

**New Readers
Advertising Content**

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**Table 18: Ads General
(Monday – Saturday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
152	Total ads analyzed	142.0	120.0	141.0	150.0	155.0
128	Section front	1.0	1.6	1.4	0.8	0.4
153	Number of additional ads on same page	4.4	5.1	4.7	3.9	3.7
154	Ads for product or service	86.3	83.9	87.2	87.2	86.8
Ad Presentation						
155	Larger than a quarter page	11.8	8.6	8.5	12.0	17.3
133	Above fold	35.9	29.3	34.0	37.1	42.3
134	In color	86.4	83.9	87.4	87.3	87.1
103	With Spanish Language	1.4	1.5	1.9	1.2	1.1
58	First or second person	52.5	50.8	53.0	51.1	54.4
156	With logo	79.5	76.8	79.8	79.2	81.6
157	With product	45.0	37.1	40.1	47.1	54.4
158	With people	30.0	27.6	28.2	28.6	34.5
Ad Promotional Device						
159	“Why” technique	1.8	2.2	1.7	1.6	1.7
160	Price reduction / Sale	28.2	26.3	28.0	28.4	29.9
161	Non-commercial event	5.5	7.8	5.5	5.2	3.9
162	Comparison	2.7	2.1	1.6	3.2	3.9
163	Contest / Raffle / Draw	2.7	3.5	1.9	2.9	2.4
164	Free gift	6.5	6.6	5.7	7.0	6.7
165	Coupon / Rebate	12.4	11.6	11.5	13.5	13.2
166	Price listed	36.2	35.4	33.2	38.4	38.0
167	Limited time offer	24.1	20.5	22.7	24.7	28.0
Address						
168	Local street address	76.9	80.0	79.3	76.7	72.5
169	Local telephone number	76.0	80.3	80.7	74.7	69.3
170	Web address	44.6	29.0	37.5	48.7	61.2
Demographic Focus						
97	African-American	0.1	0.0	0.2	0.0	0.1
98	Hispanic or Latino Origin	0.1	0.3	0.1	0.1	0.0
99	Asian and Pacific Islander	0.0	0.0	0.0	0.0	0.0
100	Women	0.7	1.0	1.0	0.8	0.3
101	Youth / Young Adults	0.7	1.0	0.5	0.5	1.0

**Table 19: Ads General
(Sunday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
152	Total ads analyzed	37.3	30.0	33.2	38.5	46.1
128	Section front	1.0	1.7	1.1	1.2	0.3
153	Number of additional ads on same page	4.2	3.5	4.1	4.1	5.0
154	Ads for product or service	86.8	84.6	83.6	88.3	90.3
Ad Presentation						
155	Larger than a quarter page	13.0	9.9	10.5	13.8	17.2
133	Above fold	36.7	30.8	32.1	39.0	44.0
134	In color	16.3	15.7	13.7	18.7	17.4
103	With Spanish Language	1.4	0.8	1.9	2.3	0.9
58	First or second person	56.5	58.4	53.8	56.4	57.3
156	With logo	81.1	78.9	80.8	80.4	83.9
157	With product	45.5	38.6	43.2	46.8	52.5
158	With people	35.4	34.2	37.5	31.2	37.9
Ad Promotional Device						
159	“Why” technique	1.4	2.0	1.5	1.5	0.8
160	Price reduction / Sale	25.8	24.9	26.5	24.1	27.1
161	Non-commercial event	5.6	8.1	5.0	6.5	3.2
162	Comparison	3.5	3.9	1.6	6.7	2.5
163	Contest / Raffle / Draw	2.5	2.4	1.8	3.7	2.3
164	Free gift	7.1	8.1	5.3	8.3	7.0
165	Coupon / Rebate	10.9	11.5	11.7	10.5	9.8
166	Price listed	39.9	35.0	37.0	41.5	45.5
167	Limited time offer	25.0	22.3	23.8	25.3	28.1
Address						
168	Local street address	72.1	76.5	79.9	73.1	60.6
169	Local telephone number	71.3	79.2	75.5	70.7	61.2
170	Web address	51.6	34.0	46.3	57.8	66.8
Demographic Focus						
97	African-American	0.1	0.0	0.2	0.0	0.0
98	Hispanic or Latino Origin	0.1	0.0	0.0	0.0	0.2
99	Asian and Pacific Islander	0.0	0.0	0.0	0.0	0.0
100	Women	1.5	1.4	2.1	1.5	1.2
101	Youth / Young Adults	0.6	1.1	0.5	0.4	0.3

**Table 20: Ad Categories
(Monday – Saturday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
152	Total ads analyzed	142.0	120.0	141.0	150.0	155.0
Food / Clothing / Basics		9.6	9.2	10.5	9.7	8.9
171	Apparel	2.4	2.5	3.3	2.3	1.7
172	Department Stores	2.5	1.7	2.4	3.1	2.9
173	Discount Stores	0.7	0.8	0.4	0.4	0.9
174	Food / Groceries	2.4	3.0	2.5	2.3	1.7
175	Personal Accessories	1.6	1.1	1.9	1.7	1.8
Home Improvement / Furnishings		17.6	14.7	17.6	19.6	18.7
176	Appliances	1.0	1.0	1.5	0.8	0.6
177	Furniture	6.7	5.3	5.9	7.0	8.5
178	Home	9.9	8.4	10.2	11.9	9.6
Services		23.3	27.1	24.6	22.7	19.3
179	Education	1.8	1.7	1.7	1.5	2.0
180	Financial	5.8	7.1	5.9	5.9	4.5
181	Medicine / Health	10.1	11.2	11.8	9.4	8.1
182	Non-Profit	4.1	5.2	3.3	4.7	3.4
183	Other Services	1.5	1.9	1.9	1.2	1.3
Auto / Technology / Gadgets		12.7	14.3	11.5	12.5	12.5
184	Auto	8.2	10.0	7.2	7.9	7.8
185	Electronics	1.2	1.0	1.0	1.6	1.3
186	Telecommunication	3.3	3.3	3.3	3.0	3.5
Places to Go and Things to Do		26.1	19.7	25.1	25.8	32.6
187	Entertainment	13.1	7.4	11.8	13.8	18.8
188	Restaurants / Dining	4.9	5.4	5.9	3.2	4.7
189	Music	1.4	0.9	1.6	1.6	1.5
190	Sports	5.1	4.7	4.9	5.5	5.5
191	Travel	1.6	1.3	1.0	1.8	2.2
Other						
192	Other ad category	10.7	15.0	10.7	9.7	8.0

**Table 21: Ad Categories
(Sunday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
152	Total ads analyzed	37.3	30.0	33.2	38.5	46.1
Food / Clothing / Basics		9.9	10.7	9.8	8.9	10.0
171	Apparel	2.1	3.3	2.8	1.0	1.1
172	Department Stores	3.3	2.3	2.6	3.5	4.7
173	Discount Stores	0.8	1.0	0.6	0.8	0.8
174	Food / Groceries	2.1	2.5	2.1	1.5	2.1
175	Personal Accessories	1.7	1.6	1.8	2.2	1.4
Home Improvement / Furnishings		13.5	13.3	11.3	16.9	13.0
176	Appliances	0.6	1.1	0.3	0.6	0.3
177	Furniture	5.4	4.7	4.4	6.9	5.5
178	Home	7.6	7.5	6.5	9.4	7.2
Services		24.3	32.8	26.5	20.0	18.1
179	Education	2.3	2.6	2.6	1.7	2.1
180	Financial	6.1	7.9	5.5	6.0	5.1
181	Medicine / Health	11.2	16.6	13.6	8.8	6.3
182	Non-Profit	3.4	4.2	2.9	3.1	3.3
183	Other Services	1.3	1.5	1.9	0.4	1.3
Auto / Technology / Gadgets		9.8	10.5	11.1	10.8	7.2
184	Auto	5.8	6.2	6.1	7.3	4.0
185	Electronics	0.7	0.7	0.4	1.1	0.5
186	Telecommunication	3.3	3.5	4.6	2.4	2.7
Places to Go and Things to Do		31.2	16.8	30.0	34.8	42.0
187	Entertainment	13.3	6.4	13.8	15.2	17.5
188	Restaurants / Dining	2.0	2.7	4.2	0.4	0.7
189	Music	1.3	0.9	1.0	0.9	2.1
190	Sports	3.7	3.0	4.6	4.8	2.7
191	Travel	10.9	3.9	6.3	13.4	19.0
Other						
192	Other ad category	11.3	15.9	11.3	8.6	9.7

**Table 22: People Shown in Ads
(Monday – Saturday)**

		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
152	Total ads analyzed	142.0	120.0	141.0	150.0	155.0
Gender						
106	Women	47.4	46.4	47.7	48.5	47.3
107	Men	52.6	53.6	52.3	51.6	52.7
Capacity						
108	Ordinary people	46.4	52.3	48.0	49.1	38.0
109	Officials	23.6	39.0	28.3	15.4	12.4
110	Celebrities	30.0	8.8	23.8	35.5	49.7
Race / Ethnicity						
112	African-American	7.6	3.9	7.7	7.7	10.6
113	Hispanic or Latino Origin	3.2	3.6	3.0	3.9	2.5
114	Asian and Pacific Islander	2.0	1.6	1.1	1.9	3.3
115	White, Non-Hispanic	69.6	79.5	69.7	68.6	61.8
116	Race unidentifiable	7.8	7.5	7.7	7.6	8.2
Age						
117	18 and under	19.3	21.6	15.4	18.9	21.0
118	19-34	61.4	56.8	69.2	62.2	57.9
119	35 and over	19.3	21.6	15.4	18.9	21.0
120	Age unidentifiable	11.7	10.7	9.4	11.9	14.3
Local						
193	Local	20.5	34.0	24.5	15.8	8.7

**Table 23: People Shown in Ads
(Sunday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
152	Total ads analyzed	37.3	30.0	33.2	38.5	46.1
Gender						
106	Women	50.8	49.3	50.1	52.8	51.3
107	Men	49.2	50.7	49.9	47.2	48.7
Capacity						
108	Ordinary people	48.1	48.7	49.3	51.7	43.9
109	Officials	21.3	38.5	28.8	7.2	10.4
110	Celebrities	30.6	12.9	22.0	41.1	45.7
Race / Ethnicity						
112	African-American	7.2	5.3	7.5	6.8	8.8
113	Hispanic or Latino Origin	4.0	4.9	4.9	4.0	2.4
114	Asian and Pacific Islander	2.6	1.1	2.1	3.4	3.7
115	White, Non-Hispanic	67.8	72.1	64.5	69.3	66.0
116	Race unidentifiable	5.8	5.3	5.0	3.9	8.2
Age						
117	18 and under	24.4	28.4	24.2	25.3	20.4
118	19-34	51.3	43.3	51.7	49.4	59.1
119	35 and over	24.4	28.4	24.2	25.3	20.4
120	Age unidentifiable	15.5	16.6	14.7	17.5	13.8
Local						
193	Local	18.6	38.7	26.4	6.8	3.2