



Will the Internet kill your community paper?
Did instant coffee kill coffee?

New technologies change many things. But not everything. You may tweet, blog, surf, shop, or search online but you continue to read your free community paper. You just proved it.

Readership of community papers is now higher than the big papers, and continues to grow. Rather than being replaced by “instant” media, your local community paper has become an important part of our neighborhood.

The reason, which sometimes is not heard because of all the noise about the Internet, is pretty obvious: your community paper does what the Internet doesn't. We promote connections at a local level. Community papers join readers and advertisers in ways digital media don't.

In fact, the local content and power of your community paper makes advertising even more effective. We are the number one medium for driving purchases. That's important in every product category.

Including coffee.

Community Papers
Working For You