

# NEWSPAPERS. MOBILE SINCE 1752.



## Newspapers Drive Purchases of Mobile Devices

Print and online newspapers are a top resource for people making mobile phone and tablet purchase decisions.

Newspapers and their sites outperform all other media in engaging Canadians. This is true across all demographics,

including high-income Canadians, boomers, moms and even young adults.

If you're looking for better ROI from your advertising, perhaps more of your "I" should be in newspapers.