



MYTH SMASHERS

MYTH:

NEWSPAPER READERSHIP IS TANKING

REALITY:

AVERAGE WEEKDAY NEWSPAPER READERSHIP DECLINED A MERE 1.8 PERCENT BETWEEN 2007 AND 2008, AND ABOUT 7 PERCENT SINCE ITS PEAK IN 2002. COMPARE THAT TO THE 10 PERCENT DECLINE SEEN IN THE PRIME TIME TV AUDIENCE IN 2007 ALONE. MEANWHILE, NEWSPAPERS' WEB AUDIENCE HAS GROWN NEARLY 75 PERCENT SINCE 2004, TO 73 MILLION UNIQUE VISITORS A MONTH.

John F. Sturm, NAA President and CEO

