



HYPER-LOCAL MARKETING RULES

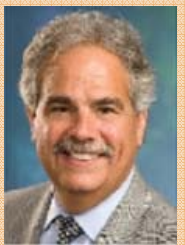
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The merits of campaign ads in newspapers

By David Hill

If I have learned anything in 20-plus years of campaigning, it's that you'll incur the contempt of other consultants if you suggest that a campaign advertise in the newspapers. Even if you're armed with data supporting the fact that likely voters are newspaper readers, you'll be hit with complaints about newspaper ad costs and inefficiencies in reaching the targeted electorate.

It's very sad, really. If there is a reason I developed an interest in politics and became a pollster, it's because of newspapers. When I was growing up, our household always subscribed to at least two daily newspapers, and we read them. My mother also taught me the joy of buying the local daily or weekly when traveling. There's no better way to get to know a community quickly than reading the local paper. My first mentor in this business, Lance Tarrance, always bought the local rag the night before a poll presentation and sprinkled things he'd learned into the discussion the next day. It gave our firm's observations a welcome local flavor. [Read more.](#)

The Web Is Dead. Long Live the Internet

Two decades after its birth, the World Wide Web is in decline, as simpler, sleeker services — think apps — are less about the searching and more about the getting. Chris Anderson explains how this new paradigm reflects the inevitable course of capitalism. And Michael Wolff explains why the new breed of media titan is forsaking the Web for more promising (and profitable) pastures.

You wake up and check your email on your bedside iPad — that's one app. During breakfast you browse Facebook, Twitter, and The New York Times — three more apps. On the way to the office, you listen to a podcast on your smartphone. Another app. At work, you scroll through RSS feeds in a reader and have Skype and IM conversations. More apps. At the end of the day, you come home, make dinner while listening to Pandora, play some games on Xbox Live, and watch a movie on Netflix's streaming service.

You've spent the day on the Internet — but not on the Web. And you are not alone. [Read more.](#)

After a Thorough Battery of Tests We Can Now Recommend "The Newspaper" As the Best e-Reader On the Market

By John Flowers

For the past three weeks our team of engineers has analyzed the most popular e-readers on the market in order to confer our annual "Editor's Choice" Award.

Devices were judged on a variety criteria to see how each functioned given a set of circumstances. The criteria themselves were weighted for the final score; individual and final grades were assigned on a curve.

Each device had its strengths. For some it was speed; for others it was capacity. Some were better with shorter articles; others with longer works. And cost, as always, was a factor. But in the end, one e-reader stood out.

[Read more.](#)