

Pew study proves LTN is the place to advertise

Alternatives for where to place advertising dollars seem to grow every day. The one constant is that those choices are digital.

Lake Tahoe News is also a constant, having been the only daily news source for the Lake Tahoe Basin since September 2009. Our readership numbers continue to grow inside and outside the basin. With readers in nearly 3,000 cities and 100 countries, it proves *Lake Tahoe News* is the news source for visitors and second homeowners – not just locals.

The Pew Research Center recently released data from two nationwide surveys that said nearly 60 percent of people reading news do so online, while only 26 percent read print publications. Online readership keeps growing, while print keeps dropping.

It makes sense to spend your limited advertising dollars where the readers are – online.

Here are other stats from the Pew study to prove local online advertising is the way to reach current and future customers:

- 81 percent of adults get at least some of their news from websites, mobile apps or social networking services.
- 7 in 10 adults follow national and local news “somewhat or very closely.”
- 72 percent of people get news via mobile devices, compared to 54 percent in 2013.
- 7 in 10 people age 18-29 prefer mobile devices for news.

It's time to stop worrying about where to advertise and

advertise with *Lake Tahoe News*, Tahoe's only source for daily news. Email us at info@LakeTahoeNews.net with "Want to Advertise" in the subject line and we'll start the process of driving more customers to your business.

– *Lake Tahoe News staff*