



"YOU ARE WHAT YOU READ" PRINT MEDIA AUDIENCES

Are you looking to target consumers based on their political leanings? Whilst 18% of Americans get their political news from social media, they are also less likely to be knowledgeable about politics*. Yet those who use print media as their source of news are more likely to be better informed and more educated.

Lighthouse List has a number of on-demand Print Media Audiences available, made up of consumers who are more likely to get their news from either left-leaning or right-leaning sources. These audiences are 100% privacy-compliant and are ideal for political groups, as well as print and main stream news companies looking to run marketing campaigns across a variety of channels, including direct mail, email, social, mobile, CTV, gaming, digital, and audio.

*Pew Research Center

Target consumers based on their news source

LEFT-LEANING NEWS SOURCES**

The Guardian
The New York Times
The Washington Post

CENTRIST NEWS SOURCES**

USA TODAY
THE WALL STREET JOURNAL

RIGHT-LEANING NEWS SOURCES**

The American Conservative
NEW YORK POST
The Washington Times

**Example publications

Custom Audiences

We can drill down further to your target audience via demographic filters:

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

Ready to get started?

Contact us via the details below. Additionally, our Print Media segments can be delivered to your favorite digital platform!



For recommendations or custom queries, contact:

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We are a participant in the TAG Registry, TAG ID: d79d949c28c78e88

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