Daily Newspapers Sell Most Goods Because They Are Read by MOST BUYERS

Markets are composed of people.

The more people in a market before whom the advertiser places his sales message, the more thorough his coverage of that market.

No other advertising medium approaches the daily newspaper in intensive market coverage. Daily newspaper circulation in any given market is, in effect, that market itself.

Daily newspapers are truly a national medium, flexible, powerful and quick to create sales.

The readers of the daily press embrace every class of occupation, every income group. The daily newspaper interests and appeals to every member of the family. The woman in her home, executives and office boys, great merchants and keepers of small shops, artists and artisans, financiers and clerks—to each and all the daily newspaper is an essential part of every-day life. Daily newspaper readers are in the market for every type of commodity. They purchase every kind of merchandise—from breakfast foods to radios, from cosmetics to motor cars. They all buy advertised goods.

This army of buyers makes the daily press its shopping guide. Daily newspapers are the means whereby buying habits are influenced.

No matter in what particular Canadian market the advertiser seeks to promote sales—whether in a single city or the Dominion as a whole—daily newspapers bring the greatest returns because they influence the greatest number of buyers.

The Daily Newspapers of Canada

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