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

1.7 million Minnesotans plan to shop for home furnishings in the next 12 months.

91% of these potential shoppers 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.

57% Local Newspapers/ Newspaper Websites

51% TV/TV websites
43% Home delivered ads
30% Radio/radio websites

28% Social media
24% Magazines/magazine websites
18% Other websites

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.