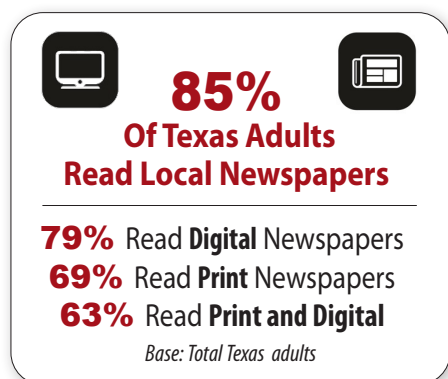


# TPA State Study Reveals the Power of Print & Digital Newspaper Advertising

Compelling research can help newspapers close the sale in today's competitive advertising environment.

A new study sponsored by the **Texas Press Association** provides data-driven insights to help members achieve their advertising sales objectives.

The **2023 Texas State Study**, conducted by the independent research firm Coda Ventures, reports that more than **19 million**, or **85%** of Texas adults rely on newspapers every month for local news and advertising.



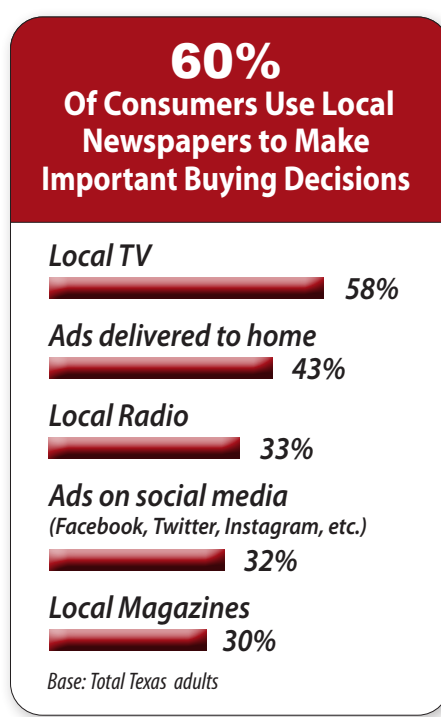
Among readers of **community newspapers**, the study found that community newspapers outperformed local TV and radio as consumers' **primary source** of community news for the following topics:



**Newspaper Ads Work**

Among those surveyed, **88%** believe that **"Advertising in newspapers is important"**.

In fact, **9 out of 10** have **taken action** as a direct result of print or digital newspaper ads – from visiting a store or an advertiser's website, to purchasing a product/service.



The study also measured the ability of local newspapers to deliver an advertiser's target audience for twenty important advertising categories.

Among consumers who plan to shop for specific products and services, the targeted reach of newspapers is unrivaled. Below are just a few examples:

	Newspaper	
	Adults	Reach
Appliances	34%	89%
Automobiles	31%	91%
Banking/Financial	36%	89%
Drug Stores	46%	85%
Home Furnishings	32%	87%
Home Improvement	29%	89%
Home Services	24%	89%
Liquor/Wine/Beer	34%	88%
Restaurants/Bars	52%	86%
Vehicle Maintenance	45%	86%

*Base: Total Texas adults*

The **Texas State Study** provides clear evidence of the power of local newspaper advertising, and the TPA is proud to provide this essential advertising resource.

**To learn more about the Texas State Study:**

Donnis Baggett, Executive Vice President, 254.652.9756  
[dbaggett@texaspress.com](mailto:dbaggett@texaspress.com)



# Putting Custom Advertising Sales Sheets to Work for TPA Members

Newspaper research is an effective tool to use on calls with local advertisers. Your ability to document how many consumers your newspaper reaches across your print and digital platforms – and why your readers are ideal prospects – can help make the sale. That's why the TPA recently commissioned a survey of Texas adults, conducted by Coda Ventures.

The **2023 Texas State Study** quantifies the powerful role that local newspapers play in generating results for advertisers. And now you can put the survey's impressive findings to work for your newspaper.

**Custom Ad Sales Sheets** are branded with your newspaper's logo and feature data that is specific to your market and your newspaper's audience delivery.

**Audience Profile** sheets showcase the total market reach of your print and digital products, as well as the specific reach of each individual platform.

Your newspaper's coverage of core demographic groups is also included, along with topline results from the study about the overall importance of newspaper advertising and the role newspapers play in consumers' buying decisions.

**Category Profile** sheets focus on key ad categories that you identify. Each category sheet presents the number of consumers in your market that purchase those specific products and your newspaper's print and digital reach among these active buyers.

Plus, results from the study compare the effectiveness of newspapers and newspaper websites to other competitive local media like TV, radio, magazines, direct mail and social media.



To learn more about custom sales sheets for your newspaper, please contact:

Donnis Baggett, Executive Vice President,  
254.652.9756 • dbaggett@texaspress.com

## Audience Profile

**Texas Star Weekly** is the market's go-to source for local news and information, reaching **55%** of consumers every month

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**Texas Star Weekly** reaches **47,785** active and engaged consumers across the newspaper's print or digital platforms

<b>31,500</b> Print Readers	<b>300</b> Digital Only Subscribers	<b>32,160</b> Unique Monthly Website Visitors	<b>4,425</b> Social Media Followers

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The print and digital editions of Texas Star Weekly reach your most lucrative **advertising prospects**

Age 18-34 <b>44%</b>				
Age 35-64 <b>56%</b>	<b>61%</b> Homeowners	<b>60%</b> HHI \$50k+	<b>58%</b> Children at Home	<b>59%</b> In Community 5+ Years
Age 65+ <b>67%</b>				

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**88%** Believe that "newspaper advertising is important"

**60%** Use newspaper ads to make important buying decisions

Source: 2023 Texas State Study conducted by Coda Ventures

Name • Title • Phone # • Email Address

## Home Improvement

Every month, almost **6 out of 10** consumers in the market turn to **Texas Star Weekly** for the news, information and advertising that impact their lives

**27,800** consumers in the market plan to shop for **home improvement products or services** in the next 12 months

**68%** of these potential customers are readers of **Texas Star Weekly**

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**6 out of 10** consumers turn to print or digital advertising in Texas newspapers when deciding which **brands, products and services** to buy

<b>60%</b> Print or Digital Newspapers	<b>58%</b> TV	<b>43%</b> Home Delivered Ads	<b>33%</b> Radio
	<b>32%</b> Social Media	<b>30%</b> Magazines	

\*Includes media websites

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**88%** Almost 9 out of 10 Texas adults believe that "newspaper advertising is important"

Source: 2023 Texas State Study conducted by Coda Ventures

Name • Title • Phone # • Email Address