

# Newspaper media: Mississippi's No. 1 Information Source

**NATIONAL NEWSPAPER WEEK  
OCTOBER 2-8, 2016**

More than 7-of-10 adults are active newspaper readers. That's 1.5 million Mississippians. And it's not just the older audience you might expect. Our readership is much stronger among younger adults than in most states.

Nearly 80 percent of Mississippi adults access a printed or digital newspaper every week. So not only do newspapers represent a large audience, it's an informed and engaged audience.

In fact, newspapers are the leading source of news and advertising information\* in the communities we serve – from Holly Springs to Ocean Springs and everywhere in between.

October 2-8 is National Newspaper Week and we want to take the opportunity to thank our loyal readers. For over 1.5 million Mississippians, there is no other information source like newspaper media.



\*PULSE RESEARCH,  
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