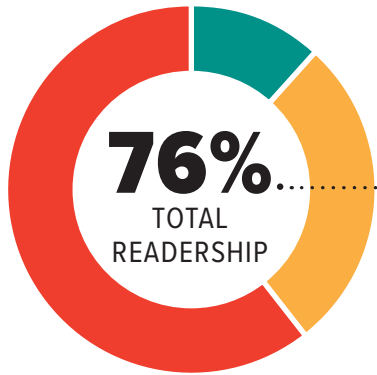


IOWA NEWSPAPER READERSHIP

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

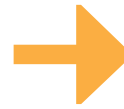


CABLE/SATELLITE

522,300
IOWANS



ARE CONSIDERING CHANGING THEIR CABLE OR SATELLITE SERVICE IN THE NEXT YEAR!



81% READ NEWSPAPERS IN PRINT & DIGITAL

FINANCIAL

225,800
IOWANS



ARE CONSIDERING CHANGING FINANCIAL INSTITUTIONS IN THE NEXT YEAR!



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