

Key Findings

College students read their campus newspaper.

76% of all students have read their school's student newspaper in the past 30 days. This figure tops 92% at schools that publish their paper daily M-F.

Students who read their college newspaper are frequent readers.

80% of readers have read at least one of the past five issues. Overall, students have read 2.8 of the last five issues.

Student pass-along readership is significant.

On average, each copy of the paper is read 3.2 times.

Students seek out the newspaper for exclusive campus news.

Nearly all (90%) of respondents rank campus news as the number one section they look for in their newspaper, followed by entertainment info (69%) and sports (50% overall, 59% for male students).

Advertising content propels students into action.

70% of students say they've been motivated to take some sort of action after seeing advertisements in their college newspaper. Half have attended an event, 43% have mentioned an ad to a friend and 28% have researched a product online.

Students are bargain hunters and take advantage of coupons and special offers.

More than three-quarters of all students have used a coupon or special offer (78%). Usage is highest among women (82%) and seniors (85%).

College Newspapers are the Best Read Medium on Campus

Despite doom and gloom forecasts for general market newspapers, the news for college publications is good. Alloy Media + Marketing's College Newspaper Audience Study, conducted in partnership with MORI Research, indicates that college newspapers continue to reign as a top media choice among today's co-eds and a sought-after source for campus news, entertainment and shopping information.

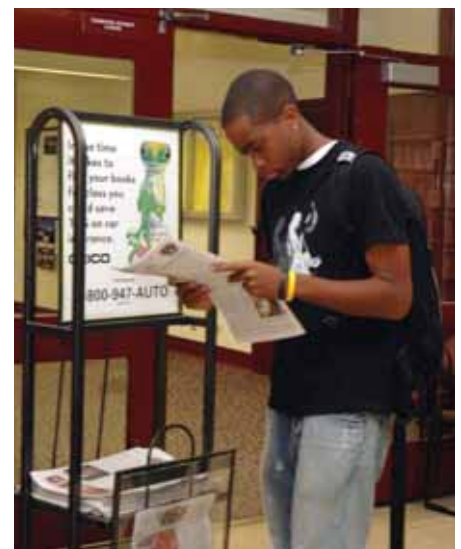
College students are avid readers of their campus newspaper.

Seventy-six percent of all college students have read their campus publication in the past 30 days, a figure that rises to 82% for readership in the last 90 days [1]. Students who read their student newspaper are reading about 3 out of every 5 issues, on average.

Not surprisingly, one of the best indicators of recent readership is the frequency at which the newspaper is issued. At campuses where the newspaper is published on a daily (Monday – Friday) basis, 92% of students have read the paper at least once in the past 30 days. That figure remains a solid 85% for the past 14 days and 79% in the last seven days for these daily publications.

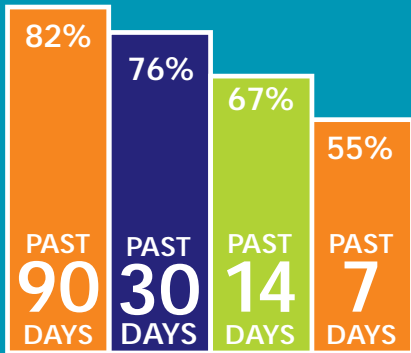
The larger the student body, the more likely the newspaper serving it is to publish on a daily schedule. Within AM+M's extensive college newspaper database, 54% of all 4-year schools with enrollment of 50,000 or more publish on a daily basis. This is great news for college newspaper advertisers – the largest campuses in the country, where advertisers can cast the widest net, boast the highest rates of newspaper readership.

When taking a closer look at some of the reader demographics, some interesting trends come to light. First, males are more likely to have read their campus newspaper in the past week than females (59% vs. 52%). One possible explanation for this trend would be the propensity of male students to check campus sports scores on a regular basis. Another trend in the data shows that seniors have a higher rate of readership in the last month than freshman (81% vs. 72%) [5]. Seniors' deeper familiarity with the campus publication and their tendency to look to the paper for career fair/recruitment information are likely factors fueling this disparity.



1 College Newspaper Readership Tops 80%

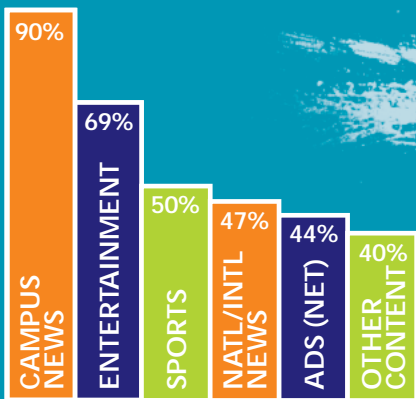
When was the last time you read your campus paper?



Base: All respondents

2 Students Seek Out Campus News, Entertainment

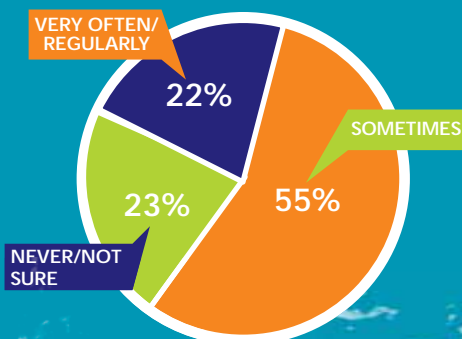
What information do you look for in your campus paper?



Base: Respondents who read their school newspaper

3 Nearly 80% of Students use Coupons, Special Offers

In general, how often do you use coupons or promo codes?



Base: All respondents

The college newspaper is a campus "destination."

The college newspaper is part of a student's on-campus experience – they read it and share it with friends. Nearly 60% of students pick up the newspaper from on-campus racks, 56% from the student union and 33% at their residence hall.

The communal college campus environment is also an excellent driver for pass-along readership. According to the survey, each copy of the paper is being read by 3.2 students on average. While this figure varies based on the size of the student body and the ratio of enrollment to circulation, it's important to note that student newspapers have a significant reach beyond the initial recipient and higher average pass-along than many mainstream publications.

Students spend time with campus newspapers.

Students are spending more than 13 minutes with each issue of their newspaper; they seek out the editorial content that can only be found on its pages. For the majority of respondents that page through the entire issue (63%), this figure is highest at 14.7 minutes. However, the students who read only specific sections (37%) are still spending more than 10 minutes with each issue.

Eighty-two percent of all students rank the editorial content of the paper as important or very important to the campus community. This figure reaches 87% at large universities with enrollments of 20,000 or more.

When asked what content sections students look for, campus news is the hands-down favorite (90%). Sixty-nine percent of students selected entertainment information and 50% selected sports [2].

Students respond to newspaper advertising.

Only 4% of students avoid advertising while reading the newspaper; for the rest, it is a sought-out source for information and a catalyst for students to take action. When asked what they have done as result of reading an ad or article in the paper, 79% reported reacting in some way. Half have attended an event based on information in an ad, 43% have mentioned an advertisement to a friend and nearly a third have researched a product online [4].

In fact, 44% of all students report seeking out the ads in the paper, and the school newspaper's advertising content ranks second only to Internet advertising in terms of personal importance and relevance to them and their campus community.

Students love a bargain.

The 2007 AM+M College Explorer study found that college students place price at the top of the list of importance when shopping – 73% stated that they try to buy items on sale. Their thriftiness is also evident in this study with 78% of students stating that they use coupons or special offers [3].

"What these findings offer is valuable insight on how to affect this consumer group. Offer them something that provides value, engage them in a way that enhances their campus experience and you have the opportunity to create a positive connection with collegiate consumers and the potential to generate a relationship way past graduation day" said Samantha Skey, EVP Strategic Marketing, Alloy Media + Marketing.

Newsprint tops web edition.

While students spend a tremendous amount of time online, the traditional, printed newspaper is the clear winner in the competition for readership among co-eds – only 18% read the online version of their campus publication alone or in combination with the print version. Like the printed edition, online readership is more prevalent among males, seniors and those at larger campuses. Students who do read the online version are spending an average of 10.5 minutes on the site.

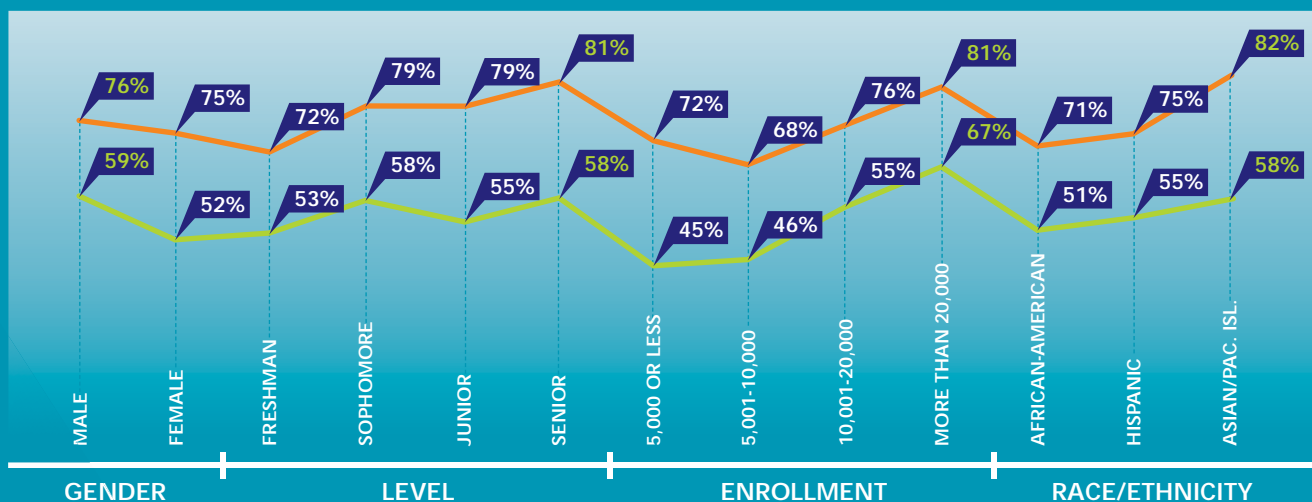


“Interestingly, the study supports other recent findings gathered on the strength of the campus print publication and while technology advances across the quad, what hasn’t declined is the role the campus paper holds and the value it can offer” said Skey.

4 Campus Newspapers Influence Behavior

What actions have you taken part in as a result of advertising or articles in your campus newspaper?	ADVERTISING	ARTICLES
Any (net)	70%	74%
Mentioned to a friend	43%	56%
Attended an event	50%	47%
Saved for future reference	27%	36%
Researched product/service online	28%	30%
Called or visited a retail store	18%	16%
Inquired about a job/career	18%	15%
Purchased a product or service	11%	11%
Something else	12%	7%

5 College Newspaper Readership by Demographic • READ IN PAST 30 DAYS • READ IN PAST 7 DAYS



Benefits beyond the student body.

The AM+M College Newspaper Audience Study also queried faculty and staff about their campus newspaper experiences. The study found that they are active readers of college newspapers - 82% have read their campus newspaper in the past 90 days. In fact, the majority of faculty members (76%) page through the entire issue. Faculty and staff report spending 11.5 minutes with each issue, and 63% read the advertising content.

"Marketers can look to the campus newspaper with a much broader view and appeal to an important audience beyond the student body. Faculty members also want to feel a sense of community and connection and the findings reveal their affinity to their campus publication and experience that mirrors that of the student body" continued Skey.

Recommendations for marketers.

Frequency. College students are reading their campus newspaper, making it an excellent medium for reaching this vital crop of young consumers. Keeping in mind that students may not have a chance to grab each issue that comes off the presses, advertisers should consult with their AM+M college newspaper specialist to determine an adequate frequency schedule to assure that their message is seen.

Media Mix. College newspaper advertising makes sense across nearly all product categories and marketing objectives. Half of all students have attended an event due to an ad in their campus publication, and 43% have mentioned an ad to a friend. Advertisers looking to drive event attendance or create WOM buzz should always include the campus newspaper as part of their overall media strategy. And remember, the majority of students prefer the print edition of the newspaper. Online versions are a great supplement to, but not a replacement for, print ads or inserts in the college newspaper.

Call to Action. Students pay attention to coupons and special offers; retail store discounts top the list followed closely by restaurants/food and household products. Retailers, both online and in-store, should incorporate a discount offer into their college newspaper ad to drive purchase. Also, students are reading their newspapers in their dorm rooms and on-campus where they likely have access to their computers or Internet-capable mobile devices making newspaper a great drive to Web vehicle.



"The college newspaper continues to hold its value with students as a key source for news and information."

*Samantha Skey,
EVP Strategic
Marketing*

ABOUT US

Alloy Media + Marketing (NASDAQ: ALOY) is one of the country's largest providers of media and marketing programs reaching targeted consumer segments.

What's on Campus

AM+M offers clients direct access to campuses nationwide:

- College Newspapers
- On-campus signage
- College Online Network
- Postal, Email and Mobile Marketing
- Sampling and Promotions
- Events

AM+M has a proven history of providing targeted demographic and psychographic research on our core youth, military and multicultural markets. We are pioneers, providing in-depth research in many areas where none has existed before.

To request more information on one of our other research briefs, email researchbriefs@alloymarketing.com.

ABOUT MORI

MORI Research is a preeminent media research and consulting firm that has conducted proprietary strategic and tactical research for newspaper, magazine, television and Internet media clients in more than 250 markets throughout North America and Great Britain.

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