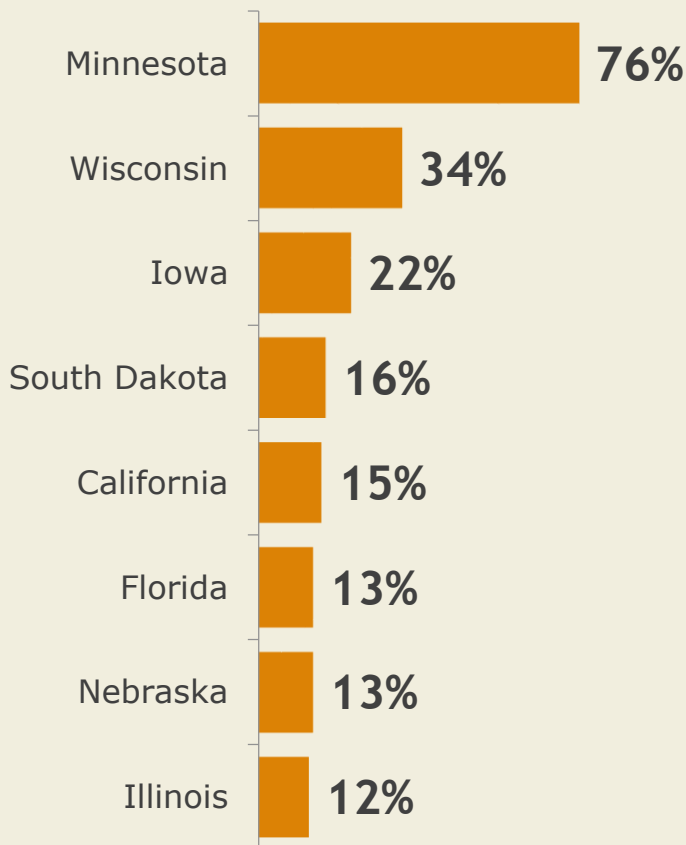


TRAVEL IS A BIG ADVERTISING CATEGORY FOR MINNESOTA ADULTS

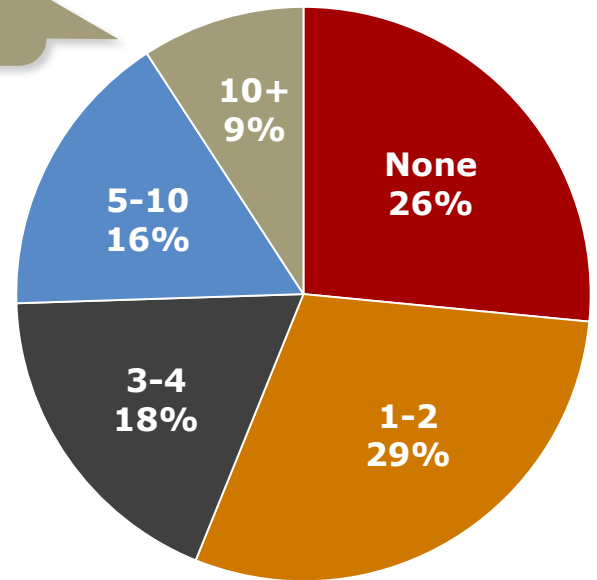
90% of overnight travelers in Minnesota read the newspaper

Minnesota Adult's Top States for Overnight Trips

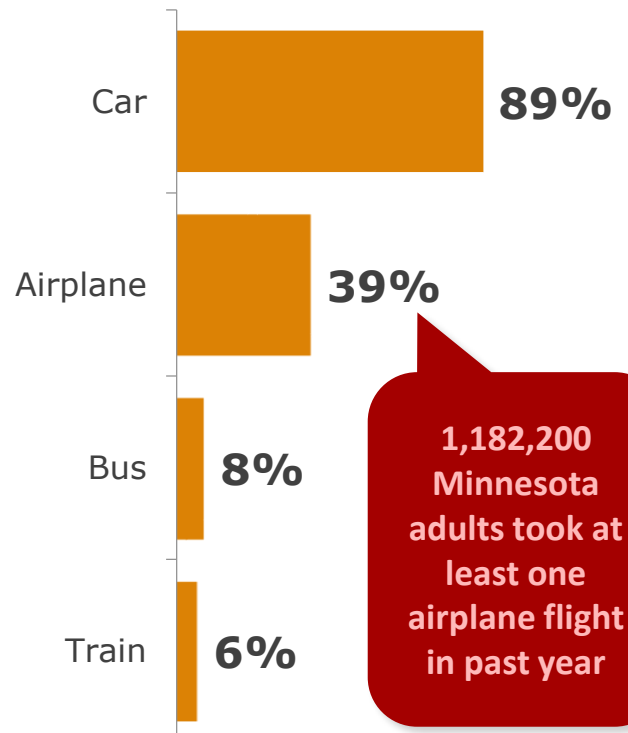


Three-fourths of Minnesotans have taken an overnight trip in the past year

Number of overnight trips taken by Minnesotans



Top Transportation Used by Minnesota Adults



1,182,200 Minnesota adults took at least one airplane flight in past year