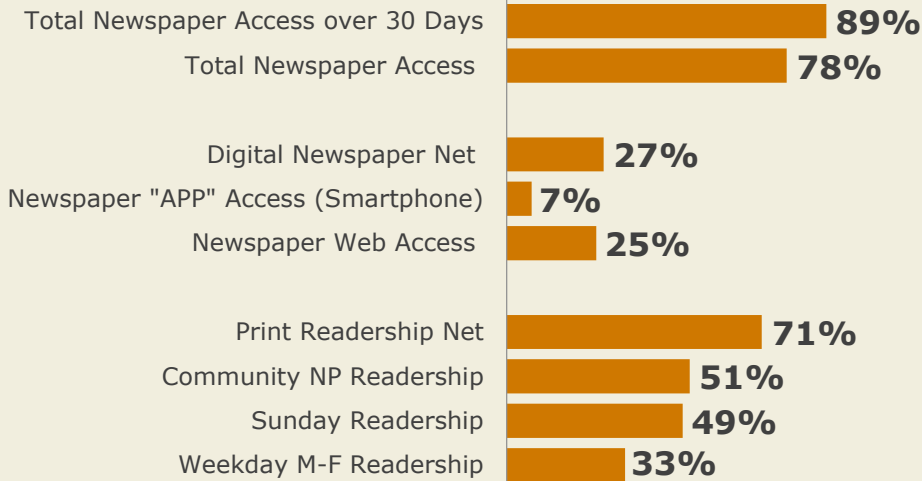


NEWSPAPERS HAVE VAST REACH IN MINNESOTA

Newspaper Market Coverage



89%
of Minnesotans
have accessed a
newspaper in print
and/or digital format
in the past month

Newspaper
websites
especially
popular
among ages
35-49 & apps
among adults
ages 18-34

Demographic Characteristics Contrasted for Print, Web, & App Users

