

Circulation Profile

Total Paid Subscriptions 91,326 100%

- Iowa 62,237 68%
- Non-Iowa 29,089 32%

Newsstand Distribution 3,500

Single issues on sale across Iowa in Hy-Vee stores, BAM, Walmart, Fleet Farm, Barnes & Noble and other various bookstores & gift shops.

High-Traffic Non-paid 2,300

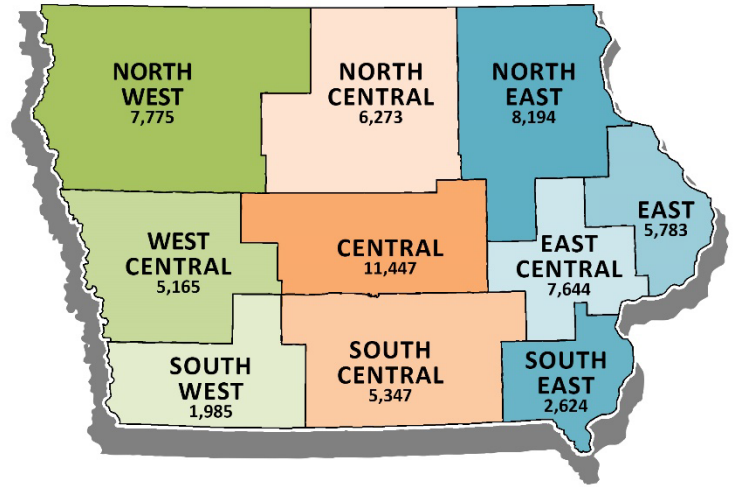
Copies in high-traffic waiting rooms of doctors, dentists, chiropractors, barbers across Iowa and Gateway Hotel & Conference Center – Ames.

Marketing & Misc. 600

Total Circulation Iowa 68,637

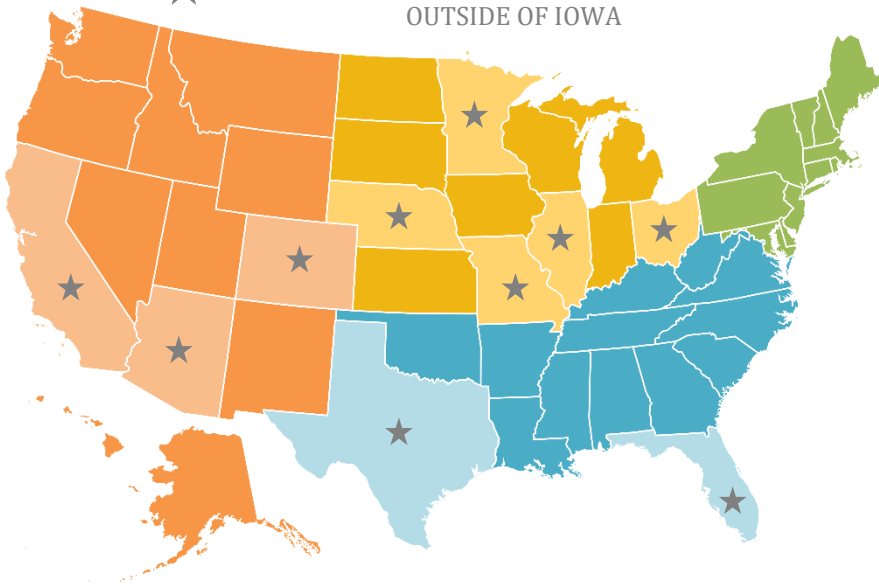
Grand Total Circulation 97,726

Pricing: Single issue \$6; 1-yr (6-issues) \$24.98; 2-yr (12-issues) \$39.98



IOWA REGION	RURAL		URBAN/MIX		TOTAL PAID IOWA SUBSCRIPTIONS	
	IOWA SUBSCRIBERS		IOWA SUBSCRIBERS		QTY	PERCENT OF
WESTERN	21%		3%		14,925	24%
NORTHWEST	11%		1%		7,775	12%
WEST CENTRAL	7%		2%		5,165	8%
SOUTHWEST	3%				1,985	3%
CENTRAL	20%		17%		23,067	37%
NORTH CENTRAL	8%		2%		6,273	10%
CENTRAL	5%		14%		11,447	18%
SOUTH CENTRAL	7%		1%		5,347	9%
EASTERN	16%		23%		24,245	39%
NORTHEAST	8%		5%		8,194	13%
EAST	2%		7%		5,783	9%
EAST CENTRAL	3%		9%		7,644	12%
SOUTHEAST	2%		2%		2,624	4%
Grand Total	57%		43%		62,237	100%

★ STATES WITH TOP PAID SUBSCRIPTIONS OUTSIDE OF IOWA



USA REGION	PAID	%
MIDWEST	12,578	43.2%
EAST NORTH CENTRAL	5,294	18.2%
WEST NORTH CENTRAL	7,284	25.0%
WEST	8,081	27.8%
MOUNTAIN	4,753	16.3%
PACIFIC	3,328	11.4%
SOUTH	6,008	20.7%
EAST SOUTH CENTRAL	667	2.3%
SOUTH ATLANTIC	2,786	9.6%
WEST SOUTH CENTRAL	2,555	8.8%
NORTHEAST	2,291	7.9%
MIDDLE ATLANTIC	2,012	6.9%
NEW ENGLAND	279	1.0%
FOREIGN	111	0.4%
CANADA	25	0.1%
INTERNATIONAL	86	0.3%
USA	20	0.1%
MILITARY	14	0.0%
US POSS	6	0.0%
GRAND TOTAL	29,089	100%

OUR IOWA

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