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

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**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.