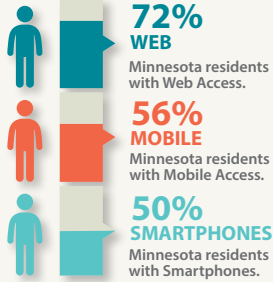
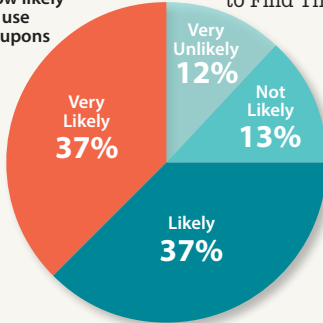


STATE OF Minnesota NEWSPAPERS 2014

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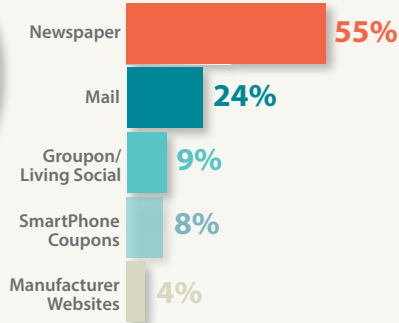


How likely to use coupons



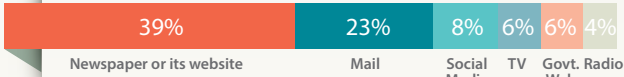
Coupons Are Important and Minnesotans Expect to Find Them in the Newspaper.

Among coupon users: Where are you most likely to get coupons?

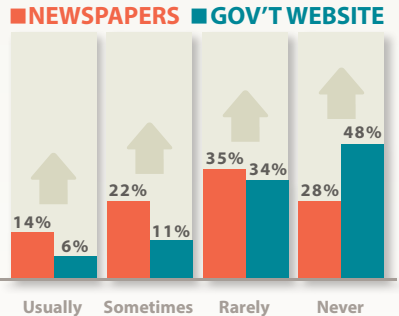


Public notices are fundamental for governance and most citizens prefer public notices in the local newspaper or its website.

Suppose you could get public notices anywhere. Which way would you prefer?



If public notices were placed on government websites or in newspapers, how often do you think you would refer to them?

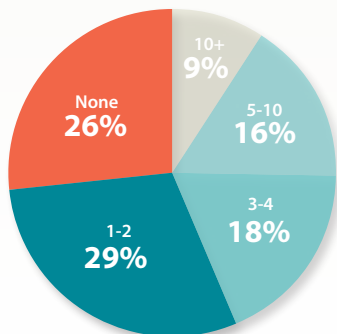


No Matter What Consumers Purchase, Newspapers Have About 90% of Shoppers Covered.

Consumer Purchase	Percent Buying in Past Year	Percent Reached by Minnesota Newspapers
Home Improvement Merch. (>\$100)	59%	92%
Lawn and Garden Equipment	56%	93%
Lottery Tickets	48%	94%
New or Used Vehicle	32%	93%
Furniture (>\$100)	31%	92%
Remodeling Project	31%	86%
Buy/Sell Real Estate	7%	90%

Three-fourths of Minnesotans have taken an overnight trip in the past year - 90% of travelers have read or used a newspaper.

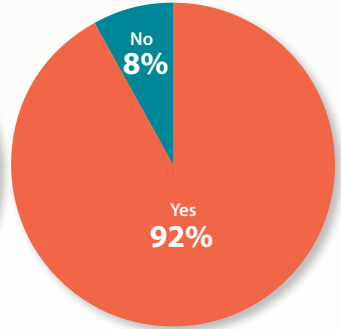
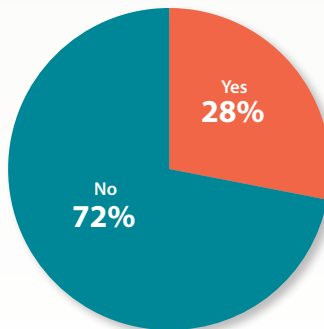
Number of overnight trips taken by Minnesotans



Newspapers Have Professional Sports Attenders Covered!

Visit a Professional Sporting Event such as Vikings, Twins, Timberwolves, Wild and Lynx

Ability of Minnesota Newspapers to Reach Sports Attenders



Over 1,149,400 Minnesotans have attended a professional sporting event in the past 12 months & Minnesota newspapers have reached 1,060,660 of them.

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