

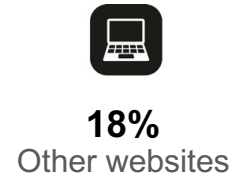
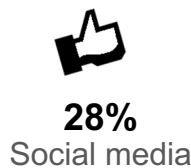


Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives

Professional services planning to change/shop for (next 12 months)

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
Auto insurance	1,130,400	25%	92%
Medical/health insurance	867,400	19%	94%
Home insurance	811,400	18%	95%
Dental insurance	647,200	14%	95%
Life insurance	641,400	14%	92%
Financial/investment service	502,000	11%	94%
Legal services	297,000	7%	90%
Mortgage/refinance service	297,000	7%	88%
Income tax provider	189,400	4%	93%

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