



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



Travel within Minnesota (past/next 12 months)

	Minnesota Adults (%)	Newspaper Reach
1 or more trips	66%	90%
3 or more trips	28%	89%

Travel outside Minnesota (past/next 12 months)

	Minnesota Adults (%)	Newspaper Reach
1 or more trips	64%	88%
3 or more trips	24%	89%

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