



MYTH SMASHERS

MYTH:

NO ONE READS NEWSPAPERS ANYMORE.

REALITY:

MORE THAN 104 MILLION ADULTS READ A PRINT NEWSPAPER EVERY DAY, MORE THAN 115 MILLION ON SUNDAYS. THAT'S MORE PEOPLE THAN WATCH THE SUPER BOWL (94 MILLION), AMERICAN IDOL (23 MILLION) OR THAT TYPICALLY WATCH THE LATE LOCAL NEWS (65 MILLION).

John F. Sturm, NAA President and CEO

