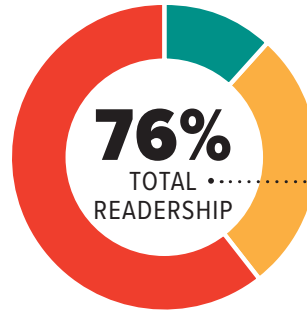


IOWA NEWSPAPER READERSHIP

ENGAGEMENT ON MULTIPLE PLATFORMS



- PRINT EXCLUSIVELY
- PRINT / DIGITAL
- DIGITAL

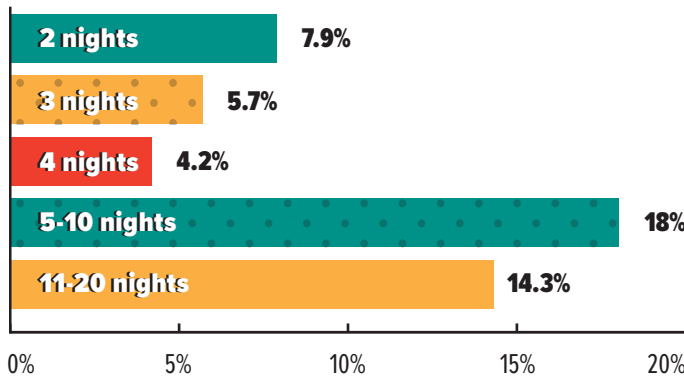
of Iowans read their local newspaper in print along with other platforms

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



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CNA Consumer Media Usage Study