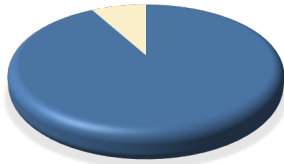




Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives

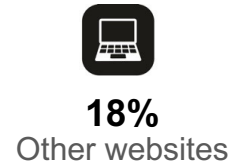
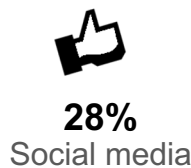


1.9 million Minnesotans plan to shop for a **banking/financial services** provider in the next 12 months



92% of these potential customers are readers of **Minnesota newspapers**

57% of Consumers Turn to Print or Digital Advertising in Minnesota Newspapers When Deciding Which Brands, Products and Services to Buy



8 out of 10 Minnesota adults believe that **“newspaper advertising is important”**

Source: 2021 Minnesota Market Study conducted by Coda Ventures

For more information, please contact your local newspaper representative