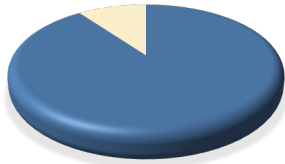




Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives



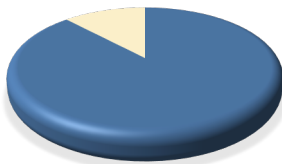
**1.4 million** Minnesotans regularly go hunting, fishing, camping or backpacking



**90%** of these active outdoorspeople are readers of **Minnesota newspapers**



**350,000** Minnesotans regularly go skiing or snowboarding



**88%** of these winter sports enthusiasts are readers of **Minnesota newspapers**

**80%**

**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