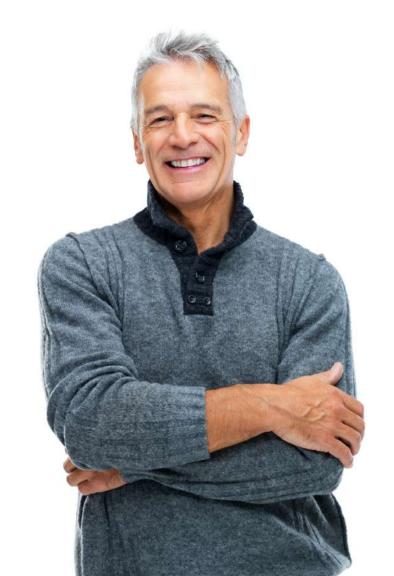
THERE IS MORE THAN 1 TYPE OF NEWSPAPER READER!

REFERENCE TARGET NEWSPAPERS

107 SOCIAL GROUPS 1-2 **110**MAN 45+

HIGH SELECTIVITY 107 SOCIAL GROUPS 1-4 **121**MANAGERS



Source: CIM Press & Audience Study 2020