

SHOPPERS READ NEWSPAPERS FOR BACK-TO-SCHOOL DEALS

in print and digital

This year, parents with schoolaged 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.