

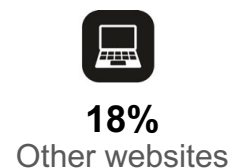
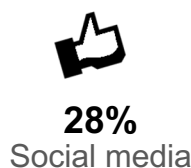


Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives

80% of Minnesota adults report that “Newspaper advertising is important”



57% of Consumers Turn to Print or Digital Advertising in Minnesota Newspapers When Deciding Which Brands, Products and Services to Buy



Source: 2021 Minnesota Market Study conducted by Coda Ventures

For more information, please contact your local newspaper representative