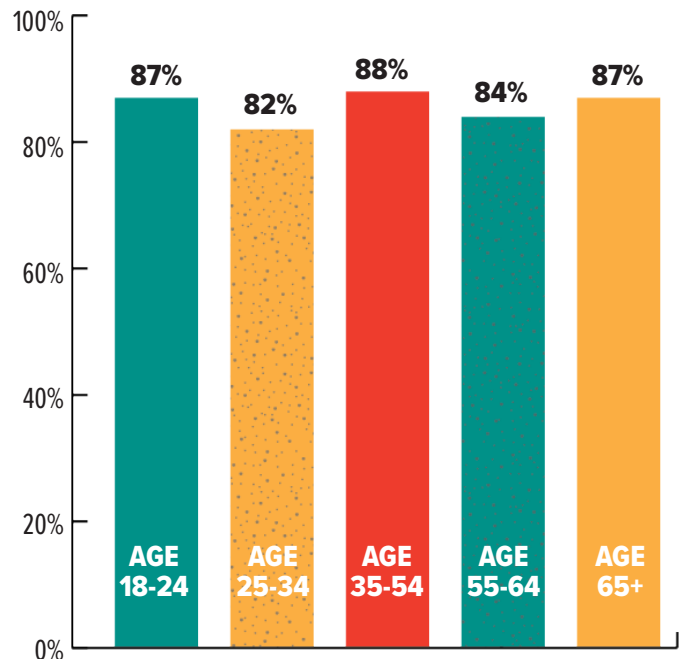


IOWA POLITICS

OVER 1.7 MILLION IOWANS VOTED OR PLAN TO VOTE IN THE STATE/NATIONAL ELECTION THIS YEAR



NEWSPAPERS (PRINT & DIGITAL) REACH 90% OF THESE IMPORTANT VOTERS.

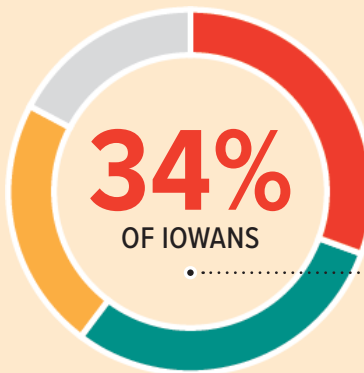


NEWSPAPERS (PRINT & DIGITAL) HAVE WIDESPREAD REACH ACROSS ALL AGE GROUPS

MORE THAN 1.1 MILLION IOWANS HAVE CONTACTED AN OFFICIAL IN THE LAST 12 MONTHS



REACH 90% OF THEM BY UTILIZING NEWSPAPER & DIGITAL PLATFORMS



34% NEWSPAPERS
33% TV
25% OTHER ONLINE SOURCES
19% DIRECT MAIL

state that newspapers are their primary media source for information on local government.

NEWSPAPER READERS IN IOWA ARE MORE ACTIVE IN THEIR COMMUNITY

84% stated they feel a responsibility to help share the future of their community.

63% often voice their opinions and concerns regarding local community issues.

52% say they are always the first to find out about the top news stories.



AMONG THE IOWANS THAT SAID THEY VOTED MOST OF THE TIME IN LOCAL, SCHOOL BOARD AND COUNTY ELECTIONS, **87%**

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