

EVERY
MONTH

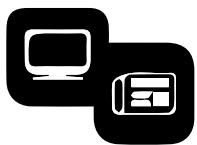


percent

of Minnesota Adults – Read Local Print or Digital Newspapers



71%
Total Digital
Readers
(3,171,000)



54%
Total Print & Digital
Readers
(2,431,000)



<https://mna.org/readership-survey/>



69%
Total Print
Readers
(3,114,000)

**MINNESOTA
NEWSPAPERS**
REAL. TRUSTED. NEWS.



SOURCE: THE MINNESOTA MARKET STUDY, 2021; CONDUCTED BY CODA VENTURES.