



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



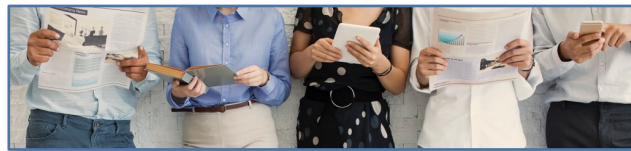
**71%**  
Total Digital  
Readers  
(3,171,000)



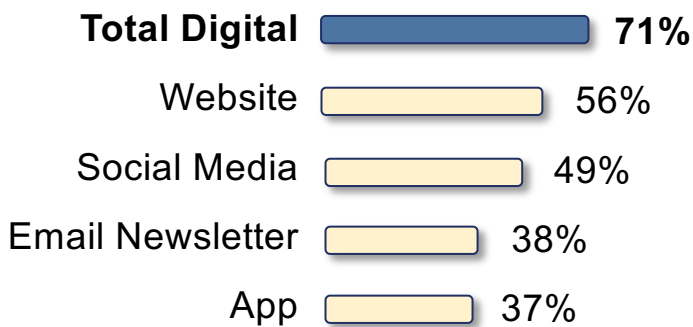
**69%**  
Total Print  
Readers  
(3,114,000)



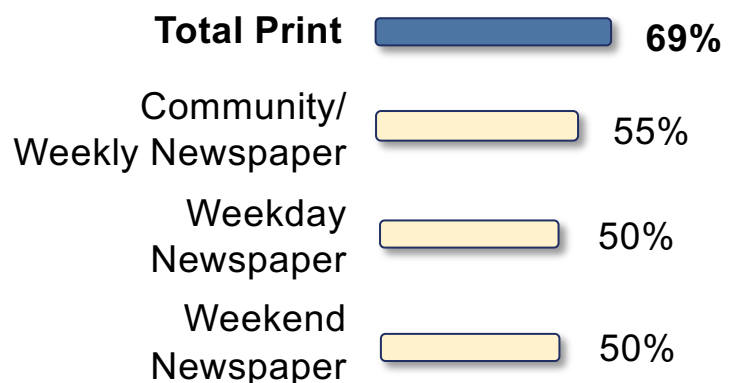
**54%**  
Total Print & Digital  
Readers  
(2,431,000)



## Digital Readership



## Print Readership



Source: 2021 Minnesota Market Study conducted by Coda Ventures

For more information, please contact your local newspaper representative