

Is Your Target Audience "In The Know?"

Media Source Solutions can help you reach consumers who actively follow the news in print & online for your next campaign

Are you looking to target consumers who keep up to date with current affairs?

Although 1 in 5 Americans now choose to get their news from social media, people who rely on this medium are generally less well informed*. Instead, consumers who stay on top of world events by reading newspapers, following the news online, watching news programs or listening to public radio are generally more knowledgeable.

Our News Consumer Segments are perfect for offers promoting investment opportunities, insurance offers, consumer finance, travel and credit card offers, as well as for political groups & print and mainstream news companies. They can even be delivered to your favorite digital platform.



*Pew Research Center

Choose from our pre-built News Consumer Segments

In the Know Newspaper Subscribers

Take advantage of newspaper subscribers' known traits – credit card users, online subscribers, magazine subscribers, internet buyers and retail buyers.

This segment has been optimized with known transactional data, including high, medium & low credit card activity.

You Are What You Read Political Audiences

Target consumers based political leanings, as derived from their news source including:

- Consumers who get their news from left-leaning sources
- Consumers who get their news from centrist sources
- Consumers who get their news from right-leaning sources

Drill down further to your ideal target audience

With our demographic data, we can help you to pinpoint your audience with even greater accuracy. Filter by:

- Age / Gender
- Homeowner
- Ethnicity
- Geography
- Income
- Marital Status
- Presence of Children
- Pet Owner

Whether you're looking for postal data, phone data, email data or digital data, talk to us today about your needs.