

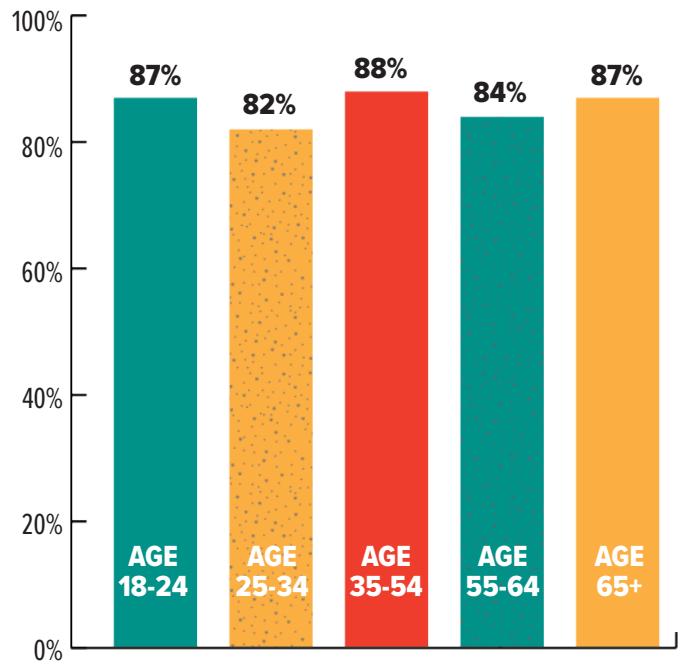
ADVERTISING PRINT + DIGITAL

2.2 MILLION OR 84% OF IOWA ADULTS READ A PRINT OR DIGITAL NEWSPAPER

77%
TOTAL DIGITAL

60%
TOTAL PRINT & DIGITAL

71%
TOTAL PRINT



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



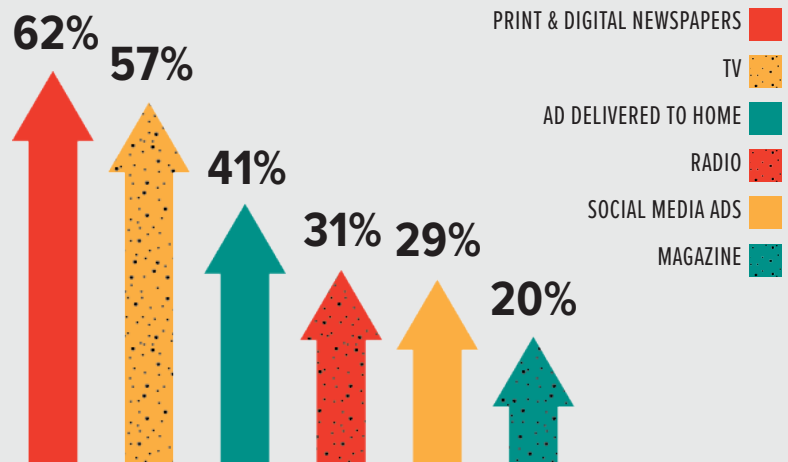
NEARLY 7 OUT OF 10 IOWA ADULTS USE NEWSPAPER ADVERTISING TO DECIDE WHAT TO BUY.



83% OF IOWA NEWSPAPER READERS SAY NEWSPAPER ADVERTISING IS IMPORTANT!



WHEN SHOPPING FOR A GOOD DEAL ON MERCHANDISE, IOWA 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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Iowa Market Research Study 2022

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