THAN USE FACEBOOK**



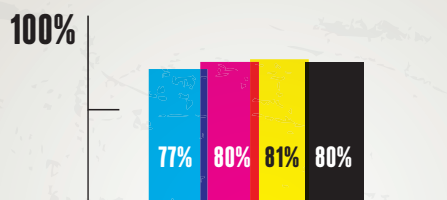
**WE HAVE 2.9M LIKES (2.9M REGULAR READERS)**

**THINK IT'S A DIGITAL WORLD? EVERY DAY, MORE PEOPLE IN IRELAND READ A NEWSPAPER THAN USE THE INTERNET. THINK PRINT.**



- DAILY UNIQUE INTERNET USERS (ComScore 2012) - 1.4M AVERAGE USERS
- DAILY NEWSPAPER READERS (JNRS 2012) - 1.9M AVERAGE READERS
- SUNDAY NEWSPAPER READERS (JNRS 2012) - 2.1M AVERAGE READERS

**WE'RE A NATION OF READERS. WE HAVE ONE OF THE HIGHEST LEVELS OF READERSHIP INTERNATIONALLY.**



- 77% OF 25-44 YEAR OLDS READ NEWSPAPERS
- 80% OF GRADUATES READ NEWSPAPERS
- 81% OF MAIN SHOPPERS READ NEWSPAPERS
- 80% OF ABC1 PROFESSIONALS READ NEWSPAPERS (Source: JNRS 2012)

## PRESS WORKS FOR ADVERTISERS

**PRESS DRIVES SALES:** "REGULAR PRESS ADVERTISING IS INVALUABLE AS IT ALLOWS US TO SHOWCASE NUMEROUS CURRENT OFFERS THAT WE ARE RUNNING IN STORE. PLUS, PRESS ENABLES US TO INCLUDE DETAIL THAT OTHER MEDIA JUST DOESN'T ALLOW FOR."

KATHLEEN MOORE, HEAD OF NATIONAL COMMUNICATIONS, TESCO IRELAND

### PRESS IS EFFECTIVE:

"PRESS IS A TRIED AND TESTED 'STATEMENT' MEDIA CHANNEL FOR US THAT CONTINUES TO DELIVER AND ALLOWS US TO MEET OUR TARGETS."

PAUL CULLEN, MEDIA CONTROLLER, XTRA VISION

**PRESS IS INFORMATIVE:** "PRESS ADS ARE A KEY COMPONENT OF OUR MARKETING STRATEGY. THE MEDIUM CONSISTENTLY SUCCEEDS IN PRESENTING OUR PRODUCTS AND MESSAGES TO ALL OUR KEY AUDIENCES."

CIARÁN McMAHON, MARKETING MANAGER, FORD IRELAND



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