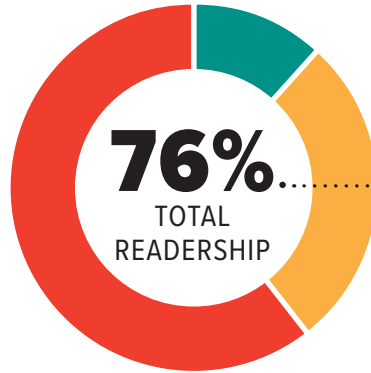


IOWA NEWSPAPER READERSHIP

ENGAGEMENT ON MULTIPLE PLATFORMS



- PRINT EXCLUSIVELY
- PRINT / DIGITAL
- DIGITAL

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

NEWSPAPER ADVERTISING

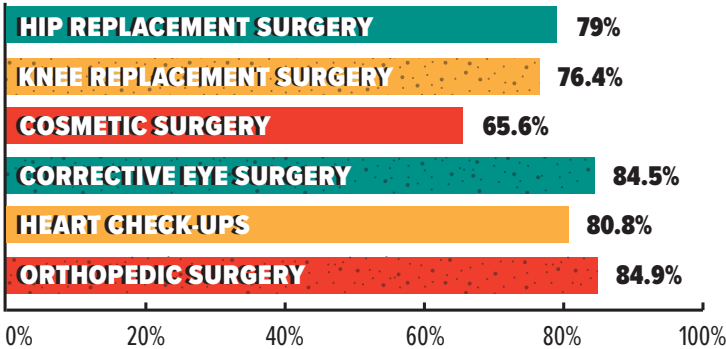


NEARLY **7 OUT OF 10** IOWANS VALUE NEWSPAPER ADVERTISING



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 SERVICES



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