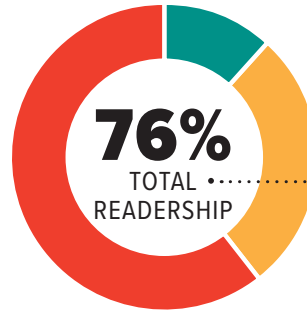


# IOWA NEWSPAPER READERSHIP

## ENGAGEMENT ON MULTIPLE PLATFORMS



- PRINT EXCLUSIVELY
- PRINT / DIGITAL
- DIGITAL

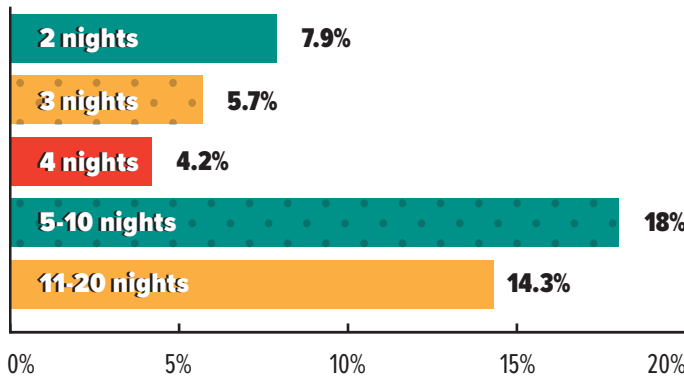
of Iowans read their local newspaper in print along with other platforms

## TRAVEL

25% OF ALL OVERNIGHT TRIPS ARE WITHIN THE STATE OF IOWA!



AMONG THOSE TRAVELING WITHIN IOWA, 80% READ THEIR NEWSPAPER IN PRINT AND DIGITAL.



1.5 MILLION IOWANS HAVE TAKEN THREE OR MORE TRIPS IN THE PAST 12 MONTHS THAT INVOLVE AN OVERNIGHT STAY!

## CASINOS

**699,800**  
**IOWANS**

HAVE VISITED AN IOWA CASINO IN THE LAST 12 MONTHS



AMONG THEM, **75%** READ THEIR LOCAL NEWSPAPER IN PRINT AND ONLINE!

## NEWSPAPER ADVERTISING

**79%** OF IOWA DAILY NEWSPAPER READERS SAY **NEWSPAPER ADVERTISING IS IMPORTANT!**

NEARLY **8** OUT OF **10** IOWANS VALUE DAILY NEWSPAPER ADVERTISING

