

Our Iowa Circulation

Total Paid Subscriptions	90,072	100%
<ul style="list-style-type: none"> Iowa Non-Iowa 	68,436	76%
	21,636	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 3,100

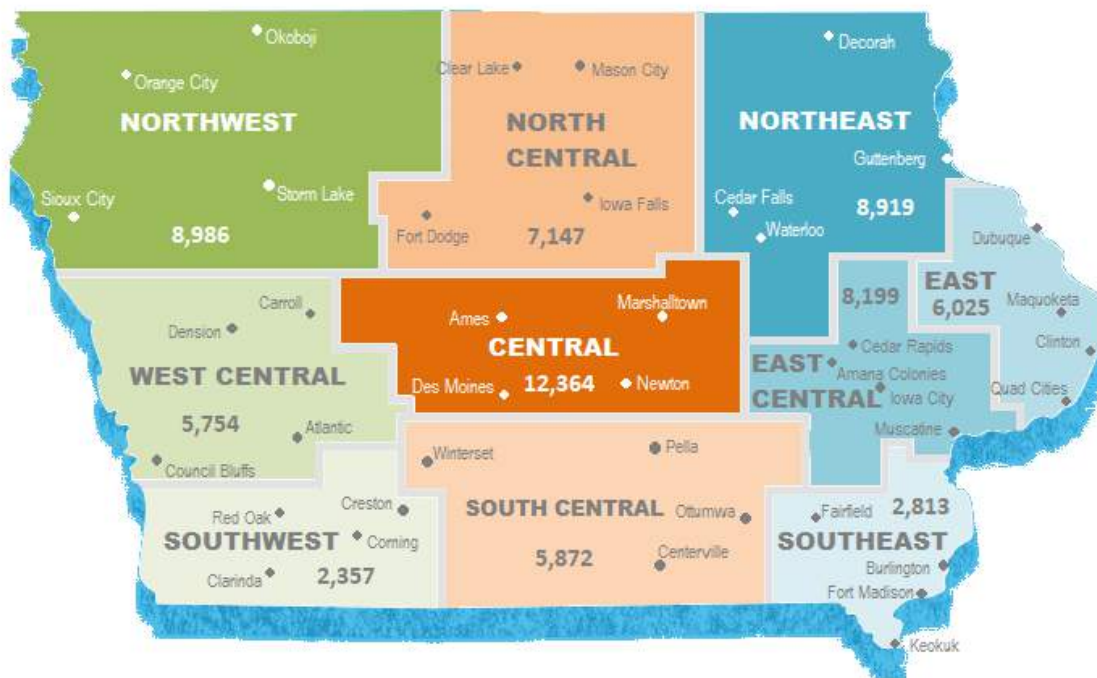
Copies in high-traffic waiting rooms of doctors, dentists, chiropractors, barbers across Iowa and Gateway Hotel & Conference Center – Ames.

Marketing & Misc. 600

Total Circulation Iowa 74,986

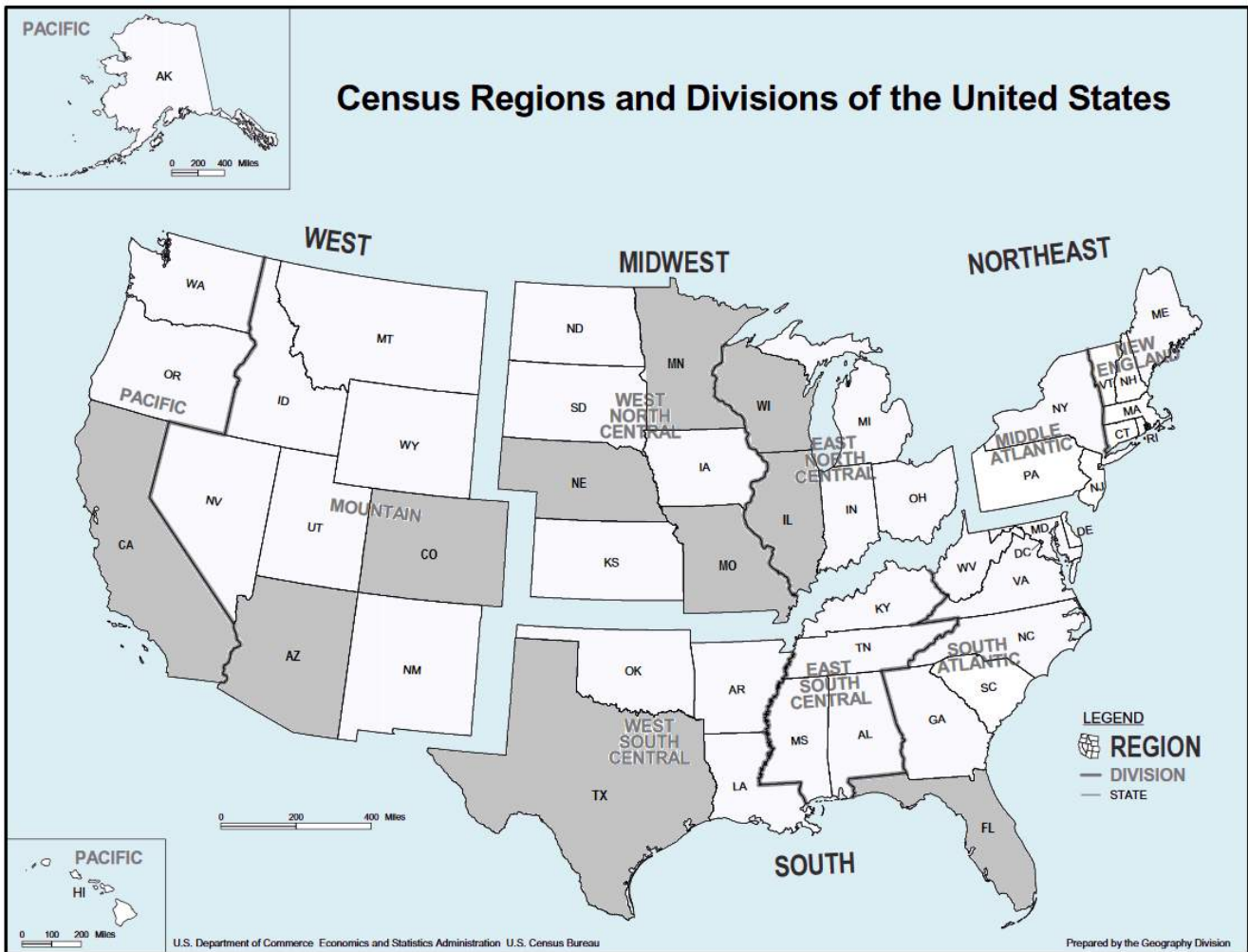
Grand Total Circulation 96,622

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	Qty	Percent of
WESTERN	22%	3%	17,097	25%
NORTHWEST - Sioux City, Storm Lake, Okoboji, Orange City	12%	1%	8,986	13%
WEST CENTRAL - Council Bluffs, Carroll, Denison, Atlantic	7%	2%	5,754	8%
SOUTHWEST - Clarinda, Creston, Corning, Red Oak	4%		2,357	4%
CENTRAL	19%	18%	25,383	37%
NORTH CENTRAL - Mason City, Clear Lake, Fort Dodge, Iowa Falls	8%	2%	7,147	10%
CENTRAL - Des Moines, Ames, Marshalltown, Newton	5%	13%	12,364	18%
SOUTH CENTRAL - Centerville, Ottumwa, Pella, Winterset	6%	3%	5,872	9%
EASTERN	15%	23%	25,956	38%
NORTHEAST - Waterloo, Cedar Falls, Guttenberg, Decorah	8%	5%	8,919	13%
EAST - Quad Cities, Dubuque, Clinton, Maquoketa	2%	7%	6,025	9%
EAST CENTRAL - Cedar Rapids, Iowa City, Muscatine, Amana Col.	4%	8%	8,199	12%
SOUTHEAST - Burlington, Fort Madison, Keokuk, Fairfield	2%	2%	2,813	4%
Grand Total	56%	44%	68,436	100%

Our Iowa Circulation Outside of Iowa



Source: U.S. Census Bureau, CDS Global Internal audit, Apr/May 2019 issue

TOP 10 STATES	Paid	Percentage
CALIFORNIA	1,902	14%
ARIZONA	1,797	13%
MINNESOTA	1,573	11%
COLORADO	1,511	11%
ILLINOIS	1,498	11%
TEXAS	1,478	11%
MISSOURI	1,345	10%
FLORIDA	1,155	8%
NEBRASKA	878	6%
WISCONSIN	674	5%
Grand Total	13,811	100%

BY U.S. REGION	Paid	Percentage
MIDWEST	7,987	36.9%
West North Central	4,654	21.5%
East North Central	3,333	15.4%
WEST	7,134	33.0%
Mountain	4,142	19.1%
Pacific	2,992	13.8%
SOUTH	5,246	24.2%
South Atlantic	2,530	11.7%
West South Central	2,140	9.9%
East South Central	576	2.7%
NORTHEAST	1,113	5.1%
Middle Atlantic	867	4.0%
New England	246	1.1%
FOREIGN	134	0.6%
International	107	0.5%
Canada	27	0.1%
U.S.	22	0.1%
Military	16	0.1%
Poss	6	0.0%
Grand Total	21,636	100.0%

Our Iowa Magazine

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