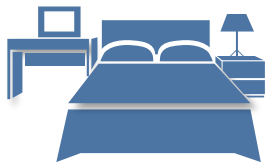
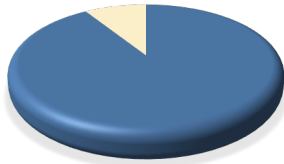




Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives



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



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