

IOWA READERS TRAVEL

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

75%
TOTAL
DIGITAL

53%
TOTAL PRINT
& DIGITAL

65%
TOTAL
PRINT

66% OF IOWA
ADULTS HAVE TAKEN
ONE OR MORE TRIPS
WITHIN IOWA







AMONG THOSE,
71% READ THEIR
NEWSPAPER IN
PRINT AND DIGITAL.



TOP REASONS TO TRAVEL



VACATION 
SHOPPING 
STATE & NATIONAL PARKS 
FESTIVALS & ATTRACTIONS 



6 OUT OF 10 IOWA
ADULTS USE NEWSPAPER
ADVERTISING TO HELP
MAKE BUYING DECISIONS

87%

OF READERS
SAY NEWSPAPER
ADVERTISING IS
IMPORTANT!

CNA

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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Iowa Market Research Study 2025
Coda Ventures