

A photograph of two men in business suits shaking hands over a table. The man on the left is wearing a grey suit and has a watch on his left wrist. The man on the right is wearing a dark blue suit. On the table in front of them are several papers, a laptop, and a white mug. The background is a light-colored wall with horizontal lines.

Using Research to Make the Sale

Marianne Grogan, President • Dave Storey, SVP/Key Accounts





**“In God We Trust...
All Others Must Bring Data.”**

W. Edwards Deming
American Author, Statistician, Management Consultant

The Minnesota Market Study

- Conducted by Coda Ventures, an independent newspaper research and consulting firm
- Designed to measure the media usage and purchase behavior of Minnesota adults
- The survey was conducted online and people were screened by zip code to ensure accurate representation of rural and urban communities
- Respondents were also quota sampled by age/gender
- 600 Minnesota adults were surveyed (+/- 4% MOE)



Minnesota Newspaper Readers

Every Month, Almost **3.9 Million** Active Consumers – or **86%** of Minnesota Adults – Read Local Print or Digital **Newspapers**



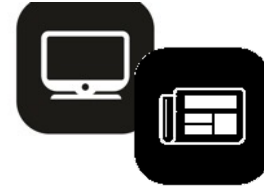
71%

Total Digital Readers
(3,171,000)



69%

Total Print Readers
(3,114,000)



54%

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

Multi-Platform Readership



Digital Readership

Total Digital 71%

Website 56%

Social Media 49%

Email Newsletter 38%

App 37%



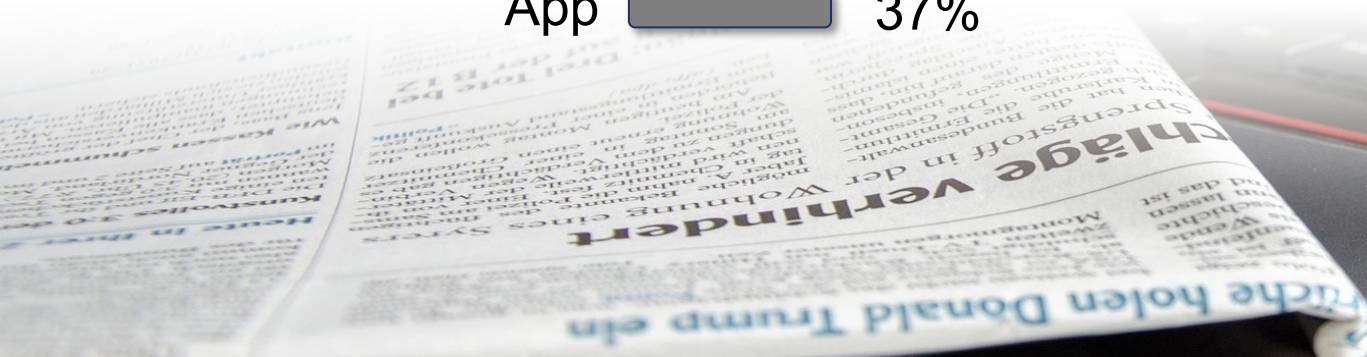
Print Readership

Total Print 69%

Community/Wkly Newspaper 55%

Weekday Newspaper 50%

Weekend Newspaper 50%



Audience, Audience, Audience

Research in Action

MESABI TRIBUNE

Mesabi Tribune reaches **49,800** active and engaged consumers across the newspaper's print or digital platforms



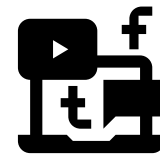
18,690

Print Readers



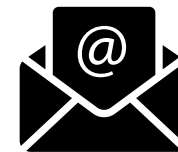
120,760

Unique Monthly
Website Visitors



10,250

Social Media
Followers



9,540

e-Newsletter
Subscribers

Readers = circulation x 2.3

The “**Typical**” Minnesota Newspaper Reader is... **Anything But Typical**

- 78% are under the age of 65
- 68% of households earn **\$50k+** annually
- 68% are **homeowners**
- 69% have **attended/graduated college**
- 34% have **children** in the home
- 72% have lived in the **community** 5 or more years



Newspaper Readers Are More Active in Their Communities



| | <u>Total Adults</u> | <u>Newspaper Readers</u> |
|--|-------------------------|------------------------------|
| <i>Involved</i> I feel that I have a responsibility to help shape the future of my community | 72% | 77% |
| <i>Engaged</i> I often voice my opinions and concerns regarding local community issues such as education, traffic, economic development, taxes, etc. | 49% | 54% |
| <i>Influential</i> People frequently turn to me for information regarding our local community | 39% | 43% |
| <i>Outspoken</i> For important issues facing my community or the country, I often reach out to elected officials, political candidates or the media to express my opinions | 38% | 41% |

Voting & Elected Officials

Almost 8 out of 10 newspaper readers vote in local elections



| | Minnesota Adults | Newspaper Readers | Newspaper Reach |
|--|------------------|-------------------|-----------------|
| Vote in state/national elections | 81% | 84% | 88% |
| Vote in local/school board/city elections | 74% | 77% | 91% |

Newspapers reach more than 9 out of 10 adults who contacted officials



| | Minnesota Adults | Newspaper Readers | Newspaper Reach |
|---|------------------|-------------------|-----------------|
| Contacted an elected official/ community leader (past 2 years) | 35% | 39% | 91% |

Delivering an Advertiser's Best Prospects

Research in Action

MESABI TRIBUNE

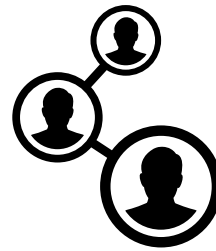
Readers of Mesabi Tribune are **demographically diverse** and **more active** in the community



78% are under the age of 65

68% are homeowners

34% have children at home



77% believe they have a responsibility to **shape the future** of their **communities**



84% vote in **state** or **national** elections
77% vote in **local**, **city**, **school board** elections



Use of Local Media by Topic

Minnesota adults use local newspapers and their websites as a primary source of information about their communities

| | Local Newspapers/ Newspaper Websites | Local TV News/ TV Websites | Local Radio/ Radio Websites | Other Online Sources |
|------------------------------------|---|-------------------------------|--------------------------------|-------------------------|
| Schools in the community | 40% | 27% | 9% | 24% |
| Local entertainment & things to do | 38% | 27% | 10% | 25% |
| Local government | 37% | 34% | 8% | 21% |
| Local high school sports | 36% | 33% | 10% | 21% |
| Candidates & ballot issues | 34% | 38% | 9% | 19% |
| Crime & personal safety issues | 32% | 38% | 11% | 19% |
| Healthcare & medical information | 25% | 34% | 10% | 31% |



Use of Local Media by Topic

Readers of **community/weekly newspapers** report that local newspapers are their “primary source” for news impacting their communities

| | Local Newspapers/ Newspaper Websites | Local TV News/ TV Websites | Local Radio/ Radio Websites | Other Online Sources |
|------------------------------------|---|-------------------------------|--------------------------------|-------------------------|
| Schools in the community | 51% | 26% | 7% | 16% |
| Local government | 47% | 36% | 5% | 12% |
| Local high school sports | 47% | 29% | 9% | 15% |
| Local entertainment & things to do | 46% | 25% | 8% | 21% |
| Candidates & ballot issues | 42% | 37% | 9% | 12% |
| Crime & personal safety issues | 42% | 38% | 9% | 11% |
| Healthcare & medical information | 30% | 36% | 9% | 25% |

The Go-To Source for News & Information

Research in Action

Readers rely on local newspapers as their **primary source** of news and information about their **communities**

#1 Among **Minnesota adults** for news about...

- Local government
- Local entertainment
- Local schools
- High school sports

#1 Among **community newspaper readers** for news about...

- Local schools
- Local government
- High school sports
- Local entertainment
- Candidates & ballot issues
- Crime & safety

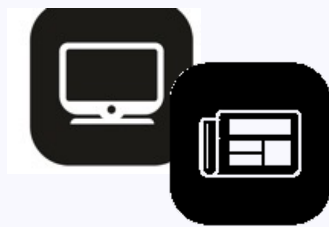
Newspaper Advertising Works!

Advertising Importance & Utility



80% of Minnesota adults report that
“Newspaper advertising is important.”

Where Consumers Turn When Deciding Which **Brands**, **Products** or **Services** to Buy



57%
**Print or Digital
Newspapers**



51%
TV/TV websites



43%
Home delivered ads



30%
Radio/Radio websites

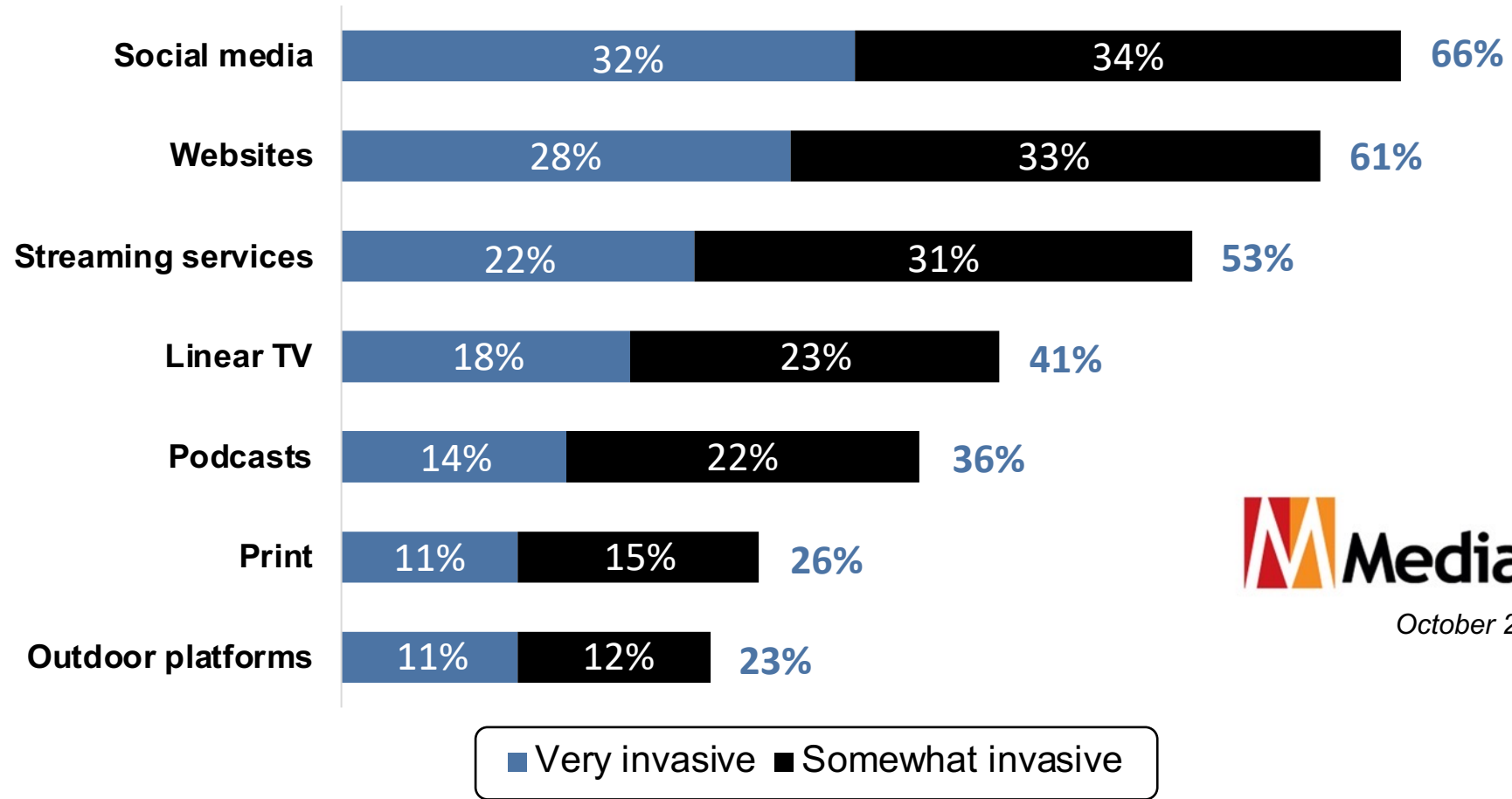


28%
Social media



24%
Magazines/Magazine websites

Invasiveness of Advertising by Media



October 22, 2021

Newspaper Advertising Effectiveness

54%

Average Ad Recall

69%

Reader Actions

76%

Ad Likability



NEWSPAPER ADS WORK.

7 out of **10** newspaper readers who read a **banking or financial ad** took action after seeing the ad.*

THE TOP ACTIONS ARE >>>

- >>> Gather more information regarding product/service
- >>> Save the ad for future reference
- >>> Consider the product/service

ALL TOGETHER NOW As our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than we do.

Nobody delivers a more engaged audience than we do. Our growth online, combined with print, is impressive as more readers turn to us for local news.

Newspapers are your best investment.
We care about local.



NEWSPAPER POWER.

Print, Digital & Social Solutions for our advertisers.

Design by Metro Creative Graphics, Inc.
*Source: Coda Ventures Newspaper Ad Effectiveness Service

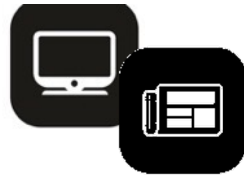
Readers are Dedicated & Engaged

Research in Action

Readers rely on newspapers for the **news**, **information** and **advertising** that impact their lives



80% believe newspaper advertising is **important**



57% use print and digital newspapers to decide what products to **buy**



66% believe social media is **invasive** (only 26% for newspapers)



69% of newspaper readers **take action** as a result of advertising

Local Buying Power

The Print and Digital Editions of **Minnesota Newspapers** Reach an Advertiser's Most Lucrative Prospects



Age 35-54 89%



Females 84%



HHI \$50K+ 88%



Homeowners 87%



College / Post Grad 93%



Children at Home 85%

Key Advertising Categories

Businesses/products/services plan to visit/shop for/purchase (next 12 months)

| | Minnesota Adults (#) | Minnesota Adults (%) | Newspaper Reach |
|--|----------------------|----------------------|-----------------|
| Appliances | 1,073,800 | 24% | 93% |
| Automobiles, trucks, SUVs | 1,243,100 | 28% | 90% |
| Banking/financial services | 1,924,800 | 43% | 92% |
| Boats/RVs | 344,200 | 8% | 93% |
| Drug stores | 2,198,200 | 49% | 90% |
| Educational opportunities | 590,700 | 13% | 93% |
| Electronic equipment | 1,711,800 | 38% | 90% |
| Groceries | 3,459,400 | 77% | 88% |
| Gyms/health clubs | 890,900 | 20% | 95% |
| Home furnishings (furniture, rugs, mattresses, etc.) | 1,683,700 | 38% | 91% |
| Home improvement products/services | 1,445,700 | 32% | 91% |
| Home services (pest control, HVAC, cleaning, etc.) | 878,400 | 20% | 95% |
| Jewelry/Watches | 592,700 | 13% | 89% |
| Liquor/wine/beer | 2,029,200 | 45% | 91% |
| Mobile phones/service | 1,522,500 | 34% | 89% |
| Outdoor power equipment (rent or purchase) | 1,169,600 | 26% | 92% |
| Restaurants & bars | 2,636,300 | 59% | 88% |
| Sporting goods | 873,800 | 19% | 94% |
| TV service (cable, satellite, streaming, etc.) | 1,522,500 | 34% | 88% |



Professional Services



Professional services planning to change/shop for (next 12 months)

| | Minnesota Adults (#) | Minnesota Adults (%) | Newspaper Reach |
|------------------------------|----------------------|----------------------|-----------------|
| Auto insurance | 1,130,400 | 25% | 92% |
| Medical/health insurance | 867,400 | 19% | 94% |
| Home insurance | 811,400 | 18% | 95% |
| Dental insurance | 647,200 | 14% | 95% |
| Life insurance | 641,400 | 14% | 92% |
| Financial/investment service | 501,900 | 11% | 94% |
| Legal services | 297,000 | 7% | 90% |
| Mortgage/refinance service | 297,000 | 7% | 88% |
| Income tax provider | 189,400 | 4% | 93% |

Medical Specialists

**Medical specialists used by household (past 12 months)
or plan to use (next 12 months)**

| | Minnesota Adults (#) | Minnesota Adults (%) | Newspaper Reach |
|------------------------------------|-------------------------|-------------------------|--------------------|
| Any medical specialist | 3,565,000 | 79% | 89% |
| Dentist/orthodontist | 2,398,100 | 53% | 89% |
| Optometrist/ophthalmologist | 1,686,500 | 38% | 88% |
| Chiropractor | 972,800 | 22% | 92% |
| Dermatologist/skin doctor | 885,900 | 20% | 95% |
| Physical therapist | 826,900 | 18% | 93% |
| Orthopedist/sports medicine doctor | 505,800 | 11% | 84% |
| Hearing specialist/ENT | 412,800 | 9% | 94% |



Medical Services



Health services used by household (past 12 months) or plan to use (next 12 months)

| | Minnesota Adults (#) | Minnesota Adults (%) | Newspaper Reach |
|---|----------------------|----------------------|-----------------|
| Any medical service | 3,648,000 | 81% | 88% |
| Eyeglasses/contacts | 2,275,600 | 51% | 86% |
| Urgent care clinic | 1,070,700 | 24% | 90% |
| Mental health/wellness services | 930,100 | 21% | 90% |
| Hospital overnight stay | 595,300 | 13% | 91% |
| Weight management/nutrition program | 406,600 | 9% | 92% |
| Elective surgery (cosmetic, weight, etc.) | 283,200 | 6% | 92% |
| Hearing aids | 262,700 | 6% | 84% |
| Home health nurse/therapist | 258,700 | 6% | 94% |
| Corrective eye surgery/Lasik | 219,300 | 5% | 94% |
| Other healthcare/medical service | 1,703,800 | 38% | 88% |

Planned Events



Plan to attend specific events (next 12 months)

| | Minnesota Adults (#) | Minnesota Adults (%) | Newspaper Reach |
|---|-------------------------|-------------------------|--------------------|
| Local festival or fair | 1,811,300 | 40% | 92% |
| Bar, night club, comedy club | 1,573,000 | 35% | 91% |
| Zoo, circus, other animal attraction | 1,485,200 | 33% | 91% |
| Music concert | 1,384,000 | 31% | 92% |
| Professional sporting event | 1,095,000 | 24% | 94% |
| High school sporting event | 965,000 | 22% | 92% |
| Art, other museum | 890,400 | 20% | 94% |
| College sporting event | 780,000 | 17% | 92% |
| Stage play, opera, symphony, ballet, etc. | 720,300 | 16% | 94% |

Casinos & Lottery

Visited, or Plan to Visit, a Casino Entertainment Venue (past/next 12 months)

| | Minnesota Adults (#) | Minnesota Adults (%) | Newspaper Reach |
|----------------------------|----------------------|----------------------|-----------------|
| Yes, in the past 12 months | 1,539,000 | 34% | 90% |
| Yes, in the next 12 months | 978,900 | 22% | 90% |

Purchased Scratch Cards/Played the State Lottery/ Played Electronic Pull Tabs (past 12 months)

| | Minnesota Adults (#) | Minnesota Adults (%) | Newspaper Reach |
|-----------------------------|----------------------|----------------------|-----------------|
| Purchased scratch cards | 1,631,000 | 36% | 88% |
| Played the state lottery | 1,546,300 | 34% | 89% |
| Played electronic pull tabs | 616,000 | 14% | 91% |

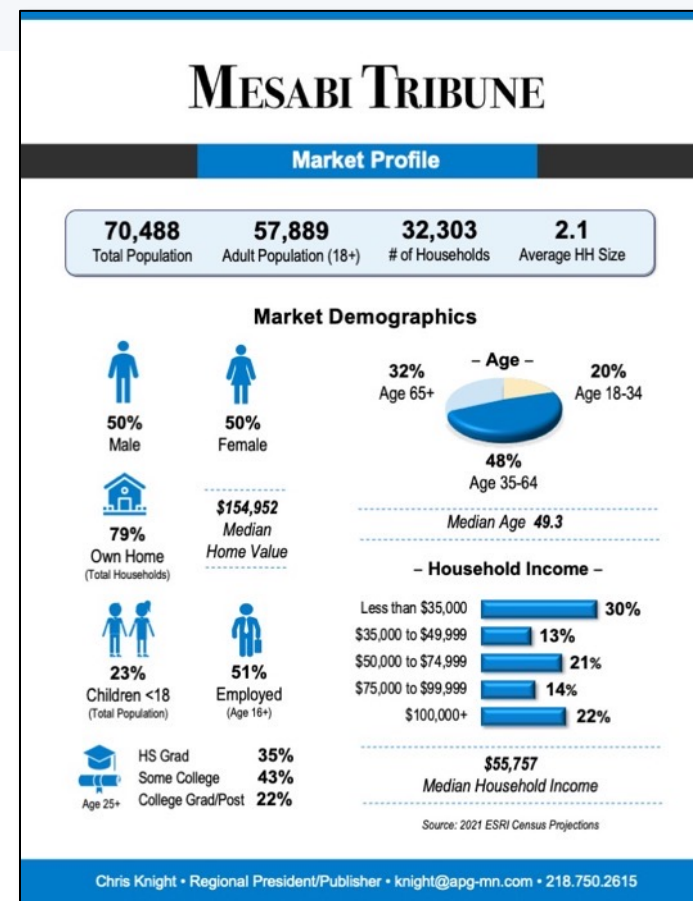
Turning Local Market Insights Into Ad Revenue for Your Newspaper



Custom Sales Sheets for MNA Members

Market Profile

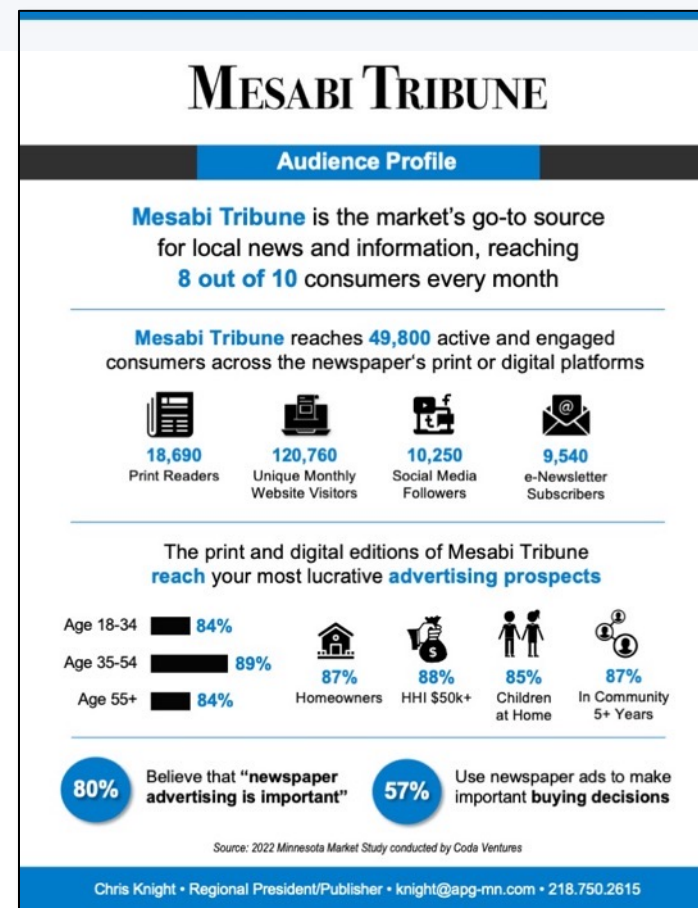
- Market size
- Demographic composition



Custom Sales Sheets for MNA Members

Audience Profile

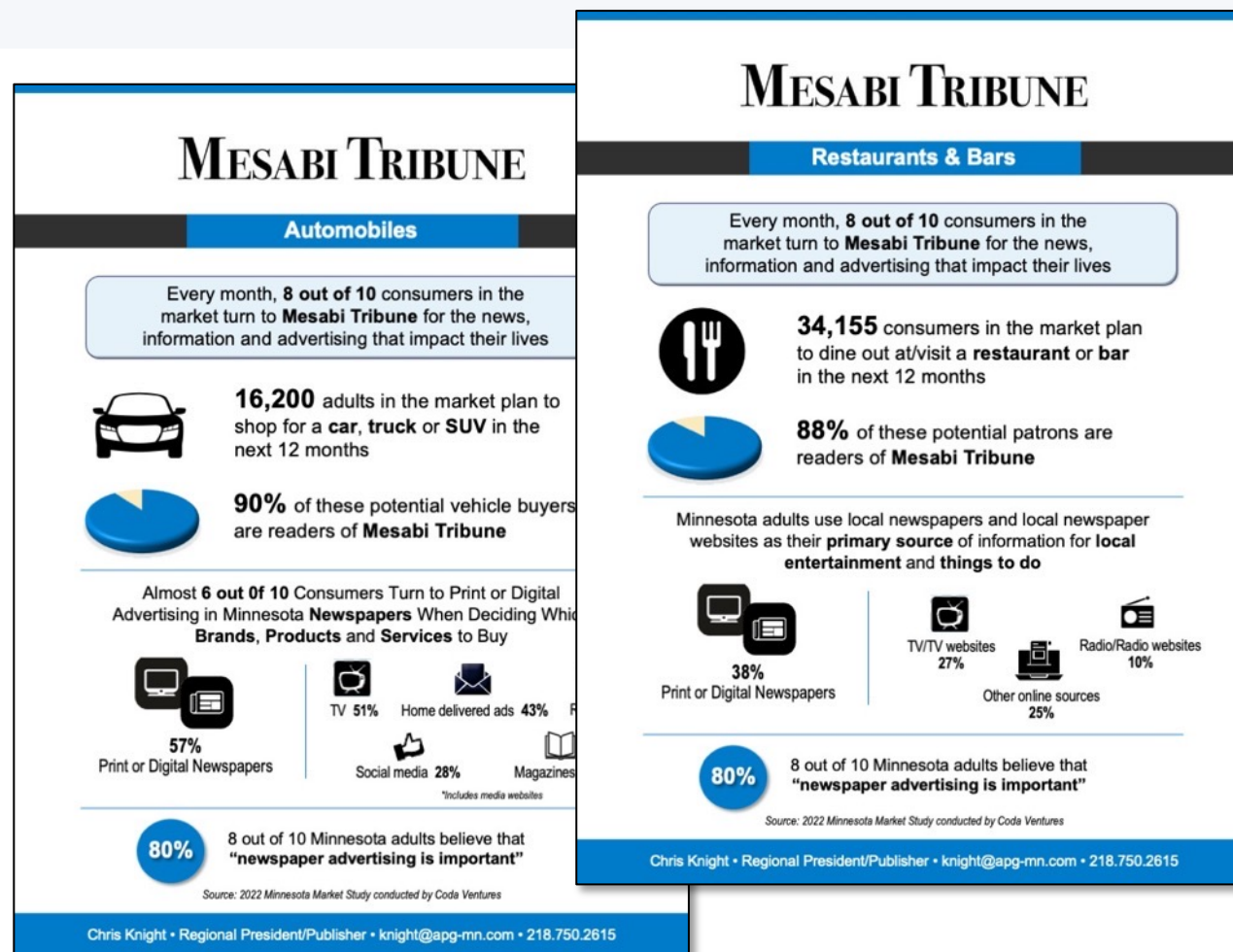
- Total newspaper reach
- Breakout of print and digital delivery channels
- Target reach for key demos
- Reliance and importance of newspaper advertising



Custom Sales Sheets for MNA Members

Category Sales Sheets

- Individual category focus
- Potential size of buyers
- Targeted reach of prospects
- Reliance and importance of newspaper advertising



Summary

Print and digital newspapers provide
broad reach of your **local market**

Newspaper readers are local **opinion
leaders** and **community influencers**

Newspapers deliver **active consumers**
that **advertisers** want to reach

Newspaper readers like and expect to see
newspaper ads... especially in **print**





You're Not the Only One Reading This Ad

In fact, you're one of **3.9 million**
consumers that read Minnesota
newspapers every month.

Print & Digital Newspaper Readers
– An Advertiser's Best Prospects –



MINNESOTA
NEWSPAPER
ASSOCIATION

To learn more, contact Lisa Hills, Executive
Director, MNA, 612.278.0222 • lisa@mna.org

*2021 Minnesota Market Study, conducted by Coda Ventures



Thank You.

www.CodaVentures.com