



**Think outside
the box.**

**And get results from
your advertising.**

- **81% of adults** read a community newspaper at least once a week.*
- **50% of adults** rely on the local newspaper as their primary news source.*
- **Only 16% watch** television for community information.*

How will you reach your target audience?

The News- *Serving Wilkes County since 1896*
Reporter

See our ads online at www.news-reporter.com

* – Survey conducted by the National Newspaper Association and the Center for Advanced Social Research at the Missouri School of Journalism at the University of Missouri-Columbia. Researchers surveyed adults 18 years old and up in markets with fewer than 100,000 residents.