

# MORE THAN 149 MILLION

adults have purchased various  
automotive after-market items  
in the last 12 months!

69 percent of  
these consumers  
are newspaper  
readers.\*



## CONSUMERS OF THE MOST PURCHASED AUTOMOTIVE AFTER-MARKET ITEMS USE NEWSPAPER MORE THAN OTHER MEDIA.

<b>Automotive Items Bought Last 12 Months</b>	<b>Daily Newspaper</b>	<b>Sunday Newspaper</b>	<b>Primetime Television</b>	<b>Automotive Magazines</b>	<b>Any Yellow Page Reference Last Seven Days</b>
Bought Any Automotive Item Last 12 Months	50%	60%	43%	15%	30%
Motor Oil	49	59	44	16	31
Oil Filters	49	59	44	17	31
Antifreeze	48	58	44	17	30
Air Filters	49	60	44	17	32
Tires	49	59	43	17	32
Windshield Wipers	49	60	43	18	33
Car Battery	49	59	45	17	32
Car Wax	50	62	44	19	33
Leather/Vinyl Protectants	49	61	43	18	33
Tire Care	48	59	43	20	33

\*Daily/Sunday (net) newspaper reach  
Source: Mediamark Research Inc., Doublebase 2003  
Prepared by NAA Business Analysis & Research Dept.

# AUTOMOTIVE AFTER-MARKET

