

ADVERTISING IN NEWSPAPERS DECLINES



Recent information that was released shows that advertising in newspapers has declined, which is something that most people were expecting. The Newspaper Association of America recently released the statistics for newspaper advertising. The statistics show that advertisement revenue declined by approximately 7.3 percent. This percentage is actually worse than the decline of revenue in 2010. Print advertising has also been dealing with many declines. While newspaper advertising is not doing so hot, it seems as though digital advertising is taking over, experiencing growth of about 6.8 percent throughout the entire year. The total amount of advertisement revenue from newspapers was at \$23.9 billion. This may not seem like a terrible amount but considering it is a decline of \$1.9 billion from the year before, it definitely does not look like a promising situation. The senior vice president of business development for the Newspaper Association of America, Randy Bennett, says the reason for the decline is basically due to the increase in digital advertising. He says that digital advertising has grown a lot within the past few years, which makes it worse for newspaper advertising. The new statistics that were released actually seems to make sense, especially after the Project for Excellence in Journalism study was released, showing that as the years pass by and as culture begins to change, so does advertising. With the increase in technology, more brands and marketers want to advertise in a way where they can target their consumers. These marketers are following the consumers because these are the people they are trying to target. They know that more people are relying on the Internet and using the web more often instead of checking the newspaper and they are using their knowledge to their own advantage. They are able to target specific consumers in a much more efficient manner, especially with digital advertising and even mobile advertising. And, because of this, newspaper advertising is really suffering since it cannot necessarily target specific audiences like digital advertising can. This is a problem that will likely continue to occur as more people use their smart phones, tablets, and computers instead of relying on actual newspapers. Bennett claims that the Newspaper Association of America knows that things need to be changed, especially when it comes to the way that the data is gathered or the newspaper industry. He also says that within the next few months, the association will be surveying many of its members as a way of figuring out how to earn revenue and keep the newspaper industry alive and financially stable. It will not necessarily be such an easy thing, especially since digital advertising is taking over, but it is something that the association does not want to give up on.