

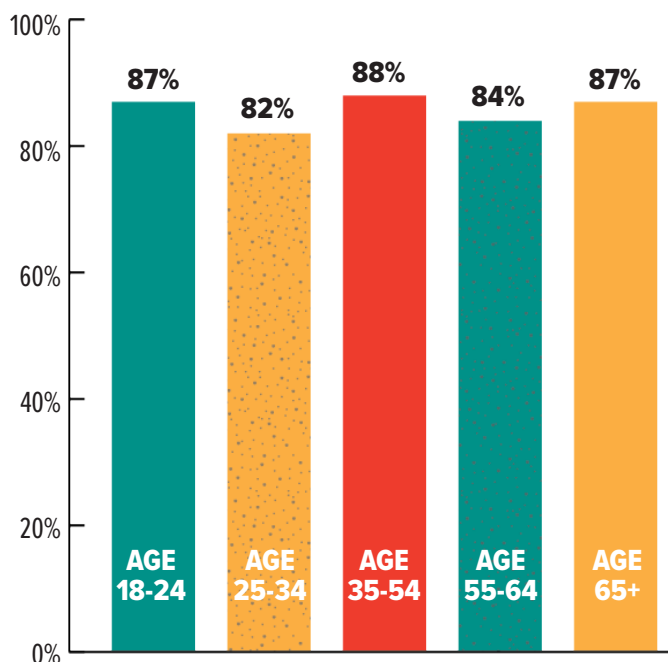
# LOCAL NEWSPAPERS DRIVE ACTION

**2.1 MILLION OR  
82% OF IOWA  
ADULTS READ A  
PRINT OR DIGITAL  
NEWSPAPER**

**75%**  
TOTAL  
DIGITAL

**53%**  
TOTAL PRINT  
& DIGITAL

**65%**  
TOTAL  
PRINT



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



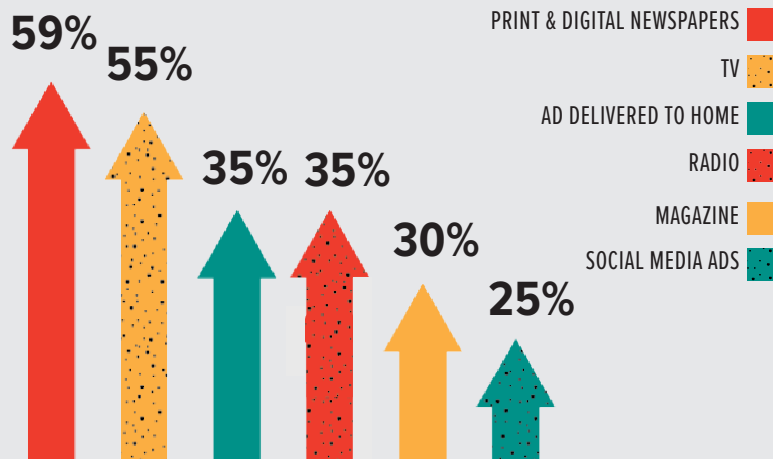
**6 OUT OF 10 IOWA  
ADULTS USE NEWSPAPER  
ADVERTISING TO DECIDE  
WHAT TO BUY.**



**87% 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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