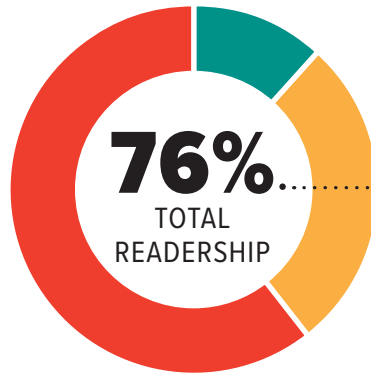


IOWA NEWSPAPER READERSHIP

ENGAGEMENT ON MULTIPLE PLATFORMS



- PRINT EXCLUSIVELY
- PRINT / DIGITAL
- DIGITAL

of Iowans read their local newspaper in print along with other platforms

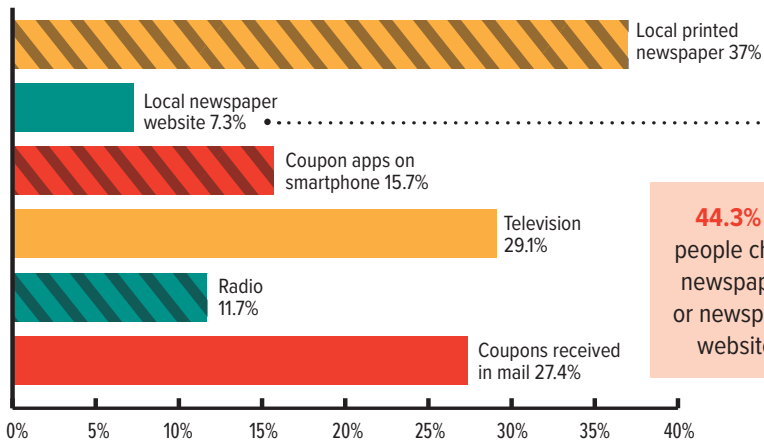
NEWSPAPER ADVERTISING

67% OF IOWA NEWSPAPER READERS SAY NEWSPAPER ADVERTISING IS IMPORTANT!

NEARLY 7 OUT OF 10 IOWANS VALUE NEWSPAPER ADVERTISING



BUYING HABITS

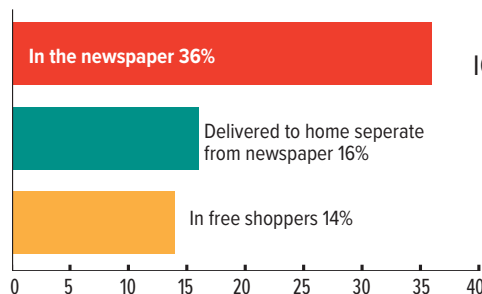


44.3% of people chose newspapers or newspaper websites

WHEN SHOPPING FOR A GOOD DEAL ON MERCHANDISE, CONSUMERS RANKED NEWSPAPERS AND NEWSPAPER WEBSITES AS THE MOST USEFUL SOURCE OF INFORMATION OVER TELEVISION, RADIO, COUPON APPS OR DIRECT MAIL!

ADVERTISING INSERTS

48% OF IOWANS READ NEWSPAPER INSERTS EVERY TIME OR OFTEN!



IOWANS PREFER RECEIVING ADVERTISING INSERTS IN THEIR LOCAL NEWSPAPER!