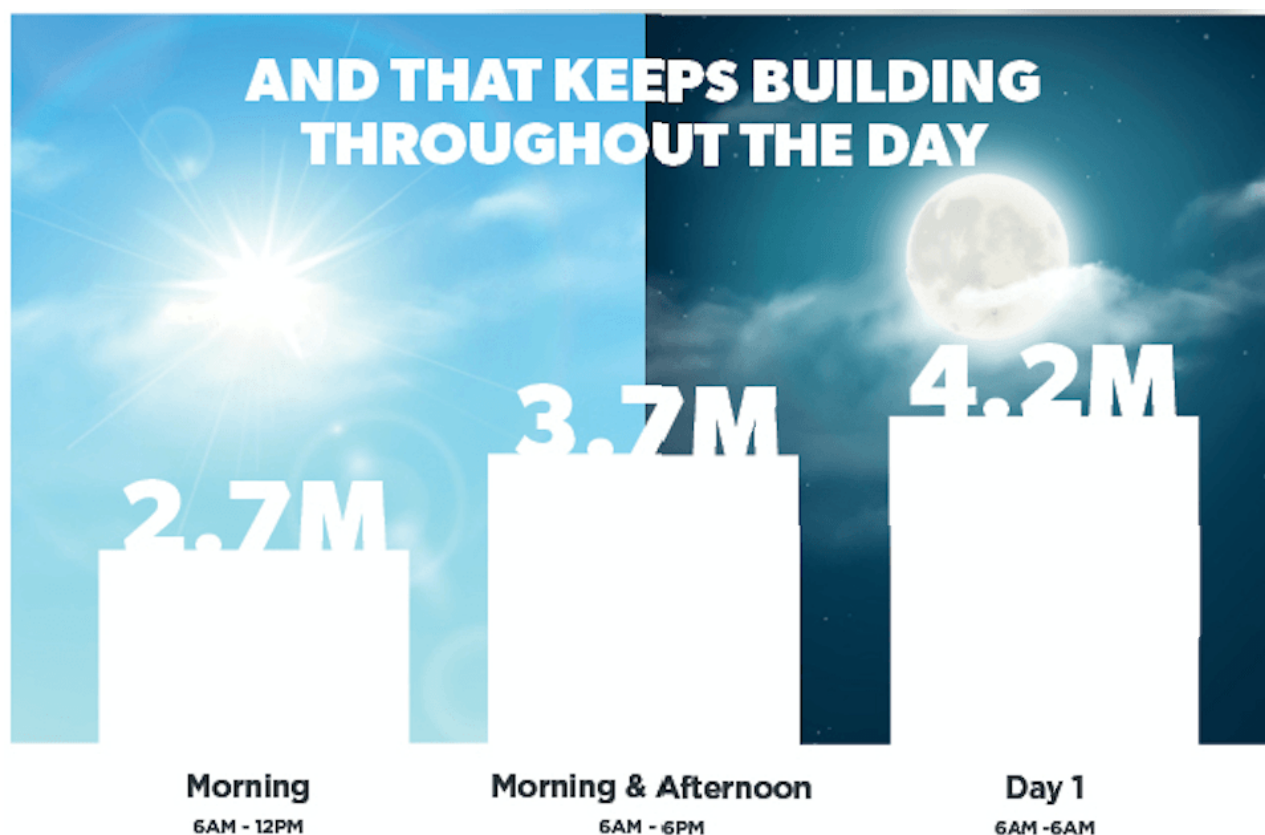


Newspaper advertising reaches 2.7 million Australians by lunchtime

National and metro newspapers connect advertisers with 2.7 million Australians by lunchtime, showing that newspapers are premium environments for delivering fast results with efficiency of scale.

What's more, the reach of newspaper advertising builds over the day, reaching 4.2 million potential customers by the end of Day 1.



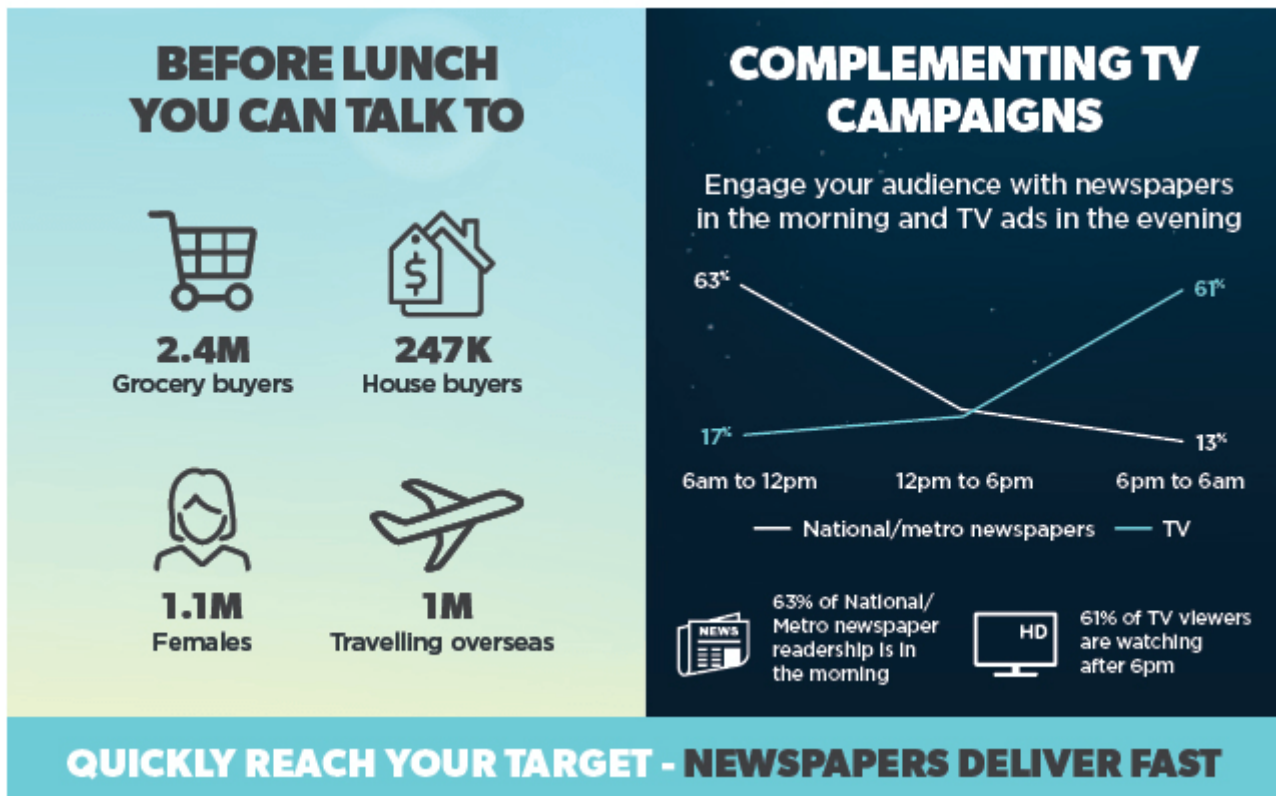
Broken down into key categories and demographics, newspaper advertising can, by lunchtime of the first day of a campaign, reach:

- 2.4 million grocery buyers
- 1 million readers planning overseas travel
- 1.1m Australian women

Newspaper advertising can also be the perfect complement to television

campaigns: engage your audience with newspapers in the morning and TV ads in the evening.

- 63 per cent of newspaper readers read in the morning
- 61 per cent of TV viewers watch after 6pm



Download the full guide to delivering results quickly with newspaper advertising [here](#) and the one-page infographic [here](#).