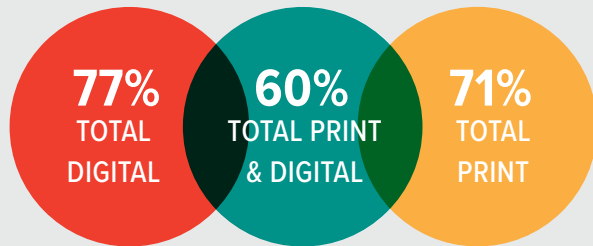


# IOWA READERS TRAVEL

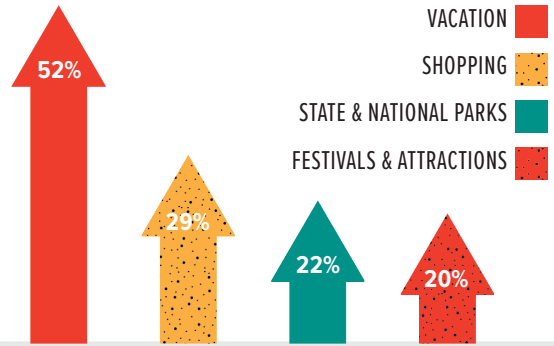
2.2 MILLION OR  
84% OF IOWA  
ADULTS READ A  
PRINT OR DIGITAL  
NEWSPAPER

61% OF IOWA  
ADULTS HAVE TAKEN  
ONE OR MORE TRIPS  
WITHIN IOWA

→ AMONG THOSE,  
95% READ THEIR  
NEWSPAPER IN  
PRINT AND DIGITAL.



## TOP REASONS TO TRAVEL



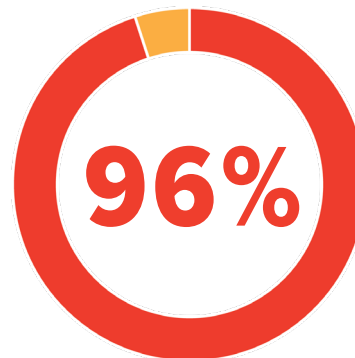
8 OUT OF 10 IOWA  
ADULTS VALUE  
DAILY NEWSPAPER  
ADVERTISING.

83% OF READERS  
SAY NEWSPAPER  
ADVERTISING IS  
IMPORTANT!



OVER 1 MILLION  
**IOWANS**

HAVE VISITED AN IOWA CASINO  
IN THE LAST 12 MONTHS



AMONG THEM,  
96% READ  
THEIR LOCAL  
NEWSPAPER  
IN PRINT AND  
DIGITAL



Customized Newspaper Advertising is your go-to source for newspaper media advertising! Let us partner with you in buying print and digital in Iowa through our daily newspaper network.

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