



What
65,187,292
targeted
households
have in
common...



PaperChain.com
links you to the most
comprehensive group
of local media
in the country.

2,673 audited member
publications

65,187,292 audited
circulation

97.1% receivership

76.9% readership

74.4% of readers make buying
decisions from free newspaper
advertising and editorial



- **Local Newspapers, Free Media.**

For over 200 years, **local community papers have endured, grown and evolved** to continually provide news, opportunity, and information that's relevant and interesting... and unsurpassed value to advertisers.

Today free newspapers are published in every major market and nearly every town throughout the country with a combined circulation that exceeds all paid dailies.



- **Leading the Trend.**

From whence it all began, free newspapers were embraced by a community and its people. From there, an idea came forth to force consumers to pay for news and information. For a while this methodology worked, however in recent years the industry has shifted with paid media on the decline, and **local media is flourishing.**



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Researching local newspapers is now easier than ever before.

- **Quantifiable Response.**

Beyond the tried and true analysis of CPM, reach, penetration and circulation statements; today's media buyers are charged with a difficult task of creating targeted media buys in a complex, often overcrowded information world.

All aspects considered... value is truly measured by the results. **Empower your media buy.** Community papers provide quantifiable response.



- **Flexibility with Uniformity.**

Local community newspapers can be nimble, responsive and best of all, capable of customizing programs to meet the unique needs of media buyers and their clients.

With PaperChain membership, local newspapers and shopping guides have joined together to meet the standards of today's media buyer. Do the research and **reap the benefits of PaperChain's "flexibility with uniformity"- audited circulation, quality production and proof of performance.**

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**Targeted.
Audited.
Proven.**

RESEARCH. CLICK. BUY.
at PaperChain.com



PaperChain members are...

Community Newspapers
Shopping Guides
Entertainment Weeklies
Business News
Niche Publications

**which are targeted towards
readers of various lifestyles...**

Families
Baby Boomers
Alternative
Religious
Professional
Ethnic
Affluent
Suburban
Arts & Cultural
Multilingual
Employment



Your National Connection to Local Media

931.683.4356

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