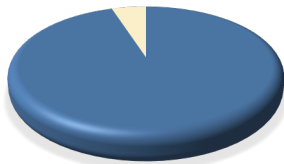




Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives

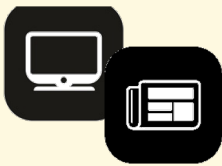


878,000 Minnesotans plan to shop for **home services** (*HVAC, plumbing, pest control, etc.*) in the next 12 months



95% 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

80%

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