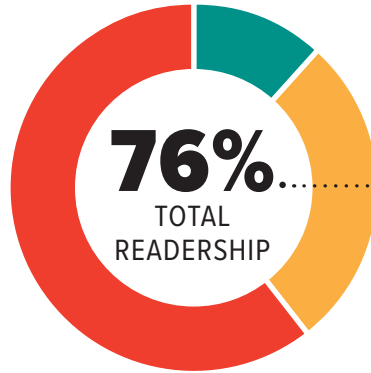


IOWA NEWSPAPER READERSHIP

ENGAGEMENT ON MULTIPLE PLATFORMS



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

NEWSPAPER ADVERTISING

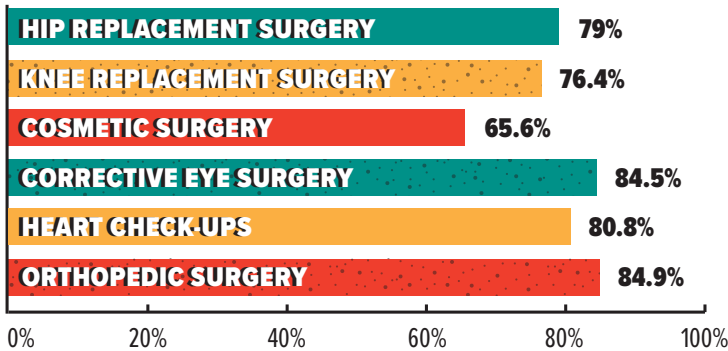


NEARLY **7 OUT OF 10** IOWANS VALUE NEWSPAPER ADVERTISING



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



AMONG THE MORE THAN **2.6 MILLION** IOWANS WHO RECEIVED SPECIALIZED MEDICAL SERVICES IN THE PAST THREE YEARS, NEWSPAPER READERSHIP IS HIGH FOR ALL SERVICES!



SPECIALTY CLINICS

48%

OF IOWANS SAY QUALITY & REPUTATION OF A SPECIALTY HEALTH CLINIC IS A MAJOR DETERMINING FACTOR



REACH **78%** OF THESE IOWANS WITH NEWSPAPER ADVERTISING IN PRINT & ONLINE!



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