Our Local Newspaper Readers Buy
– AUTO INSURANCE –

27%

of consumers in our market shopped, or plan to shop, for **auto insurance** in the past/next 12 months

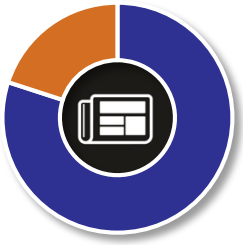
73%

of these clients are **reached** by our print or digital newspaper every month

Newspaper Advertising Works.

80%

of consumers in our market believe that…



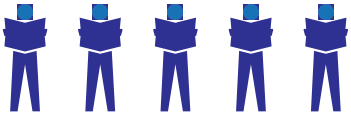
"Newspaper Advertising is Important!"

75%

of consumers in our market read advertisements in the print or digital editions of our local newspaper

55%

of consumers rely on print or digital newspaper ads to decide what local products and services to buy



Top Actions Taken by Consumers After Reading Local Newspaper Ads

- Search online for more information
- Visit a store/dealer/other location
- Visit the advertiser's website
- Purchase the product or service

Source: 2023 South Carolina State Study; Conducted by Coda Ventures

For more information, please contact your local newspaper representative