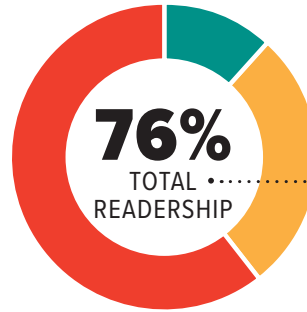


# IOWA NEWSPAPER READERSHIP

## ENGAGEMENT ON MULTIPLE PLATFORMS



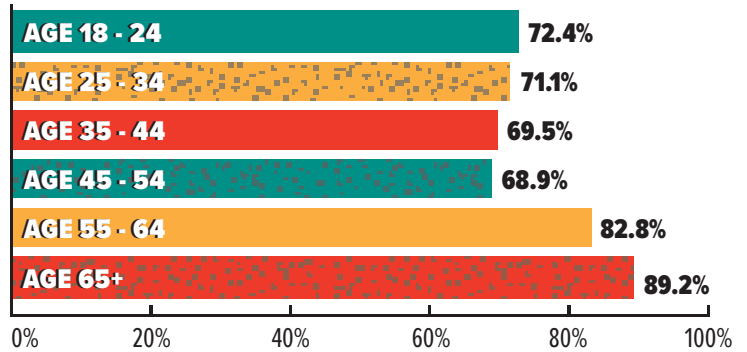
- PRINT EXCLUSIVELY
- PRINT / DIGITAL
- DIGITAL

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



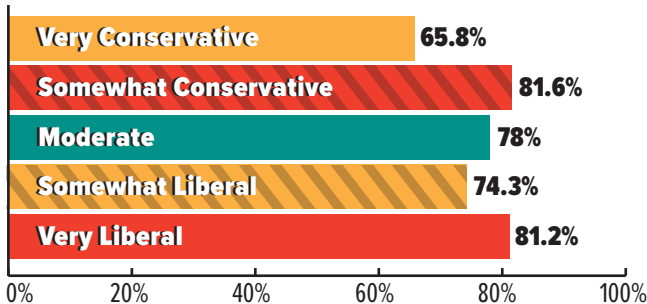
REACH **90%** OF THEM BY UTILIZING NEWSPAPER & DIGITAL PLATFORMS



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%



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