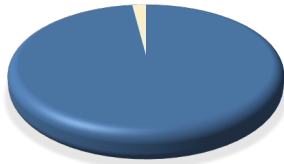




Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives

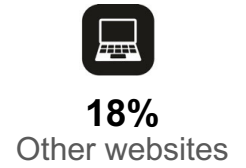
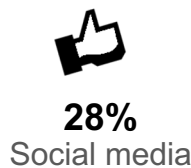


**891,000** Minnesotans plan to shop for a **gym or health club** in the next 12 months



**95%** 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