

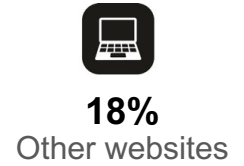
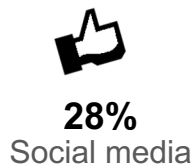


Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives

Plan to attend specific events (next 12 months)

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
Local festival or fair	1,811,300	40%	92%
Zoo, circus, other animal attraction	1,485,200	33%	91%
Music concert	1,384,000	31%	92%
Professional sporting event	1,095,000	24%	94%

57% of Consumers Turn to Print or Digital Advertising in Minnesota Newspapers When Deciding Which Brands, Products and Services to Buy



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