

Our Iowa Circulation

Total Paid Subscriptions 90,913 100%

- Iowa 69,178 76%
- Non-Iowa 21,735 24%

See next page for out-of-state detail

Newsstand Distribution 2,850

Single issues on sale across Iowa in all Hy-Vee stores, Fareway, Des Moines International airport, gift shops.

High-Traffic Non-paid 3,000

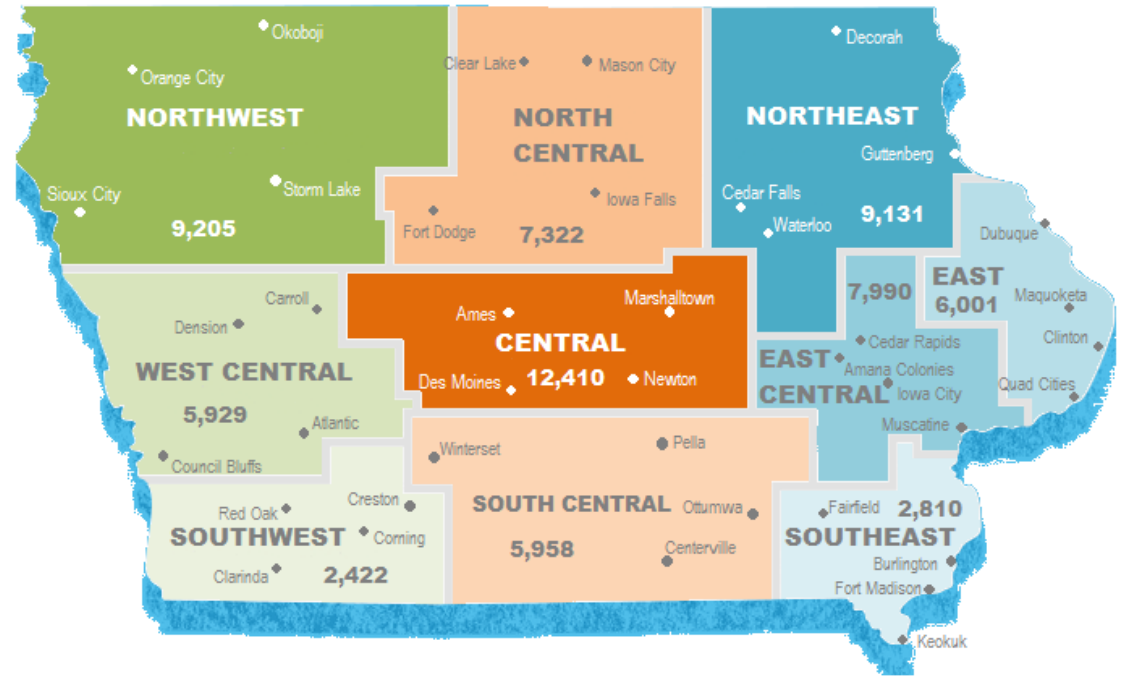
Copies in high-traffic waiting rooms of doctors, dentists, chiropractors, barbers across Iowa and Gateway Hotel & Conference Center – Ames.

Marketing & Misc. 600

Total Circulation Iowa 75,628

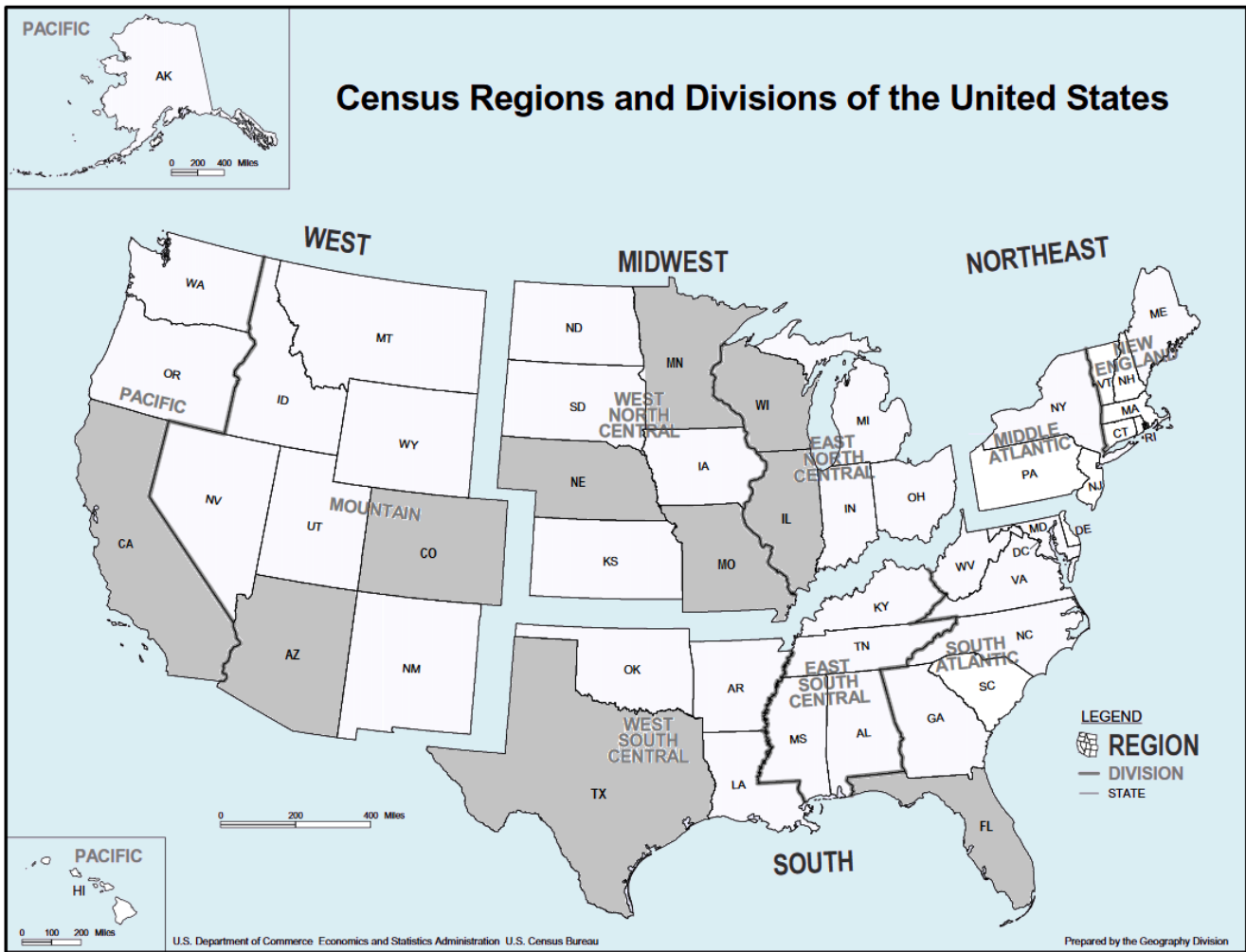
Grand Total Circulation 97,363

Pricing: Single issue \$5; 1-yr (6-issues) \$19.98; 2-yr (12-issues) \$34.98



IOWA REGION	Rural		Urban/Mix		Total Paid Iowa Subscriptions	
	Iowa Subscribers	Iowa Subscribers	Iowa Subscribers	Iowa Subscribers	Qty	Percent of
WESTERN	22%	3%			17,556	25%
NORTHWEST - Sioux City, Storm Lake, Okoboji, Orange City	12%	1%			9,205	13%
WEST CENTRAL - Council Bluffs, Carroll, Denison, Atlantic	7%	2%			5,929	9%
SOUTHWEST - Clarinda, Creston, Corning, Red Oak	4%				2,422	4%
CENTRAL	19%	18%			25,690	37%
NORTH CENTRAL - Mason City, Clear Lake, Fort Dodge, Iowa Falls	8%	2%			7,322	11%
CENTRAL - Des Moines, Ames, Marshalltown, Newton	5%	13%			12,410	18%
SOUTH CENTRAL - Centerville, Ottumwa, Pella, Winterset	6%	3%			5,958	9%
EASTERN	15%	22%			25,932	37%
NORTHEAST - Waterloo, Cedar Falls, Guttenberg, Decorah	8%	5%			9,131	13%
EAST - Quad Cities, Dubuque, Clinton, Maquoketa	2%	7%			6,001	9%
EAST CENTRAL - Cedar Rapids, Iowa City, Muscatine, Amana Col.	4%	8%			7,990	12%
SOUTHEAST - Burlington, Fort Madison, Keokuk, Fairfield	2%	2%			2,810	4%
Grand Total	57%	43%			69,178	100%

Our Iowa Circulation Outside of Iowa



Source: U.S. Census Bureau, CDS Global Internal audit, Apr/May 2018 issue

Top 10 States	Paid	Percentage
CALIFORNIA	1,951	14%
ARIZONA	1,794	13%
MINNESOTA	1,559	11%
TEXAS	1,534	11%
COLORADO	1,521	11%
ILLINOIS	1,491	11%
MISSOURI	1,358	10%
FLORIDA	1,167	8%
NEBRASKA	880	6%
WISCONSIN	662	5%
Grand Total	13,917	100%

BY U.S. REGION	Paid	Percentage
MIDWEST	7,943	36.5%
West North Central	4,637	21.3%
East North Central	3,306	15.2%
WEST	7,237	33.3%
Mountain	4,179	19.2%
Pacific	3,058	14.1%
SOUTH	5,329	24.5%
South Atlantic	2,576	11.9%
West South Central	2,196	10.1%
East South Central	557	2.6%
NORTHEAST	1,082	5.0%
Middle Atlantic	843	3.9%
New England	239	1.1%
FOREIGN	126	0.6%
International	102	0.5%
Canada	24	0.1%
U.S.	18	0.1%
Military	15	0.1%
US POSS	3	0.0%
Grand Total	21,735	100.0%

Our Iowa Magazine

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