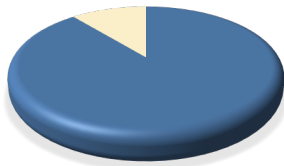




Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives



3.6 million Minnesotans have used, or plan to use, a **medical specialist** in the past/next 12 months



89% of these potential patients are readers of **Minnesota newspapers**

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
Dentist/orthodontist	2,398,100	53%	89%
Optometrist/ophthalmologist	1,687,000	38%	88%
Chiropractor	973,000	22%	92%
Dermatologist/skin doctor	886,000	20%	95%
Physical therapist	827,000	18%	93%
Orthopedist/sports medicine doctor	506,000	11%	84%
Hearing specialist/ENT	413,000	9%	94%



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