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

**Minnesota newspapers** reach almost **3.9 million** active and engaged consumers across print or digital platforms.

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

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

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

**Digital Readership**

- **Total Digital**
  - Website: 56%
  - Social Media: 49%
  - Email Newsletter: 38%
  - App: 37%

**Print Readership**

- **Total Print**
  - Community/Weekly Newspaper: 55%
  - Weekday Newspaper: 50%
  - Weekend Newspaper: 50%

**Source:** 2021 Minnesota Market Study conducted by Coda Ventures

For more information, please contact your local newspaper representative.