

# 168 million

## People Read Newspapers - More Than Will Watch Sunday's Big Game.

With a combined print and digital audience of 168 million readers, newspapers reach more people than the most watched program in American television history – 2012's Big Game with 111.3 million viewers.



Newspapers deliver a super-sized readership seven days a week. Why? Because they're part of people's daily lives. Americans rely on newspapers and newspaper websites to deliver the best journalism found anywhere. In fact, where are football fans going to find the real story behind Sunday's big game? In our nation's newspapers.

*Source: Scarborough USA+ 2012 Release 1 Total (Feb 2011 – Mar 2012)*



**Nebraska Press Association**  
& the Nebraska Press Advertising Service