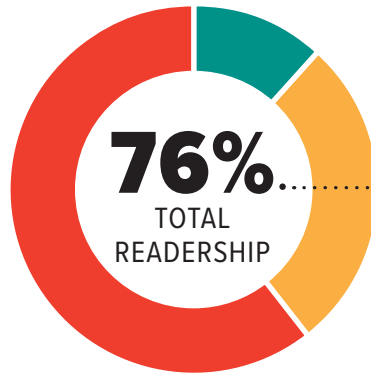


# IOWA NEWSPAPER READERSHIP

## ENGAGEMENT ON MULTIPLE PLATFORMS



- PRINT EXCLUSIVELY
- PRINT / DIGITAL
- DIGITAL

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

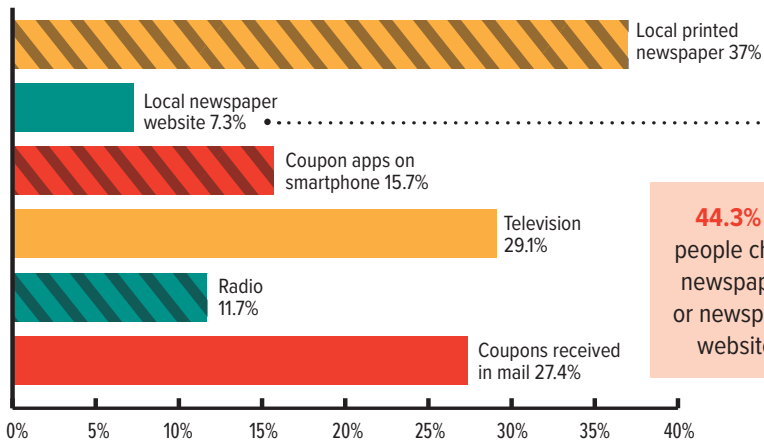
## NEWSPAPER ADVERTISING

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

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



## BUYING HABITS

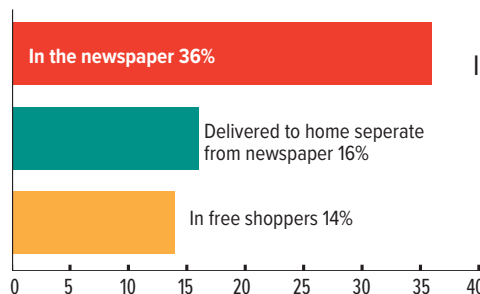


**44.3%** of people chose newspapers or newspaper websites

**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!**



Customized Newspaper Advertising is your go-to source for newspaper media advertising! Let us partner with you in buying print and digital in Iowa through our daily newspaper network.

### CONTACT US

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CNA Consumer Media Usage Study