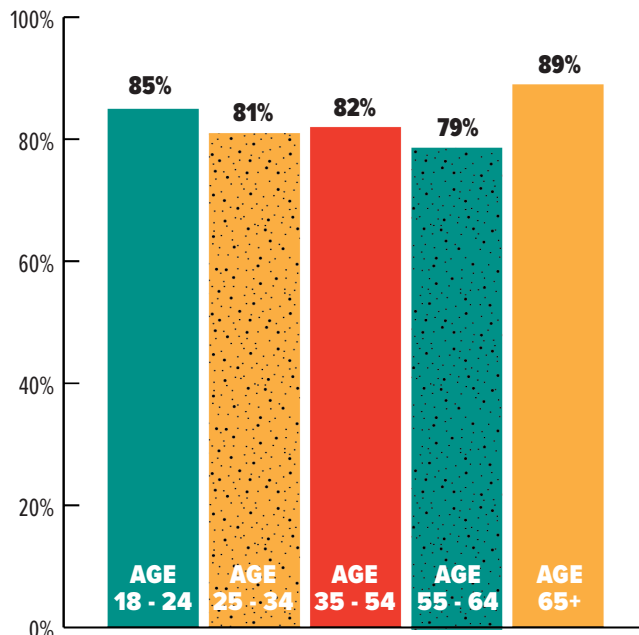


ADVERTISING PRINT + DIGITAL

IOWA NEWSPAPER READERSHIP

2.1 million or **83%** of Iowa Adults Read a Print or Digital Newspaper



NEWSPAPERS (PRINT & DIGITAL) HAVE WIDESPREAD REACH ACROSS ALL AGE GROUPS

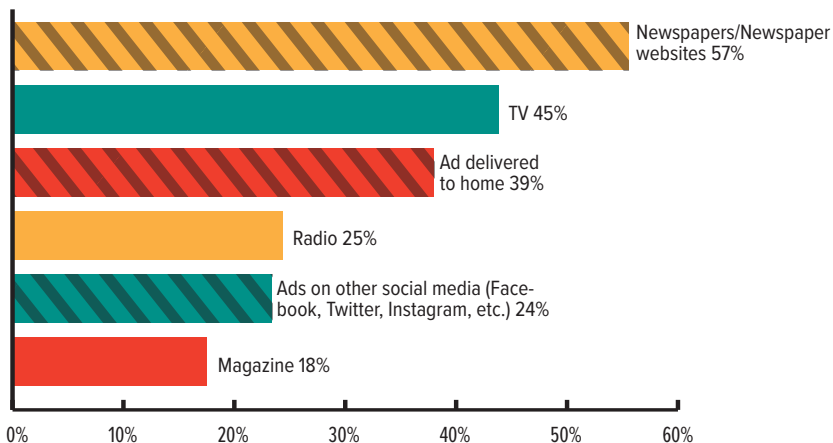
NEWSPAPER ADVERTISING

82% OF IOWA NEWSPAPER READERS SAY NEWSPAPER ADVERTISING IS IMPORTANT!

NEARLY 4 OUT OF 10 IOWA ADULTS PREFER TO RECEIVE CIRCULARS IN THE NEWSPAPER



BUYING HABITS



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!



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