

# ADDING NEWSPAPERS TO YOUR CAMPAIGN BOOSTS ROI BY



# TIMES ON AVERAGE



Adding newspapers to a retail campaign increases effectiveness by 2.8 times



Adding newspapers to an automotive campaign increases effectiveness by +71%



Adding newspapers to a finance campaign increases effectiveness by 5.7 times



Adding newspapers to a travel campaign increases effectiveness by three times



Adding newspapers to a FMCG campaign increases effectiveness by +20%



Using digital newsbrands boosts print ROI by up to five times



Newspapers make TV twice as effective and online display four times more effective