

The Media Audit

NEWS RELEASE

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Websites Extending Reach of Newspapers

New Research Shows 80 Newspapers Reaching More Than 60% of Market

Houston – (01/23/07) – With the help of their websites, newspapers are increasing their market penetration beyond 60, 70 and even 80 percent, according to a new report from The Media Audit.

The report is to be released at the Newspaper Association of America Marketing Convention in Las Vegas, January 28-31.

“For a few years now we have been able to show a ‘net reach’ of a newspaper’s print and website products in combination, and the data is impressive,” says Bob Jordan, president of International Demographics, Inc., a 35-year-old market research firm which produces The Media Audit.

Net Reach Exceeds 80 Percent

Ten daily newspapers have achieved a net reach of more than 80 percent. The New Orleans Times-Picayune leads the nation with a net reach in the metropolitan area they service of 87.3 percent. Approximately 593,800 adults said they read the Times Picayune during the past month and 287,500 adults said they visited the newspaper’s website (NOLA.com) during the same period. “When the duplications between the two groups are eliminated,” says Jordan, “the net gain is approximately

43,900 for total readers/viewers of 637,700 which are 87.3 percent of all adults in the metropolitan area.”

The Media Audit measures only website visitors from the immediate market area.

The other daily newspapers in the top ten and their percent of market penetration are: Omaha World-Herald, 84.1; Buffalo News, 83.3; Arkansas Democrat-Gazette, 83.3; Louisville Courier-Journal, 82.0; Charleston (SC) Post & Courier, 80.7; Lexington Herald-Leader, 80.6; The State (Columbia SC) 80.3; Peoria Journal Star, 80.2; Rochester (NY) Democrat & Chronicle, 80.0.

“To improve the net,” says Jordan, “a newspaper must first attract viewers to its website and they are making impressive gains in that area. As recently as 2003 just 30 daily newspapers had attracted more than 20 percent of adults in their immediate market to their websites. Our current numbers show 49 dailies have attracted more than 25 percent of adults and 30 dailies have attracted 30 percent or more.”

Forty-nine daily newspapers achieved a total net reach of more than 70 percent and 80 dailies achieved more than 60 percent.

The report containing the data cited here will be available without charge at The Media Audit booth at the NAA Marketing Convention.

The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides both qualitative data for media websites as well as for traditional media.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 35 years. In 1998, the survey started providing data on local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences.

Note: If you would like to periodically receive news releases containing market survey data from The Media Audit, please contact us by email (info@TheMediaAudit.com) and leave your name, title, company affiliation and email address.