

SHOPPERS READ NEWSPAPERS FOR BACK-TO-SCHOOL DEALS

in print and digital



This year, parents with school-aged children are projected to spend more than \$29 billion on back-to-school shopping.

And, where do they look to find the best deals?

Newspaper media— in print and online.

Eight in ten adults with children in their household used the newspaper and took some action as a result of an ad in a print newspaper in the past month.

Newspapers make back-to-school shopping as easy as 1,2,3.