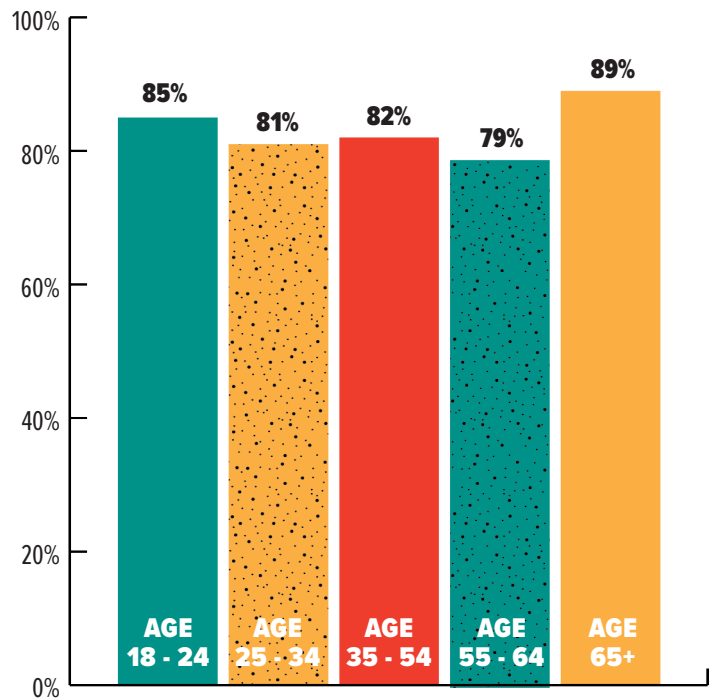
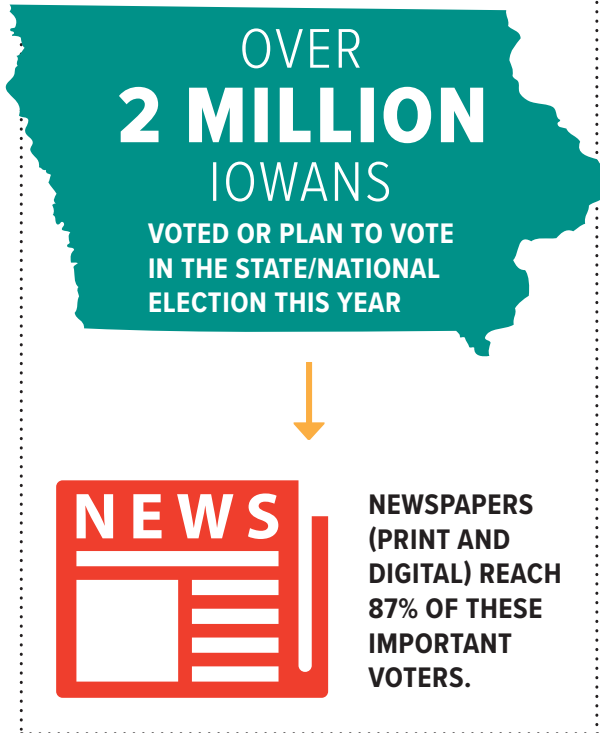


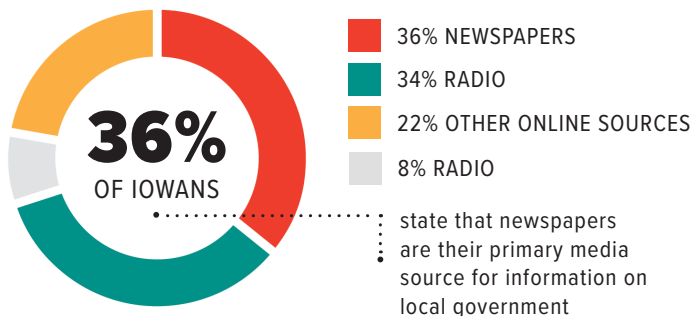
IOWA POLITICS

IOWA NEWSPAPER READERSHIP



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

NEWSPAPERS ENGAGE VOTERS



1/5 IOWANS RELY ON NEWSPAPERS AS THEIR MAIN SOURCE OF MEDIA.

Ahead of direct mail (7%) and personal visits from candidates (4%).

IOWA VOTERS READ NEWSPAPERS

MORE THAN
740,000 IOWANS
HAVE CONTACTED
AN OFFICIAL IN THE
LAST 12 MONTHS

↓

REACH **93%** OF THEM BY
UTILIZING NEWSPAPER
& DIGITAL PLATFORMS



AMONG THE IOWANS
WHO VOTED EVERY
TIME/MOST OF THE
TIME IN LOCAL,
SCHOOL BOARD OR
COUNTY ELECTIONS,
**89% ARE REACHED BY
NEWSPAPERS.**

NEWSPAPER READERS ARE MORE ACTIVE
IN THEIR COMMUNITY

- 73%** stated they feel a responsibility to help share the future of their community.
- 52%** often voice their opinions and concerns regarding local community issues.
- 50%** say they are always the first to find out about the top news stories.



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CNA Consumer Media Usage Study