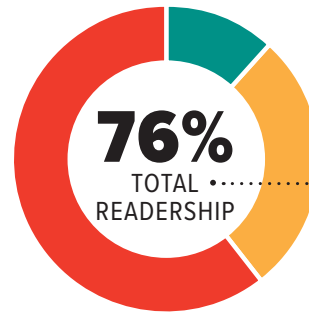


IOWA NEWSPAPER READERSHIP

ENGAGEMENT ON MULTIPLE PLATFORMS



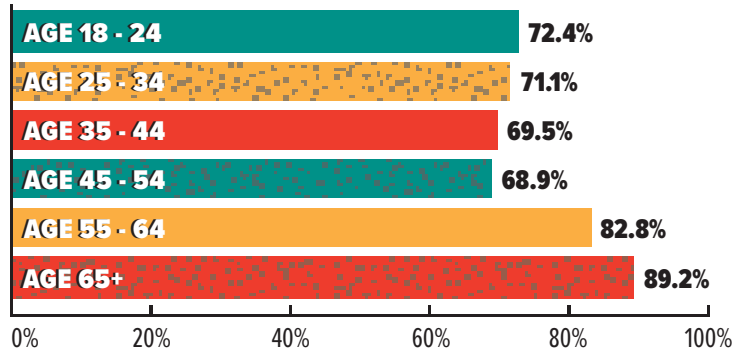
- PRINT EXCLUSIVELY
- PRINT / DIGITAL
- DIGITAL

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

IOWA NEWSPAPER READER AGE



NEWSPAPER WEEKLY READERSHIP IN PRINT AND DIGITAL IS HIGH AMONG ALL AGE GROUPS



IOWA POLITICS

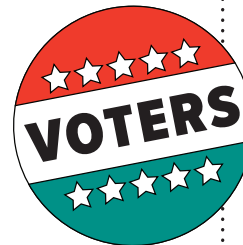
80%

OF IOWANS WHO ARE CIVICALLY ENGAGED READ NEWSPAPERS IN PRINT OR DIGITAL!

MORE THAN **1.1 MILLION** IOWANS HAVE CONTACTED AN OFFICIAL IN THE LAST 12 MONTHS



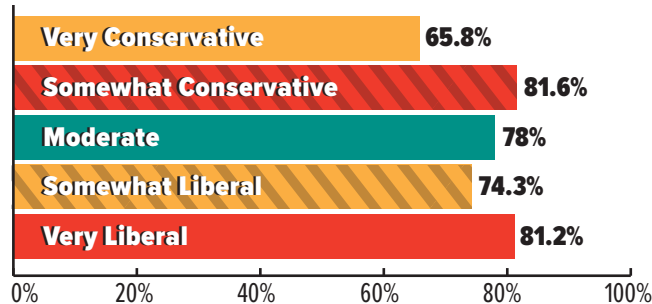
REACH **90%** OF THEM BY UTILIZING NEWSPAPER & DIGITAL PLATFORMS



AMONG THE IOWANS THAT SAID THEY VOTED MOST OF THE TIME IN LOCAL, SCHOOL BOARD AND COUNTY ELECTIONS, **87% READ NEWSPAPERS IN PRINT OR DIGITAL.**

OUTLOOK ON ECONOMIC & FISCAL ISSUES

READERSHIP IS HIGH AMONG ALL LEVELS OF OUTLOOK ON ECONOMIC AND FISCAL ISSUES IN THE STATE



TARGET VOTERS

280

IOWA HAS 280 WEEKLY AND DAILY NEWSPAPERS
ADVERTISE WITH THESE NEWSPAPERS & NEWSPAPER WEBSITES TO REACH THE RIGHT PEOPLE!

23%

OF IOWANS BELIEVE NEWSPAPERS ARE THE MOST IMPORTANT SOURCE OF VOTING INFORMATION, AHEAD OF DIRECT MAIL AT 9% & TELEPHONE CALLS FROM CANDIDATES AT 3%