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:

- **51%** TV/TV websites
- **43%** Home delivered ads
- **30%** Radio/radio websites
- **28%** Social media
- **24%** Magazines/magazine websites
- **18%** Other websites

Source: 2021 Minnesota Market Study conducted by Coda Ventures

For more information, please contact your local newspaper representative.