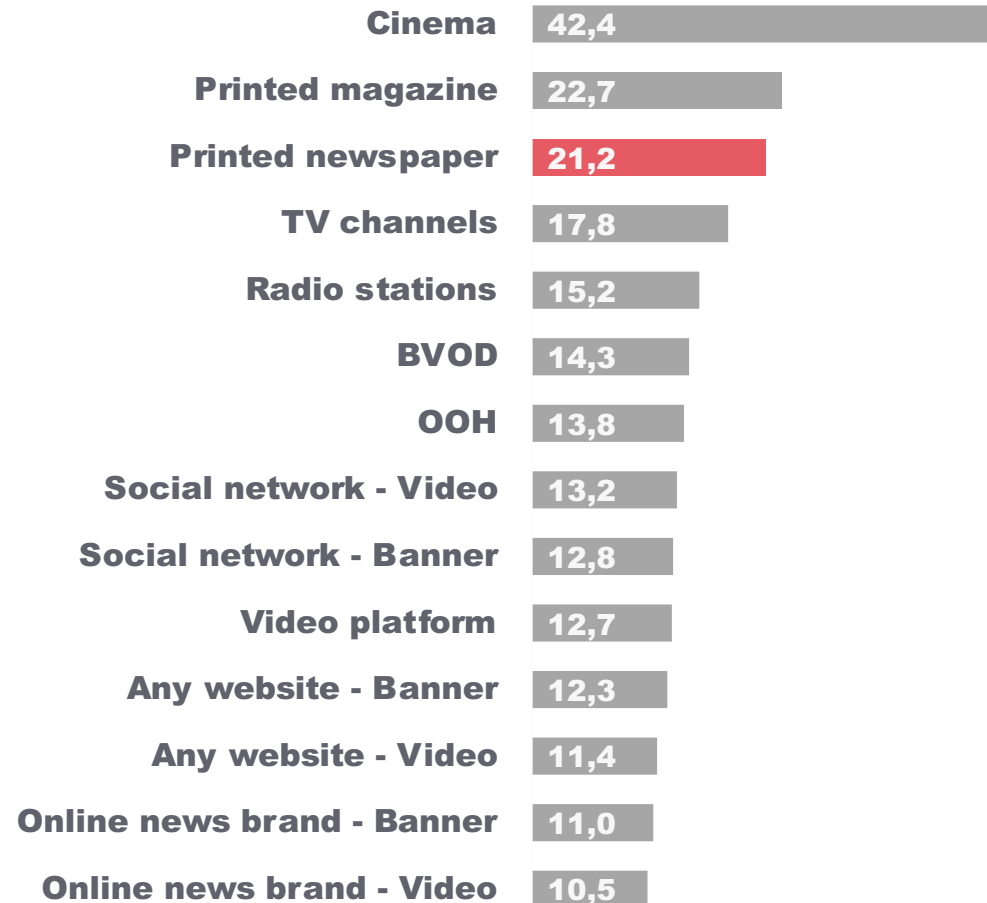
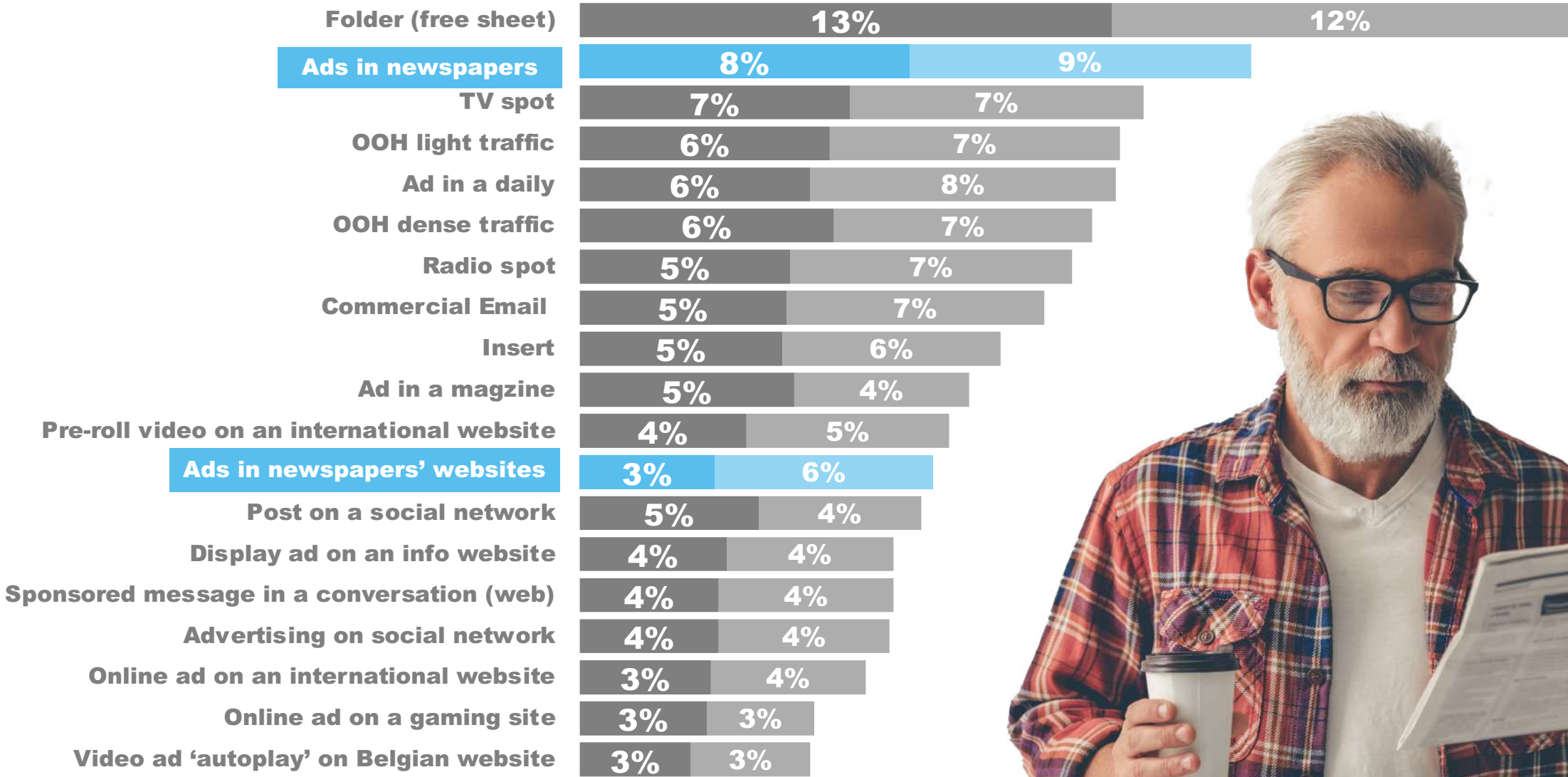


# **NEWSPAPERS ADS** generate one the highest amounts of **ATTENTION**



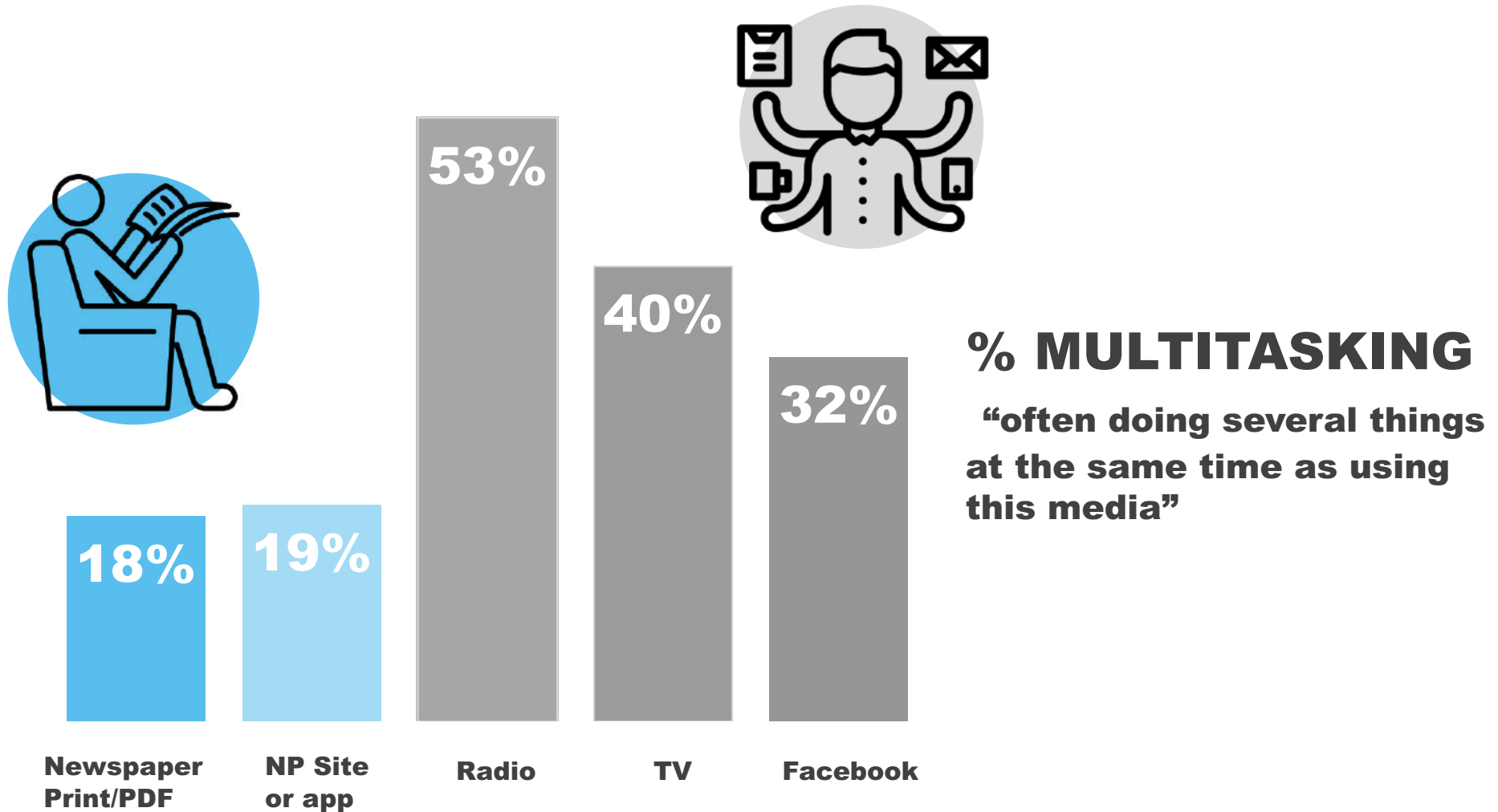
# ADS IN NEWSBRANDS CATCH ATTENTION



Base: Total sample n=2000, Attractivity on a scale from 1 to 7



# NEWSBRANDS OFFER **UNDIVIDED ATTENTION**



(\*) NP Touchpoint Efficiency – AQRate – Jan 2020 , Online survey - N = 1032, 18-70 yo