Read all about it: Minnesota is home to 12,000 loons and some migratory birds as well!

Psych! Minnesota is indisputably Loon Central with more than 12,000 of the birds calling the state home. Black and white and red all over (or at least in its eyes), the loon shares that description with Minnesota’s newspapers! In fact, more than 3 million Minnesotans regularly read newspapers in the course of a week.

If you’re a newspaper reader, you’re not crazy at all! And if you’re an advertiser, remember that Minnesota’s newspapers may be the sanest place to spend your money.

Sources: Minnesota Department of Natural Resources; Minnesota Newspaper Association