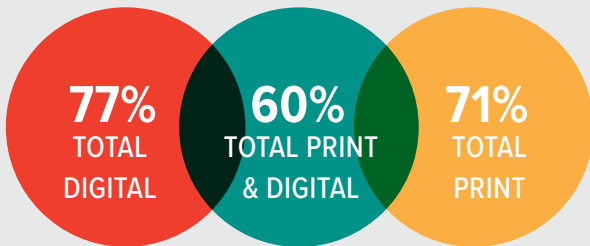


IOWA READERS SEEK CARE

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



500,000 IOWA ADULTS OR FAMILY MEMBERS MOVED TO A RETIREMENT HOME OR ASSISTED LIVING FACILITY IN THE PAST YEAR.



REACH 93% OF THESE IOWANS WITH NEWSPAPER ADVERTISING IN PRINT & ONLINE!



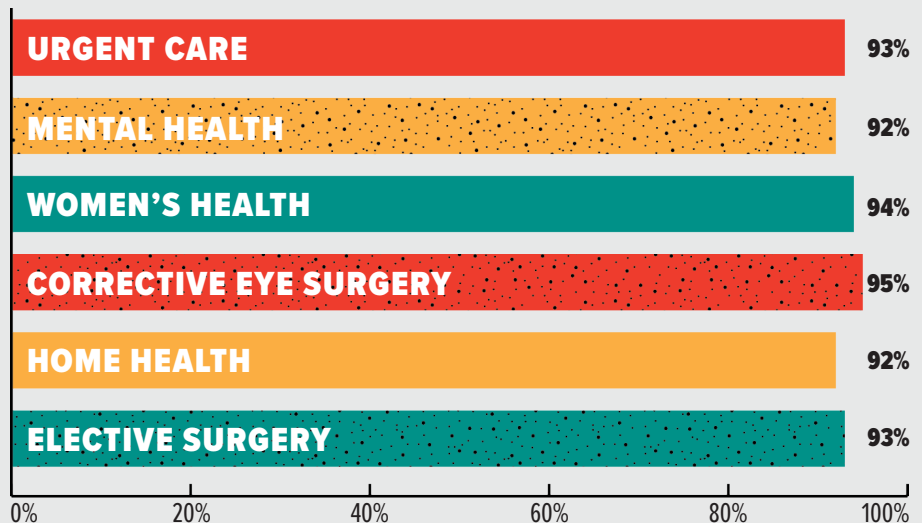
NEARLY 8 OUT OF 10 IOWA ADULTS VALUE NEWSPAPER ADVERTISING.



42% OF IOWANS FIND NEWSPAPERS IN PRINT AND DIGITAL A PRIMARY SOURCE FOR INFORMATION ABOUT HEALTHCARE AND MEDICAL SERVICES.



AMONG THE MORE THAN 2 MILLION IOWANS WHO PLAN TO USE SPECIALIZED MEDICAL SERVICES IN THE NEXT YEAR, NEWSPAPER READERSHIP IS HIGH!



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