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.

- **51%** TV/TV websites
- **43%** Home delivered ads
- **30%** Radio/radio websites
- **57%** Local Newspapers/Newspaper Websites
- **28%** Social media
- **24%** Magazines/magazine websites
- **18%** Other websites

**80%** 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.