



# it's ok.

There are some things you can still count on.

**86.9%** of all Minnesota adults still read a paper each week.

Plus, newspaper readers, on average,

**share their paper with  
2.6 additional readers!**

Your community newspaper is still the leading source  
people turn to for everything they need to know.  
If you want to reach loyal readers, put it in the paper.

YOUR LOGO HERE



**NEWSPAPERS**  
we're still the  
**1**