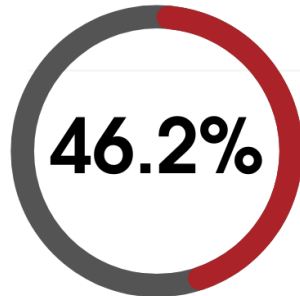
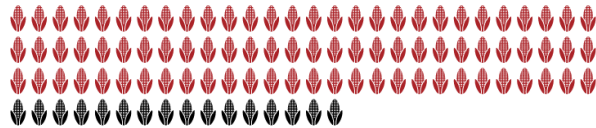


# YOUR CUSTOMERS READ OUR NEWSPAPERS

ONEpress

84%

OF NEBRASKANS READ  
OR LOOKED THROUGH  
DAILY NEWSPAPERS IN  
THE LAST MONTH



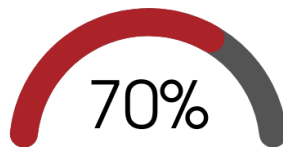
46.2%

46.2% of Nebraskans use newspapers to get information on government schools, business and more, higher than any other category

## AVERAGE NEWSPAPER READER

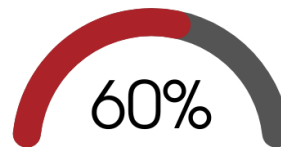
Age: 53 years old

Income: \$60,942



7 OUT OF 10 READERS TOOK  
ACTION AFTER SEEING AN AD  
FOR **INSURANCE**

7 OUT OF 10 READERS TOOK  
ACTION AFTER SEEING AN AD  
FOR **BANKING AND FINANCIAL  
SERVICES**



6 OUT OF 10 READERS TOOK  
ACTION AFTER SEEING AN AD  
FOR **DENTAL SERVICES**

6 OUT OF 10 READERS TOOK  
ACTION AFTER SEEING AN AD  
FOR **HOME SERVICES**