



Niche Market Newspapers Still Thriving in the Digital Age

While most newspapers and print media are losing readership and advertising revenue to digital media, niche market newspapers are continuing to thrive.

Niche market newspapers like those published for local communities such as military bases are thriving because they provide advertisers a way to zero-in on their specific target markets. These newspapers are free and delivered to homes on military bases and placed in high traffic areas around the community. They enjoy a very high readership rate among the audience to which they are delivered.

Military Base Newspapers provide the highest market penetration of the military audience. Because they are published for each military community, the base newspapers can provide more circulation than any national media directed at a military audience. For example, just one military base newspaper at Norfolk Naval Base reaches a similar number of active US Navy personnel as the entire nationwide circulation of Navy Times.

The official military base newspapers are written by the Public Affairs Office at each base and delivered free to every home on base. They are stacked in high traffic areas all over the base and are available to everybody that comes on base such as military retirees who come to shop at the stores on base.

Brand marketers can tap a vast resource through the Military Base Newspapers. With combined circulations of over 2 million, advertisers can deliver their brand message in nearly 200 domestic and overseas military publications. Military Newspapers are an indispensable source of information for active duty, federal employees, retirees, reservists, military families and members of the surrounding community. These publications are the local "hometown" newspapers for the military. They contain vital day to day information that military personnel and their families can obtain through no other source. Official surveys (commissioned by the Air Force and Army) indicate that readership of military newspapers approaches 90% of all active duty personnel.

The official Military Base Newspapers are the only publications that are allowed by the military to be distributed to individual family housing units, barracks, offices and other work areas that are used exclusively by base personnel. These areas are off-limits to other publications. Circulation is tightly controlled by the military. Generally, one copy is printed for every four people attached to the base. Advertisers have the ability to use military newspapers individually or as a group: regionally, demographically, by sales area, by branch of service, etc. Rates and specifications can vary. Most military base newspapers also produce corresponding websites for the base population and surrounding communities. .

Military Media Inc. is a niche marketing company that represents the nationwide network of over 160 military base newspapers, connecting advertisers with the military audience with customized advertising programs based on each advertiser's specific needs and goals for delivering their message to a military audience.

Military Media Inc. produces a targeted monthly insert in military base newspapers. Commissary Specials FSI appears in military newspapers at bases that have the largest commissaries, (military grocery stores). The Commissaries provide substantial discounts for authorized shoppers. The commissaries are operated by the Defense Commissary Agency with appropriated funds (US income taxes) and are not permitted to use those funds to purchase advertising. So the consumer product companies that sell their products in the commissaries work together with companies like Military Media Inc. to provide advertising and coupon savings for military shoppers. The key advantage for advertisers using the Commissary specials program is they can advertise their pricing in advance, so shoppers can see what is on sale at the commissary and plan to purchase those products to enhance the regular savings the commissaries provide. For the Defense Commissary Agency, this type of exposure outside the stores, reaches their core audience and helps encourage authorized shoppers to use their commissary benefit by highlighting the extremely low pricing in the commissaries compared to the retail grocery stores outside the gate.

Military Media Inc. also provides numerous options for advertisers to connect with the military community: email, direct mail, military website advertising and social media and out of home advertising.

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