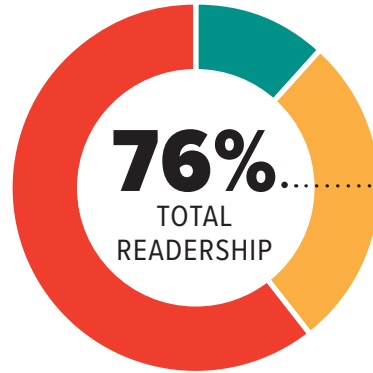


IOWA NEWSPAPER READERSHIP

ENGAGEMENT ON MULTIPLE PLATFORMS



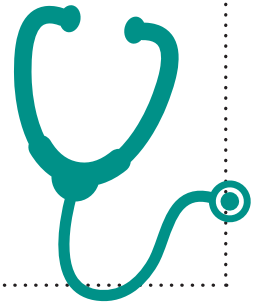
of Iowans read their local newspaper in print along with other platforms

NEWSPAPER ADVERTISING



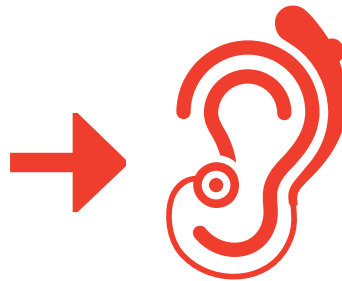
NEARLY **7 OUT OF 10** IOWANS VALUE NEWSPAPER ADVERTISING

NEWSPAPERS ARE A KEY RESOURCE IN COMMUNITIES: **15%** OF IOWANS FIND NEWSPAPERS IN PRINT & DIGITAL A PREFERRED SOURCE FOR INFORMATION ABOUT HEALTHCARE AND MEDICAL SERVICES



MEDICAL DEVICES

294,300 IOWANS ARE USING HEARING AID DEVICES



AMONG THE MORE THAN **130,000** IOWANS THAT ARE IN THE MARKET FOR A NEW OR REPLACEMENT HEARING AID - **80%** READ THEIR NEWSPAPER IN PRINT OR ONLINE!

SPECIALTY CLINICS

NEWSPAPER READERSHIP IS HIGH AMONG THE **11%** OF IOWANS WHO HAVE MOVED A FAMILY MEMBER INTO AN ASSISTED LIVING FACILITY OR HOSPICE IN THE PAST THREE YEARS



HOSPICE



ASSISTED LIVING