

Plan on it.

The collage features three distinct advertisements on torn paper. The top-left ad shows a necklace with a large purple heart pendant, priced at \$799, with the text 'For your beloved' above it. The top-right ad shows a computer monitor with the text 'ON THIS WE' above it. The bottom ad shows a black video game controller with the text 'Limited amount IN STOCK!' and '5% off!' below it. Hands are shown holding the edges of the collage.

81%

of consumers acted upon a newspaper ad.

Black Friday is the biggest shopping day of the year and Americans already know exactly where they will go first: straight to their local paper. According to a new study by Nielsen, 63% of U.S. adults list newspapers as the ultimate holiday shopping guide and the most effective way to learn about Black Friday deals.

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