



No one ever TiVoed past a newspaper ad.

70% of TiVo users skip TV commercials—and DFW ranks second in DVR penetration among the top 50 U.S. markets. Meanwhile, the paper has never been more worthy of your attention.

- 46% more people read the *Star-Telegram* than watch the top-rated prime-time TV program.
- One ad in the weekday *Star-Telegram* delivers more than twice the 18-49-year-old audience than the top-rated prime-time TV show.
- The print and online *Star-Telegram* reaches 78% of local adults in a typical month.
- Two of three local adults look to the paper for sales.

So, if you don't want your message to be lost to time-shifting, maybe it's time for some media-shifting.

Star-Telegram

www.NotYesterdaysNews.com