



Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives

Minnesota newspapers reach almost **3.9 million** active and engaged consumers across print or digital platforms



71%

Total Digital
Readers
(3,171,000)



69%

Total Print
Readers
(3,114,000)



54%

Total Print & Digital
Readers
(2,431,000)

**Source: The Minnesota Market Study, 2021; conducted by Coda Ventures.
Base: Total Adults; Multiple Responses.**