



3.5 Million Shopping Carts Are On a Roll

That's how many Minnesotans shop for **groceries**. And **88%** of those shoppers read **newspapers** every month.

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



MINNESOTA
NEWSPAPER
ASSOCIATION

To learn more, please contact your
local newspaper representative

**2021 Minnesota Market Study, conducted by Coda Ventures*