

Is Your Newspaper Going Digital? Your Audience Has!

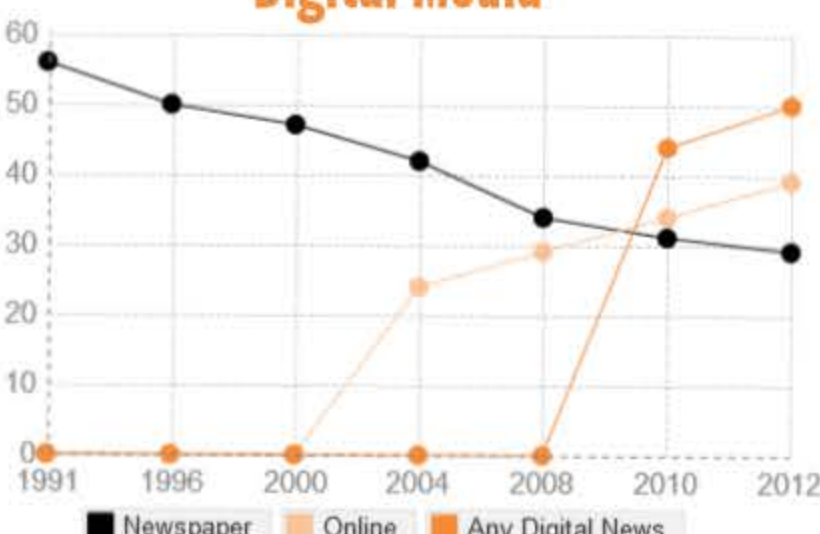
An Infographic by **bar-z**



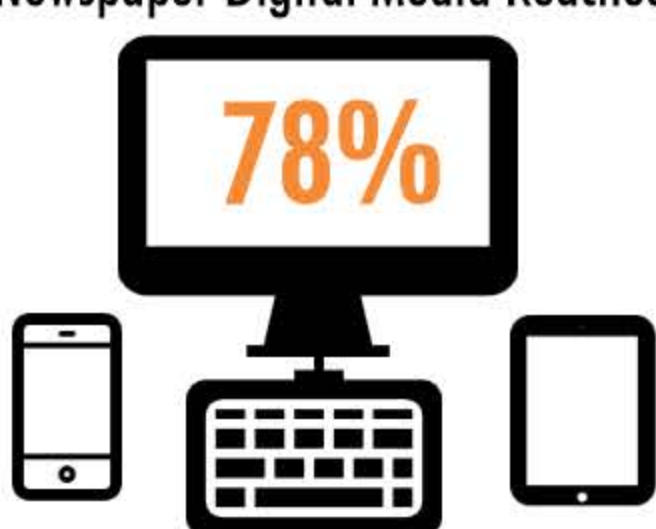
NEW DIGITAL STRATEGIES ARE A SMART WAY TO SUPPLEMENT YOUR PRINT PUBLICATION, EXPAND YOUR AUDIENCE, UTILIZE EXISTING CONTENT & EARN NEW AD REVENUE.

Where Did American's Get Yesterday's News?

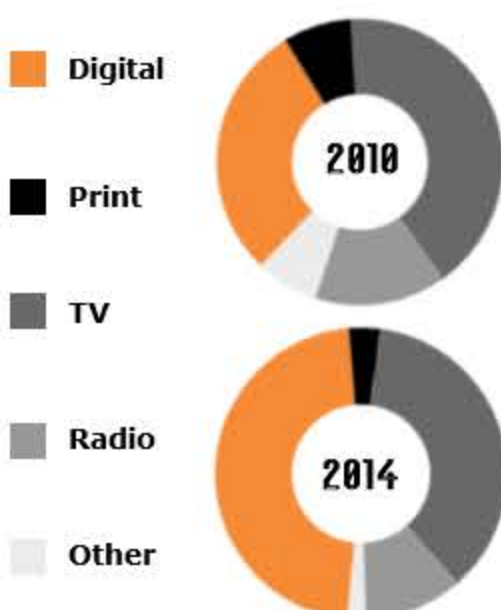
Digital Media



Newspaper Digital Media Reached



Of Online Users In March Alone!



Americans are Spending More Time on Digital Media & Less Time with Print Media

From 2010 to 2014:

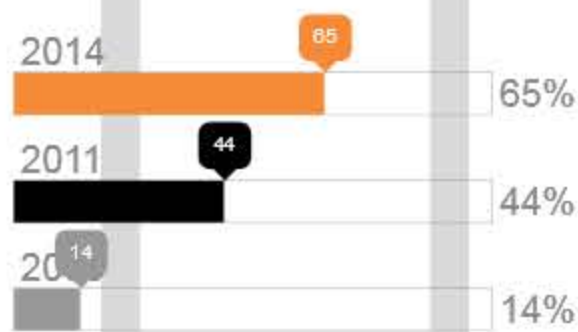


The time spent on Digital Media increased from 29% to **OVER 47%!**



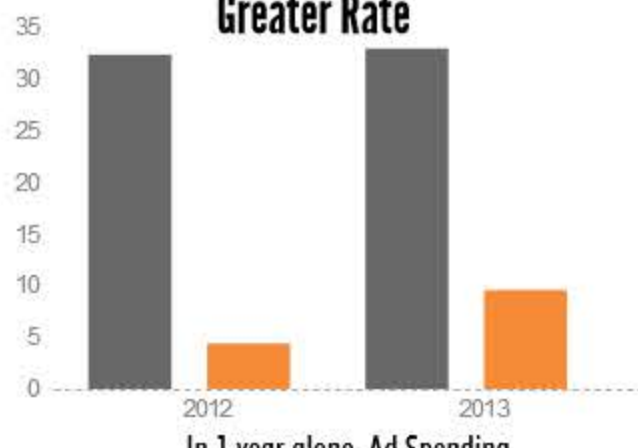
The time spent on Print Media decreased from 8% to **ONLY 4%!**

American Smartphone Ownership is Growing Every Year



with a staggering **88%** of Americans aged 18-29 owning a smartphone!

Advertisers Are Embracing Mobile at a Much Greater Rate



In 1 year alone, Ad Spending



55% of Consumers Express an Interest in Mobile Coupons But **Only 10%** Have Actually Received One from a Merchant

App Usage Dominates the Time Spent on Mobile Devices



Your Audiences Want Apps & Digital Content.

Your Advertisers Want to Reach Your Audiences.

A New Digital Strategy Will Help Them Meet in the Middle.

Contact **bar-z** To Discuss a Custom Digital Strategy that Fits Your Market, Audience & Revenue Goals



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Sources:

<http://www.naa.org/>
<http://www.journalism.org/>

<http://www.mediapost.com/>
<http://www.pewinternet.org/>

<http://emarketer.com/>