



It's true: The most watched Super Bowl ever was still outscored by the *Star-Telegram*. While 43.2% of households watched the Giants' victory over New England, 46.0% of local households read the Sunday *Star-Telegram*. It's just one indication that there's a bigger game in town.

- The print and online *Star-Telegram* connects with 78% of area adults each month—a bigger audience than ever.
- One ad in the weekday *Star-Telegram* delivers more than twice the 18-49-year-old audience than the top-rated prime-time TV shows.
- One day of the print and online paper delivers more impressions than a week of spots on any TV or radio station.
- People prefer ads in the paper more than twice as much as broadcast commercials.

It's every reason you need to make the *Star-Telegram* part of your media playbook all season long.

Star-Telegram

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