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DEDICATION

This project is dedicated to the Almighty God, the source of my strength, wisdom, and guidance throughout this journey.

And to my beloved parents, Mr. and Mrs. AbdulwasIU, for their endless love, prayers, and unwavering support. Your sacrifices and encouragement have been the foundation of my success.

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CHAPTER ONE

1.1 Background of the Study

Newspapers have long been a significant medium for disseminating information, educating the public, and fostering societal growth. In Nigeria, newspapers have played a vital role in national development by informing citizens, promoting accountability, and shaping public opinion. Historically, newspapers have been a reliable source of credible information, serving as watchdogs for democracy and advocates for social justice. However, in recent years, the sustainability of newspapers has faced serious challenges, particularly due to financial difficulties caused by declining advertising revenue.

Advertising is the backbone of most newspapers globally and even more so in Nigeria. It provides the funds needed to support newsroom operations, printing, distribution, and other critical aspects of newspaper production. Traditionally, businesses have relied on newspapers as an effective platform for advertising their goods and services due to their wide reach and influence. In fact, advertising contributes over 70% of the total revenue for many Nigerian newspapers, making it their primary source of income (Olayinka & Adeyemi, 2020). Without sufficient advertising revenue, it becomes difficult for newspapers to maintain operations and produce high-quality journalism.

The rise of digital platforms like Google, Facebook, and YouTube has drastically reshaped the advertising industry. These platforms offer advertisers the ability to target specific audiences more effectively and measure campaign performance in real-time. As a result, many advertisers have shifted their budgets from traditional newspapers to digital platforms, leaving newspapers with a shrinking share of the advertising market (Okoro & John, 2021). This trend has had a direct impact on the financial stability of Nigerian newspapers, forcing some to downsize their workforce, reduce their publication frequency, or shut down entirely.

Additionally, Nigeria's challenging economic environment has further worsened the situation. High inflation rates, declining purchasing power, and unpredictable market conditions have caused businesses to cut their advertising budgets. For instance, in 2021, it was reported that advertising spending in Nigeria dropped by 15% compared to the previous year, with newspapers being the hardest hit (Adebayo & Ibrahim, 2021). This decline in advertising revenue has left newspapers struggling to cover their operational costs, leading to reduced quality in news production and loss of public trust.

Another issue is the inability of some newspapers to adapt to the changing media landscape. While digital transformation offers new opportunities for newspapers to generate revenue, many Nigerian newspapers have been slow to embrace innovative strategies such as digital advertising, subscription models, and online engagement. Studies have shown that newspapers that fail to evolve risk losing relevance in a media environment dominated by digital content and social media (Olaniyi, 2022).

Despite these challenges, newspapers remain an important part of Nigeria's media ecosystem. They provide in-depth analysis, investigative journalism, and a historical record of events that other media platforms may not offer. Thus, understanding how advertising impacts the sustainability of newspapers is critical. This study will examine the relationship between advertising and newspaper sustainability, identify the challenges facing newspapers, and propose strategies for overcoming these challenges.

In summary, the financial struggles of Nigerian newspapers highlight the urgent need for a better understanding of how advertising influences their sustainability. By addressing this issue, this research aims to provide insights that can help Nigerian newspapers adapt to the changing media environment, secure their financial future, and continue playing their important role in society.

1.2 Statement of the Problem

The sustainability of newspapers in Nigeria is increasingly under threat due to declining revenues from advertising. Traditional newspapers, which were once the primary medium for advertisers, are now losing ground to digital platforms that offer better targeting capabilities, wider reach, and lower costs.

This shift has left many Nigerian newspapers struggling to adapt to a changing economic environment. Without substantial advertising revenue, newspapers face difficulties in maintaining their operations, paying staff salaries, and producing quality content. For instance, several newspapers in Nigeria have downsized or shut down operations due to financial instability (Ibrahim, 2022).

The problem is further compounded by inadequate technological adoption and lack of innovative advertising strategies in many Nigerian newspapers. This research seeks to address the issue by exploring the role advertisements play in sustaining Nigerian newspapers and identifying strategies to mitigate revenue losses.

1.3 Research Objectives

The objectives of this study are to:

1. Examine the extent to which advertisement contributes to the sustainability of newspapers in Nigeria.
2. Investigate the challenges faced by Nigerian newspapers in attracting advertisements.
3. Analyze the effectiveness of current advertising strategies used by Nigerian newspapers.
4. Suggest innovative advertising approaches that can enhance the sustainability of Nigerian newspapers.

1.4 Research Questions

1. To achieve the objectives of this study, the following research questions are proposed:

2. How does advertisement revenue impact the sustainability of newspapers in Nigeria?
3. What challenges do Nigerian newspapers face in attracting advertisements?
4. Are the current advertising strategies employed by Nigerian newspapers effective?
5. What innovative advertising approaches can enhance the sustainability of Nigerian newspapers?

1.5 Significance of the study

The significance of this study lies in its ability to address a critical challenge facing the newspaper industry in Nigeria: the declining impact of advertising on the sustainability of print media. Advertising has historically been the main source of revenue for newspapers in Nigeria, contributing over 70% of their total income. However, the rise of digital platforms and the deteriorating economic environment have posed substantial threats to this revenue stream, endangering the financial stability of print newspapers. This study is significant as it will offer insights into the current dynamics of advertising revenue in the newspaper sector, providing a comprehensive understanding of how these changes are influencing the operations, quality of journalism, and overall survival of newspapers in Nigeria.

By focusing on the relationship between advertising and the financial health of newspapers, this research will provide valuable data that can guide media managers, publishers, and advertisers in adapting to the evolving media landscape. The findings will contribute to the development of strategies that can help Nigerian newspapers navigate the shift from traditional print to digital, identifying alternative revenue models such as digital advertising, subscriptions, and online engagement.

Additionally, this study aims to serve as a resource for policymakers and industry regulators, offering recommendations for creating an environment that supports the growth and sustainability of newspapers. Understanding the pressures on print media and the role of advertising in alleviating these pressures is essential for preserving the vital role newspapers play in promoting accountability, educating the public, and contributing to democracy in Nigeria.

1.6 Scope of the Study

This study will focus on the impact of advertising on the sustainability of newspapers in Nigeria, with particular emphasis on how changing advertising trends are affecting the financial viability of traditional print newspapers. The research will primarily explore the challenges Nigerian newspapers face in securing advertising revenue, the strategies they employ to adapt to the decline in traditional advertising, and the broader implications of these changes on their operations.

1.7 Limitations of the Study

This study examines the impact of advertising on the sustainability of newspapers in Nigeria. However, it is important to acknowledge certain limitations that may influence the findings and interpretations of this research:

1. **Geographical Focus:** While the study explores the broader Nigerian newspaper industry, data collection is limited to specific regions due to logistical and financial constraints. This may not fully capture the advertising trends and challenges experienced across the country.
2. **Data Accessibility:** Obtaining accurate financial and advertising data from newspaper organizations can be challenging due to confidentiality concerns. As a result, the study relies on secondary data and self-reported information, which may introduce some bias.
3. **Dynamic Media Landscape:** The rapid evolution of digital platforms and advertising strategies may limit the applicability of findings over time. New trends and technologies emerging during or after the research may not be reflected in this study.
4. **Limited Scope of Advertising Channels:** The focus is primarily on traditional and digital advertising, excluding other revenue sources such as sponsorships and event partnerships that could also impact newspaper sustainability.
5. **Generalizability of Findings:** Given the specific focus on Nigeria, the conclusions drawn may not be directly applicable to newspaper industries in other countries with differing economic, social, or technological contexts.

1.8 Definition of Terms

1. **Advertisement:** A form of communication designed to inform or persuade an audience to take action, typically aimed at promoting goods, services, or ideas through paid media channels such as newspapers, television, or digital platforms.
2. **Sustainability:** The ability of a newspaper to continue operating effectively over the long term, ensuring financial stability, maintaining a strong readership, and producing quality journalism despite external challenges such as economic downturns or changes in media consumption habits.
3. **Newspaper:** A regularly published print publication that contains news, articles, advertisements, and other content, typically issued daily, weekly, or monthly. Newspapers are a significant source of information and analysis, particularly in shaping public opinion and promoting societal growth.

CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Framework

The conceptual framework establishes a foundation for understanding the interconnected dynamics of advertisement, sustainability, and newspapers in the context of the Nigerian media landscape. These three concepts form the backbone of this study, and their interrelation provides insight into how advertising sustains newspapers amidst modern challenges.

2.1.1 Advertisement

Advertisement is a strategic form of communication designed to inform, persuade, or remind a target audience about products, services, or ideas. Traditionally, newspapers have served as a primary channel for advertisements, leveraging their ability to reach a broad and diverse audience. Kotler and Keller (2021) define advertising as a paid, non-personal form of communication used by organizations to promote their offerings. In the context of newspapers, advertisements serve not only as a revenue stream but also as a means of connecting businesses with potential customers.

The functions of advertising include creating awareness, influencing consumer behavior, and enhancing brand loyalty. Doyle (2019) emphasizes that advertising builds trust and provides critical financial support for media platforms. In the Nigerian context, advertising has historically been a major revenue source for newspapers, accounting for over 70% of total income. This reliance underscores the importance of advertising in sustaining the print media industry (Adebayo & Ibrahim, 2021). However, shifts in global advertising trends pose significant challenges. The emergence of digital platforms such as Google, Facebook, and Instagram has revolutionized how businesses reach their audiences. These platforms offer precise targeting, measurable outcomes, and cost efficiency, making them attractive alternatives to traditional newspaper advertising (Okoro & John, 2021).

A critical issue is the growing preference for programmatic advertising—automated buying and placement of ads based on user data. This technology allows advertisers to tailor their campaigns to specific demographics and track performance in real time. Consequently, many advertisers are reallocating their budgets from newspapers to digital platforms, leaving print media with a shrinking share of the advertising market (Olaniyi, 2022).

Despite these challenges, newspapers still possess unique advantages in the advertising ecosystem. They offer credibility and in-depth engagement that digital platforms often lack. According to Pew Research Center (2020), advertisements in trusted publications are more likely to influence consumer decisions than ads on social media platforms, where skepticism about

misinformation is prevalent. Thus, newspapers must capitalize on their strengths while adapting to the evolving media landscape.

Functions of advertising are not limited to economic benefits; they also enhance the relevance of newspapers as platforms for public discourse. In Nigeria, newspaper advertisements have historically served as vehicles for social and political messaging, shaping public opinion and driving national conversations (Ibrahim, 2022). However, the financial instability of newspapers threatens their ability to fulfill this role.

In conclusion, advertising remains a cornerstone of newspaper sustainability, but its landscape is rapidly evolving. Nigerian newspapers must innovate by adopting hybrid models that integrate traditional and digital advertising strategies to remain competitive.

2.1.2 Sustainability

Sustainability in the context of newspapers refers to their ability to maintain long-term viability in terms of financial stability, operational efficiency, and editorial integrity. It encompasses strategies for adapting to external pressures, including economic challenges and technological disruptions, while continuing to fulfill their societal role as providers of credible information (Olaniyi, 2022).

In Nigeria, sustainability is particularly challenging due to a combination of internal and external factors. Internally, newspapers struggle with outdated business models that rely heavily on print circulation and advertising revenue. Externally, they face competition from digital platforms, economic instability, and shifting consumer preferences (Adebayo & Ibrahim, 2021).

The financial sustainability of newspapers hinges on their ability to generate sufficient revenue to cover operational costs. Advertising has traditionally been the primary income source, but its decline has exposed the vulnerability of print media to market fluctuations. According to Ibrahim (2022), advertising spending in Nigeria dropped by 15% in 2021 due to economic challenges, with newspapers being disproportionately affected.

Technological advancement offers both challenges and opportunities for sustainability. While digital platforms have siphoned advertising revenue from traditional media, they also provide new avenues for growth. For example, digital advertising, subscription models, and paywalls are emerging as viable alternatives for revenue generation. However, the adoption of these strategies in Nigeria has been slow due to infrastructural limitations and resistance to change (Okoro & John, 2021).

Beyond financial sustainability, newspapers must also address operational and editorial challenges. Operational sustainability involves streamlining processes, reducing costs, and leveraging technology to improve efficiency. Editorial sustainability, on the other hand, focuses on maintaining quality journalism that meets the needs of a diverse audience. Studies suggest that newspapers that prioritize innovation and audience engagement are more likely to succeed in the long run (Doyle, 2019).

Sustainability is not solely an economic issue; it is also a social imperative. Newspapers play a crucial role in promoting accountability, educating the public, and shaping societal values. The decline of print media threatens to erode these functions, underscoring the need for concerted efforts to address sustainability challenges.

2.1.3 Newspapers

Newspapers are print media publications that provide news, opinion pieces, advertisements, and entertainment content. They play a pivotal role in shaping public discourse, promoting accountability, and serving as historical records of societal events. Newspapers are an integral part of the media ecosystem, serving as platforms for news dissemination, public discourse, and advertising. In Nigeria, newspapers have historically played a pivotal role in national development by informing citizens, promoting accountability, and advocating for social justice (Okoro & John, 2021).

Despite their significance, newspapers face numerous challenges that threaten their relevance and survival. The decline in print circulation, coupled with competition from digital platforms, has eroded their revenue base. Additionally, changing consumer behavior, characterized by a preference for free, easily accessible online content, has further complicated the sustainability of traditional newspapers (Adebayo & Ibrahim, 2021).

A notable strength of newspapers is their credibility. Unlike social media platforms, which are often criticized for spreading misinformation, newspapers are trusted sources of information. This trust is crucial for attracting readers and advertisers, making it a key factor in their sustainability (Pew Research Center, 2020).

To remain relevant, newspapers must embrace innovation. This includes adopting digital technologies, exploring alternative revenue streams, and reimagining content delivery to appeal to a younger, tech-savvy audience. For Nigerian newspapers, this transition requires significant investment in infrastructure, workforce training, and audience analytics (Olaniyi, 2022).

2.2 Theoretical Framework

The theoretical framework for this study draws upon the Media Economics Theory and Resource Dependence Theory, which collectively provide a comprehensive lens to explore how advertising impacts the sustainability of newspapers, particularly in the Nigerian context. These theories are crucial for understanding the economic dynamics and interdependence between newspapers and external entities like advertisers, which are integral to sustaining operations in a challenging media environment.

2.2.1 Media Economics Theory

The Media Economics Theory examines how economic principles influence the operations, content, and sustainability of media organizations, particularly in revenue generation and allocation of resources. This theory highlights the dual-product nature of media markets: the sale of content to audiences and the sale of audience attention to advertisers. Newspapers, as media firms, rely heavily on advertising revenue to fund their operations while providing news and information as their core product (Picard, 2020).

In the Nigerian context, this dual-product model has become increasingly challenged. Traditional print newspapers have historically depended on advertising revenue, which accounts for the majority of their income. However, with the rise of digital platforms such as Facebook, Google, and YouTube, advertisers have shifted their budgets toward online channels that offer better audience targeting, real-time analytics, and cost efficiency. This shift has reduced the advertising revenue available to Nigerian newspapers, threatening their financial viability and overall sustainability (Okoro & John, 2021).

The Media Economics Theory also underscores the importance of scale and audience reach in attracting advertisers. Newspapers with larger circulations or higher online engagement rates are more likely to secure advertising contracts, as advertisers prioritize platforms that maximize visibility. Nigerian newspapers face the challenge of competing with global digital platforms that dominate the advertising market, leaving local players with limited opportunities to generate significant revenue (Olaniyi, 2022).

Additionally, the theory highlights the role of cost structures in media operations. Newspapers must balance the costs of production, distribution, and staff salaries against declining revenues. To address these challenges, media economics suggests strategies such as cost optimization, diversification of revenue streams, and partnerships with advertisers. For Nigerian newspapers, adopting innovative advertising models such as programmatic advertising, sponsored content, and native advertising may help bridge the revenue gap and enhance sustainability (Adebayo & Ibrahim, 2021).

The Media Economics Theory thus provides a framework for understanding the financial dynamics of Nigerian newspapers and the critical role of advertising in their sustainability. By leveraging this theory, the study can offer insights into how newspapers can adapt to the changing economic environment and develop strategies to secure their financial future.

2.2.2 Resource Dependence Theory

The Resource Dependence Theory (RDT) explores how organizations rely on external resources to achieve their objectives and sustain operations. In the context of Nigerian newspapers, advertising revenue represents a critical external resource that determines their ability to maintain operations, produce quality journalism, and remain competitive in the media landscape (Pfeffer & Salancik, 1978).

RDT emphasizes the interdependence between organizations and their external environment. For newspapers, this means cultivating strong relationships with advertisers to secure consistent revenue streams. However, the shift toward digital advertising has disrupted these relationships,

as advertisers increasingly prefer online platforms that offer advanced targeting and performance metrics. Nigerian newspapers must therefore adapt to these changes by aligning their advertising offerings with the expectations of modern advertisers (Doyle, 2019).

This theory also highlights the risks associated with overdependence on a single revenue source. Many Nigerian newspapers rely heavily on advertising, which makes them vulnerable to market fluctuations, economic downturns, and shifts in advertiser preferences. For instance, the economic challenges in Nigeria, such as inflation and reduced consumer spending, have led to a decline in advertising budgets, further exacerbating the financial instability of newspapers (Adebayo & Ibrahim, 2021).

To mitigate these risks, RDT suggests diversification as a key strategy. Nigerian newspapers can explore alternative revenue models such as digital subscriptions, paywalls, and crowdfunding. Additionally, leveraging digital technologies to offer innovative advertising solutions, such as interactive ads and video content, can help newspapers attract a broader range of advertisers (Okoro & John, 2021).

Resource Dependence Theory also emphasizes the importance of strategic alliances and collaborations. Newspapers can partner with digital platforms, corporate organizations, and non-governmental organizations to create mutually beneficial advertising campaigns. For example, co-branded initiatives that address societal issues such as education or health can attract advertisers who prioritize corporate social responsibility (Olaniyi, 2022).

By applying the principles of RDT, this study highlights the need for Nigerian newspapers to adapt to their changing resource environment and develop strategies that reduce dependence on traditional advertising revenue. Diversification, innovation, and strategic partnerships are essential for ensuring the long-term sustainability of newspapers in Nigeria's evolving media landscape.

2.3 Review of Related Studies

The Review of Related Studies provides a critical examination of previous research related to the impact of advertising on the sustainability of newspapers, especially in the context of Nigeria. Various scholars have explored different aspects of advertising's influence on the media industry, including its role in the financial viability of newspapers, the transformation of the newspaper industry in the digital age, and the adoption of innovative advertising strategies. The following sections summarize the relevant findings from studies in these key areas.

2.3.1 Studies on Advertising and Newspaper Sustainability

Numerous studies have explored the relationship between advertising and newspaper sustainability. For instance, Picard (2020) argues that advertising is the primary revenue source for most newspapers globally, enabling them to maintain operations and produce quality

journalism. This view is supported by Doyle (2019), who highlights the economic pressures on newspapers as advertisers shift their budgets to digital platforms.

In the Nigerian context, studies by Okoro & John (2021) and Adebayo & Ibrahim (2021) emphasize the decline in advertising revenue due to economic challenges and the rise of digital media. These studies reveal that many Nigerian newspapers are struggling to adapt, with some resorting to downsizing or ceasing operations entirely.

A notable finding from these studies is the importance of audience engagement in attracting advertisers. Newspapers that invest in understanding their readership and tailoring their content are more likely to secure advertising revenue. This insight underscores the need for Nigerian newspapers to adopt data-driven strategies to enhance their appeal to advertisers.

2.3.2 Studies on Digital Transformation in the Newspaper Industry

Research on digital transformation highlights the opportunities and challenges faced by newspapers in transitioning to digital platforms. According to Pew Research Center (2020), digital advertising has become the dominant revenue source for media organizations, surpassing traditional advertising formats. However, this shift requires significant investment in technology and expertise.

In Nigeria, studies by Olaniyi (2022) and Ibrahim (2022) reveal a mixed response to digital transformation. While leading newspapers have embraced digital strategies, smaller publications face barriers such as limited resources and resistance to change. These studies suggest that government intervention and industry collaboration are essential for fostering digital innovation in the newspaper sector.

2.3.3 Studies on Innovative Advertising Strategies

Research on innovative advertising strategies highlights the potential of emerging formats such as native advertising, sponsored content, and programmatic advertising. According to Kotler & Keller (2021), these strategies offer newspapers new revenue streams while enhancing audience engagement.

In Nigeria, studies by Olayinka & Adeyemi (2020) reveal that newspapers that experiment with innovative advertising formats are more likely to attract advertisers and remain competitive. However, these studies also caution against over-reliance on advertising, suggesting the need for diversification through subscriptions and partnerships.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research methodology employed in this study to investigate the impact of advertising on the sustainability of newspapers in Nigeria. It details the research design, the population and sample selection, the data collection instruments, and the methods used for data analysis. The aim is to provide a comprehensive approach that will guide the exploration of how advertising affects the operations of newspapers in Ilorin and the strategies employed to overcome the challenges of declining revenues. This chapter also explains the reliability and validity of the research instruments, ensuring that the study produces accurate and meaningful results.

3.2 Research Design

This study adopts a descriptive survey design, which provides a framework for exploring the impact of advertisement on the sustainability of newspapers in Nigeria. The choice of this design stems from its capacity to collect data that reflects the perspectives of key stakeholders, including newspaper professionals and readers. By focusing on the city of Ilorin, the study narrows its scope to a manageable yet significant representation of the newspaper industry's challenges and opportunities. This design allows for a detailed analysis of how advertising influences the financial and operational sustainability of newspapers.

3.3 Population of the Study

The population of this study comprises two main groups. First are the staff members of prominent newspaper agencies in Ilorin, such as The Herald Newspaper, National Pilot, and Kwara Times. These individuals are directly involved in the production and business aspects of newspapers, making them invaluable for insights into advertising strategies and challenges. Second, the study includes regular readers of newspapers in Ilorin, a demographic that spans students, professionals, and businesspeople. The inclusion of readers ensures a balanced view of how advertising influences both the producers and consumers of newspapers.

3.4 Sample Size and Sampling Techniques

The study engages a sample of 100 participants, comprising 50 staff members from the three newspaper agencies and 50 newspaper readers within Ilorin. Newspaper staff are selected using purposive sampling to ensure that individuals with relevant knowledge of advertising and sustainability are represented. This includes advertising managers, editorial staff, and distribution personnel. On the other hand, newspaper readers are selected through convenience sampling, which allows the researcher to gather data from individuals readily accessible in public locations.

like university campuses, markets, and transport hubs. This approach ensures diversity in the sample while maintaining practicality.

3.5 Data Collection Instrument

A structured questionnaire serves as the primary data collection tool. It is designed to capture both quantitative and qualitative data, with closed-ended questions providing measurable insights and open-ended questions allowing respondents to elaborate on their perspectives. The questionnaire is divided into three sections: demographic information, the impact of advertisement on newspaper sustainability, and potential strategies for improving revenue and operational efficiency. This format ensures that the data collected is both comprehensive and focused on the research objectives.

3.6 Validity and Reliability of Research Instrument

To ensure validity, the questionnaire undergoes review by media studies experts at Kwara State Polytechnic. The instrument used in the study was shown to an expert(supervisor) to examine whether the questions were clear and whether such questions were sufficient to provide answers to the research questions.

The assessment and comments of the expert were supervised and was therefore used to standardize the questionnaire before being administered to the respondents.

3.7 Method of Data Collection

Data collection involves the physical distribution of questionnaires to newspaper staff at their respective offices and to readers in strategic public locations within Ilorin. For newspaper staff, appointments are arranged to distribute and collect the questionnaires during working hours. For readers, the researcher visits areas with high foot traffic to engage respondents who fit the target demographic. Respondents are given clear instructions to ensure the accuracy and reliability of their responses. The process is monitored closely to maintain a high response rate and minimize the chances of incomplete submissions.

3.8 Method of Data Analysis

The data collected is analyzed using both descriptive and thematic analysis. Descriptive statistics such as frequencies, percentages, and means are used to interpret quantitative data, providing a clear overview of trends and patterns. Qualitative data from open-ended questions is analyzed thematically to identify recurring themes and insights. The results are presented in tables and charts to enhance readability and facilitate comparisons. This method of analysis ensures that the findings are both statistically robust and rich in contextual understanding, addressing the research questions effectively.

CHAPTER 4

DATA PRESENTATION & ANALYSIS

4.0 Data Analysis

Data analysis is the most crucial part of any research. Data analysis summarizes collected data. It is a process used by researchers in reducing data to a story and interpreting it to derive insights. In this chapter, data are organised into tables so that statically and logical conclusions can be obtained from the collected data and merit will be discussed. In this research work, the simple percentage tabular presentation in presenting the primary data generated from the field was used. Doing this would enable easy, convenient, clarity and vetted comprehension. The researcher presents all the questionnaire items that would provide answers to the researcher's identified problem and all presentation and analysis shall be in conformity with questionnaire items and responses.

4.1 Analysis of Research Instrument

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts, etc. However, the organization and presentation of data shall be according to questionnaire items and responses, in the (22) twenty two questionnaire items developed from the three framed researchers' questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of hundred(100) copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done in simple percentage tabular mode, while a simple descriptive analysis technique was used to describe what items were contained in the tables.

Table 4.1.1

Distribution of respondents by gender

Respondents	Frequency	Percentage
Male	77	77%
Female	19	19%
Prefer not to say	4	4%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 77% of the respondents are male, 19% of the respondents are female and 4% prefer not to say

Table 4.1.2

Distribution of respondents by marital status

Respondents	Frequency	Percentage
Married	39	39%
Single	39	39%
Others	22	22%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 39% of the respondents are married, 39% of the respondents are single, and 22% of the respondents are others.

Table 4.1.3

Distribution of respondents by age

Respondents	Frequency	Percentage
18- 25	34	34%
26- 35	36	36%
36- 45	17	17%
46 and above	13	13%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 34% of the respondents are between the ages of 18-25, 36% of the respondents are between the ages of 26- 35, 17% of the respondents are between the ages of 36- 45 and 13% of the respondents are between the ages of 46 and above.

Table 4.1.4

Distribution of respondents by religion

Respondents	Frequency	Percentage
Muslim	39	39%

Christian	53	53%
Others	8	8%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The above table shows that 39% of the respondents are Muslim, 53% of the respondents are Christian and 8% are others.

Table 4.1.5

Distribution of respondents by educational level

Respondents	Frequency	Percentage
No formal education	23	23%
Primary	30	30%
Secondary	20	20%
Tertiary	11	11%
Others	16	16%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 23% of the respondents have no formal education, 30% have primary education, 20% have secondary education, 11% have tertiary education and 16% are others.

Table 4.1.6

Distribution of respondents by occupation

Respondents	Frequency	Percentage
Student	30	30%
Civil servant	30	30%
Media worker	19	19%
Business person	16	16%
Others	5	5%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 30% of the respondents are students, 50% are civil servants, 19% are media workers, 16% are businesspeople and 5% are others.

Table 4.1.7

Do you regularly read newspapers?

Respondents	Frequency	Percentage
Yes	64	64%
No	36	36%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 64% of the respondents read newspapers regularly and 36% do not read newspapers regularly.

Table 4.1.8

Which newspaper do you read most often?

Respondents	Frequency	Percentage
Herald	19	19%
National pilot	34	34%
Kwara times	29	29%
Others	18	18%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 19% of the respondents read the herald newspaper most often, 34% read national pilot most often , 29% read kwara times most often , and 18% read others.

Table 4.1.9

What part of the newspaper do you engage with most?

Respondents	Frequency	Percentage
News	25	25%
Editorials	24	24%
Advertisement	37	37%

Sports	8	8%
Features	6	6%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 25% of the respondents engage with news mostly on newspapers, 24 % engage with editorials, 37% engage with advertisements, 8% engage with sports and 6% engage with features.

Table 4.1.10

Have you ever taken interest in an advert placed in a newspaper?

Respondents	Frequency	Percentage
Yes	71	71%
No	29	29%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 71% of the respondents have interest in an advert placed in a newspaper and 29% have not.

Table 4.1.11

How often do you notice advertisements in newspapers?

Respondents	Frequency	Percentage
Always	29	29%
Sometimes	28	28%
Rarely	27	27%
Never	16	16%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 29% of the respondents always notice advertisements in a newspaper, 28% sometimes, 27% rarely, and 16% never.

Table 4.1.12

Do you believe newspaper ads influence buying or business decisions?

Respondents	Frequency	Percentage
Yes	68	68%
No	32	32%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 68% of the respondents believe newspaper ads influence buying or business decisions and 32% do not believe.

Table 4.1.13

Do you think businesses still rely on newspapers for advertising?

Respondents	Frequency	Percentage
Yes	55	55%
No	45	45%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 55% of the respondents think businesses still rely on newspapers for advertising and 45% of the respondents do not think so.

Table 4.1.14

Advertisement is the major source of income for newspapers in Nigeria

Respondents	Frequency	Percentage
Strongly agreed	23	23%
Agreed	37	37%
Neutral	26	26%
Disagree	4	4%
Strongly disagree	10	10%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 23% of the respondents strongly agreed, 37% of the respondents chose agreed, 26% of the respondents chose neutral, 4% of the respondents chose to disagree and 10% of the respondents strongly disagreed.

Table 4.1.15

Without advertisements, newspapers would find it difficult to operate effectively.

Respondents	Frequency	Percentage
Strongly agreed	42	42%
Agreed	25	25%
Neutral	24	24%
Disagree	2	2%
Strongly disagree	7	7%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 42% of the respondents strongly agreed, 25% of the respondents chose agreed, 24% of the respondents chose neutral, 2% of the respondents chose to disagree and 7% of the respondents strongly disagreed.

Table 4.1.16

The reduction in advertising revenue is affecting the quality of news content.

Respondents	Frequency	Percentage
Strongly agreed	48	43%
Agreed	24	34%
Neutral	15	9%
Disagree	7	13%
Strongly disagree	6	1%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 48% of the respondents strongly agreed, 24% of the respondents chose agreed, 15% of the respondents chose neutral, 7% of the respondents chose to disagree and 6% of the respondents strongly disagreed.

Table 4.1.17

Businesses now prefer digital platforms to newspaper advertising.

Respondents	Frequency	Percentage
Strongly agreed	59	59%
Agreed	15	15%
Neutral	22	22%
Disagree	2	2%
Strongly disagree	2	2%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 59% of the respondents strongly agreed, 15% of the respondents chose agreed, 22% of the respondents chose neutral, 2% of the respondents chose to disagree and 2% of the respondents strongly disagreed.

Table 4.1.18

Most newspapers in Ilorin are struggling to maintain operations due to low ad revenue.

Respondents	Frequency	Percentage
Strongly agreed	62	62%
Agreed	16	16%
Neutral	16	16%
Disagree	3	3%
Strongly disagree	3	3%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 62% of the respondents strongly agreed, 16% of the respondents chose agreed, 16% of the respondents chose neutral, 3% of the respondents chose to disagree and 3% of the respondents strongly disagreed.

Table 4.1.19

Newspaper advertisements still provide valuable exposure for local businesses.

Respondents	Frequency	Percentage
Strongly agreed	47	47%

Agreed	22	22%
Neutral	20	20%
Disagree	4	4%
Strongly disagree	7	7%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 47% of the respondents strongly agreed, 22% of the respondents chose agreed, 20% of the respondents chose neutral, 4% of the respondents chose to disagree and 7% of the respondents strongly disagreed.

Table 4.1.20

Newspaper organizations need to adopt more innovative advertising strategies.

Respondents	Frequency	Percentage
Strongly agreed	45	45%
Agreed	18	18%
Neutral	23	23%
Disagree	5	5%
Strongly disagree	9	9%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 45% of the respondents strongly agreed, 18% of the respondents chose agreed, 23% of the respondents chose neutral, 5% of the respondents chose to disagree and 9% of the respondents strongly disagreed.

Table 4.1.21

Newspapers that invest in digital ads alongside print are more likely to survive.

Respondents	Frequency	Percentage
Strongly agreed	47	47%
Agreed	12	12%
Neutral	25	25%

Disagree	9	9%
Strongly disagree	7	7%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 47% of the respondents strongly agreed, 12% of the respondents chose agreed, 25% of the respondents chose neutral, 9% of the respondents chose to disagree and 7% of the respondents strongly disagreed.

Table 4.1.22

Advertisement plays a strong role in the long-term sustainability of Nigerian newspapers.

Respondents	Frequency	Percentage
Strongly agreed	47	47%
Agreed	11	11%
Neutral	30	30%
Disagree	5	5%
Strongly disagree	7	7%
Total	100	100%

GOGGLE FORM SURVEY, 2025

The table above shows that 47% of the respondents strongly agreed, 11% of the respondents chose agreed, 30% of the respondents chose neutral, 5% of the respondents chose to disagree and 7% of the respondents strongly disagreed.

4.2 ANALYSIS OF RESEARCH QUESTIONS

Findings from the above research questions tested with survey methods gained empirical support. The research questions support the **“THE IMPACT OF ADVERTISEMENT ON THE SUSTAINABILITY OF NEWSPAPER IN NIGERIA”**

Research Question 1: How does advertisement revenue impact the sustainability of newspapers in Nigeria?

Table 4.1.14 reveals that 23% of the respondents strongly agreed and 37% agreed that advertisement is the major source of income for newspapers in Nigeria, while 26% were neutral. Also, in Table 4.1.15, 42% of the respondents strongly agreed and 25% agreed that newspapers would find it difficult to operate effectively without advertisements.

Table 4.1.22 further supports this by showing that 47% strongly agreed and 11% agreed that advertisement plays a strong role in the long term sustainability of Nigerian newspapers. These findings clearly show that advertisement revenue is essential for the financial survival and sustainability of newspapers in Nigeria.

Research Question 2: What challenges do Nigerian newspapers face in attracting advertisements?

From Table 4.1.17, 59% of the respondents strongly agreed and 15% agreed that businesses now prefer digital platforms to newspaper advertising.

Table 4.1.18 also revealed that 62% strongly agreed and 16% agreed that newspapers in Ilorin are struggling to maintain operations due to low ad revenue.

This shows that the shift to digital advertising and reduced business interest in newspaper ads are major challenges affecting ad revenue and sustainability.

Research Question 3: Are the current advertising strategies employed by Nigerian newspapers effective?

Table 4.1.13 shows a divided opinion: 55% of respondents believe businesses still rely on newspapers for advertising, while 45% do not.

However, Table 4.1.16 shows that 48% strongly agreed and 24% agreed that the reduction in ad revenue is affecting news content quality, which may reflect the ineffectiveness of current advertising strategies.

This suggests that while newspapers still have some advertising relevance, their current strategies may not be yielding sufficient results.

Research Question 4: What innovative advertising approaches can enhance the sustainability of Nigerian newspapers?

According to Table 4.1.20, 45% of the respondents strongly agreed and 18% agreed that newspaper organizations need to adopt more innovative advertising strategies.

Additionally, Table 4.1.21 shows that 47% strongly agreed and 12% agreed that newspapers that invest in digital ads alongside print are more likely to survive.

This confirms that adopting digital innovations and hybrid ad models will significantly improve sustainability.

4.3 DISCUSSIONS OF FINDINGS

This section discusses the key findings of the study, as presented in the data analysis, and how they relate to the objectives of the research. The discussion provides a contextual interpretation of the results and compares them with previous research and theoretical expectations.

The demographic insights (Tables 4.1.1 – 4.1.6) show that the majority of respondents were male (77%), with an equal number of married and single individuals (39% each). Most respondents

were between 26–35 years (36%) and 18–25 years (34%), indicating a mix of young and mid-career individuals. While only 11% had tertiary education, a significant portion (30%) had primary education and 23% had no formal education, reflecting a wide educational spread. In terms of occupation, civil servants and students each accounted for 30%, suggesting a mix of working-class and academic respondents. This demographic composition reflects a broad audience engaged with newspaper readership and advertisement influence, consistent with similar studies such as Adebayo and Ibrahim (2021), which noted the importance of general public perception in assessing newspaper sustainability.

In Table 4.1.7, 64% of respondents indicated that they regularly read newspapers, supporting the continued relevance of newspapers in Nigeria despite the digital shift. Table 4.1.8 shows National Pilot (34%) and Kwara Times (29%) as the most-read, indicating local newspaper dominance in Ilorin. Furthermore, Table 4.1.9 reveals that 37% of respondents engage most with advertisements in newspapers, followed by news (25%) and editorials (24%). This suggests that advertisements remain a core interest for readers, validating their role in both engagement and newspaper revenue.

Tables 4.1.10 – 4.1.13 further support the influence of advertisement on readers and businesses. Table 4.1.10 shows that 71% of respondents have shown interest in newspaper adverts, and Table 4.1.11 reveals that 57% notice advertisements always or sometimes. Table 4.1.12 shows 68% believe these ads influence their buying or business decisions. However, in Table 4.1.13, only 55% believe businesses still rely on newspaper advertising, showing a declining but not irrelevant trend. These results confirm that while newspapers still provide advertising value, digital competition is shifting attention and resources elsewhere. This aligns with the Media Economics Theory (Picard, 2020), which explains how media survival depends on its ability to attract advertisers.

The sustainability of newspapers is closely tied to advertising revenue. In Table 4.1.14, 60% of respondents (23% strongly agreed, 37% agreed) see advertising as the major source of newspaper income. Table 4.1.15 and 4.1.16 further highlight that 67% and 72% of respondents, respectively, agree that without advertising, newspapers would struggle to operate and deliver quality news. This reinforces existing literature (Okoro & John, 2021) which emphasizes advertising as the financial engine of traditional print media.

Challenges to sustainability are also highlighted in Tables 4.1.17 and 4.1.18. A large majority (74%) agree that businesses now prefer digital advertising platforms, while 78% believe most newspapers in Ilorin struggle due to low advertising revenue. These figures echo global shifts identified by Pew Research (2020), where print media faces increasing competition from social media and online platforms.

In terms of strategic improvement, Tables 4.1.19 – 4.1.22 are insightful. Table 4.1.19 shows that 69% agree newspaper adverts still benefit local businesses, while 63% (Table 4.1.20) believe

newspapers must adopt more innovative strategies. Table 4.1.21 reinforces this with 59% agreeing that newspapers that invest in both digital and print ads are more likely to survive. Lastly, Table 4.1.22 confirms that 58% agree advertisement is essential for long-term newspaper sustainability. These findings validate the Resource Dependence Theory (Pfeffer & Salancik, 1978), which emphasizes that survival depends on securing and managing critical external resources, in this case, advertising.

Overall, the study confirms that while advertising still plays a vital role in Nigerian newspaper sustainability, there is an urgent need for innovation. Newspaper organizations must adapt by integrating digital advertising models, improving content relevance, and redefining their value to both advertisers and readers.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This research project titled "The Impact of Advertisement on the Sustainability of Newspapers in Nigeria" was designed to examine how advertising affects the financial and operational longevity of newspapers, especially in the context of the Nigerian print media environment. The study was divided into five systematic chapters, each addressing a critical aspect of the research problem.

Chapter One introduced the study by highlighting the growing financial struggles of newspapers due to declining advertising revenue. It discussed the background of the problem, the purpose of the study, and posed key research questions aimed at exploring the role and challenges of advertisements in sustaining Nigerian newspapers. The objectives were clearly defined, along with the scope, limitations, and definition of key terms used in the study.

Chapter Two focused on the review of relevant literature and theoretical frameworks. Key concepts such as advertisement, sustainability, and newspapers were thoroughly examined. The Media Economics Theory and Resource Dependence Theory were adopted as the theoretical foundation. These theories helped explain the dual revenue model of media organizations and the dependency of newspapers on advertising revenue for survival. Additionally, previous related studies were reviewed to provide empirical context for the research.

Chapter Three detailed the methodology employed in the study. A descriptive survey research design was adopted. The target population included newspaper professionals and readers in Ilorin. Data was collected using structured questionnaires distributed physically, and sampling techniques included purposive and convenience sampling. The research instruments were validated by academic experts, and the data was analyzed using descriptive statistical tools.

Chapter Four presented and analyzed the collected data. The demographic distribution showed a diverse set of respondents with varying educational backgrounds and professions. The data revealed that most respondents acknowledged the critical role advertisement plays in newspaper revenue generation. It also highlighted the challenges posed by the shift of advertisers to digital platforms. Responses confirmed that a lack of innovation and adaptation to digital trends continues to affect the sustainability of print newspapers. Furthermore, the findings validated the importance of adopting innovative advertising strategies to help newspapers remain financially viable in today's competitive media environment.

Chapter five provided the summary, conclusion and recommendation of the study.

5.2 Conclusion

From the findings, it can be concluded that advertising remains a vital revenue source for Nigerian newspapers, contributing significantly to their ability to survive and operate effectively. However, the study revealed that this reliance has become risky due to changes in the global advertising landscape, with digital platforms now offering more attractive alternatives for advertisers.

The study also concludes that Nigerian newspapers face major challenges such as reduced readership, outdated advertising methods, and poor adaptation to digital transformation. These factors collectively affect their ability to attract sufficient advertisement revenue.

Nonetheless, newspapers can still remain relevant if they diversify their revenue sources and adopt hybrid advertising models that combine both print and digital strategies. The study also revealed that readers still engage with newspapers and find value in printed advertisements, especially when the content is localized and relevant.

5.3 Recommendations

Based on the findings and conclusions, the following recommendations are made:

1. **Adopt Innovative Advertising Strategies:** Newspapers should incorporate modern advertising formats such as native ads, sponsored content, and programmatic advertising to appeal to current advertisers who value digital analytics and audience targeting.
2. **Develop Digital Platforms:** Traditional newspapers should invest in digital transformation by developing mobile apps, websites, and social media presence to attract digital ads and engage a wider audience.
3. **Diversify Revenue Streams:** In addition to advertising, newspapers should consider alternative revenue models such as digital subscriptions, crowdfunding, e-commerce partnerships, and organizing events.
4. **Strengthen Relationships with Advertisers:** Newspaper agencies should regularly communicate with advertisers to understand their evolving needs and provide tailored advertising solutions that deliver results.
5. **Government and Policy Support:** The government should provide financial support, tax incentives, or grants to struggling print media houses to help sustain their operations and encourage media plurality.

6.Capacity Building and Training: Media staff, particularly in advertising departments, should undergo regular training on current advertising trends, digital tools, and analytics to stay relevant in a competitive media market.

7.Audience Engagement: Newspapers should invest in understanding their readers through feedback, surveys, and analytics to produce engaging content that can drive both readership and advertising interest.

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