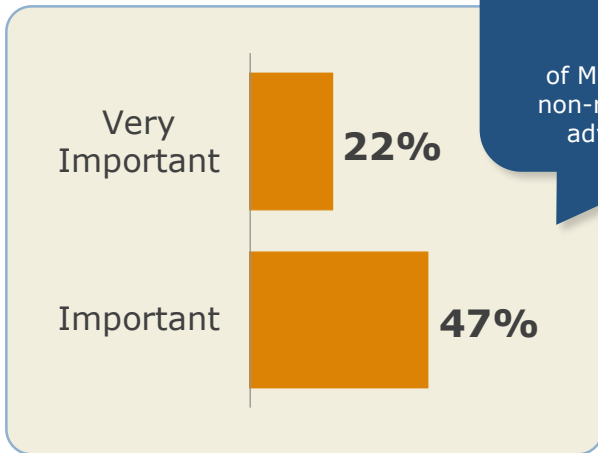


EXPAND YOUR REACH BY ADVERTISING IN MINNESOTA NEWSPAPERS

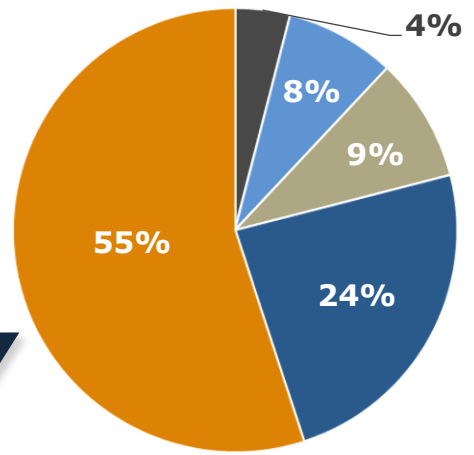
How important is newspaper advertising?



Well over two-thirds
69%
of Minnesotans, even some non-readers, feel newspaper advertising is important

Nearly three-quarters
74%
of Minnesotans are likely to be coupon users.

Where are they likely to get them?



- Newspaper
- Mail
- Groupon/ Living Social
- SmartPhone Coupons
- Manufacturer Websites

39% of Minnesotans say that newspaper and/or newspaper websites are most useful when searching for a good deal

No Matter What Consumers Purchase, Newspapers Have About 90% of Shoppers Covered.

Consumer Purchase	Percent Buying in Past Year	Percent Reached by Minnesota Newspapers
Home Improvement Merchandise (>\$100)	59%	92%
Lawn and Garden Equipment	56%	93%
Lottery Tickets	48%	94%
New or Used Vehicle	32%	93%
Furniture (>\$100)	31%	92%
Remodeling Project	31%	86%
Buy/Sell Real Estate	7%	90%

Newspaper is the most preferred source of advertising circulars and

46%
of Minnesotans read through the circulars in the Sunday newspaper every time or very often

