

Our Iowa Circulation

Total Paid Subscriptions 91,326 100%

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

See next page for out-of-state detail

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

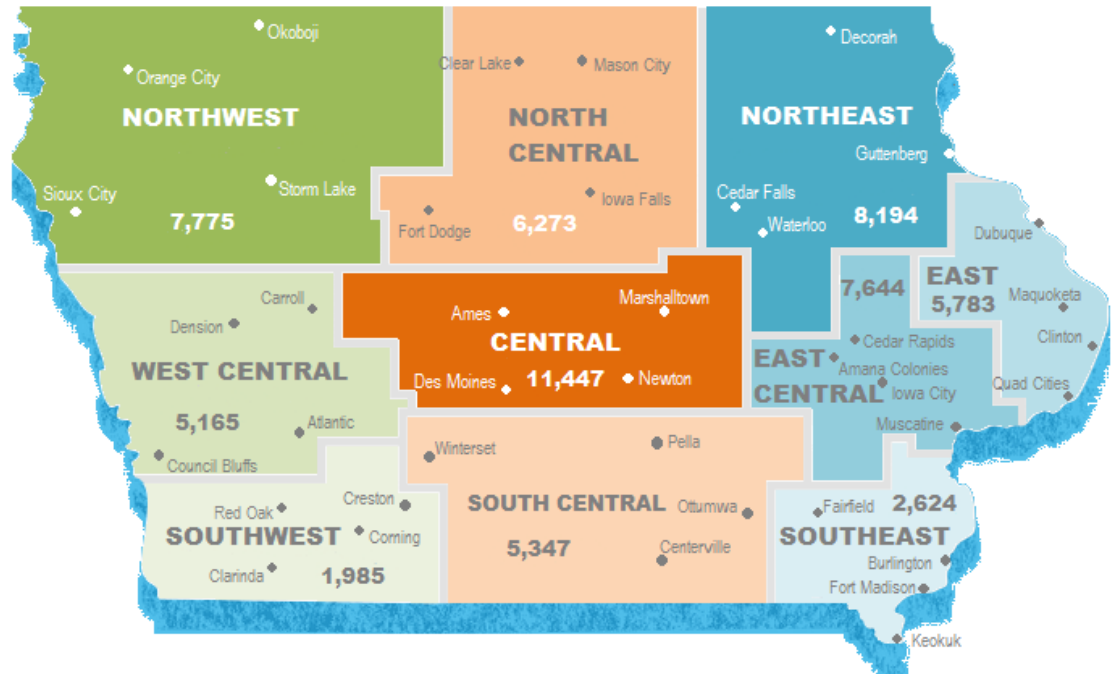
Copies in high-traffic waiting rooms of doctors, dentists, chiropractors, barbers across Iowa and Gateway Hotel & Conference Center – Ames.

Marketing & Misc. 600

Total Circulation Iowa 68,637

Grand Total Circulation 97,726

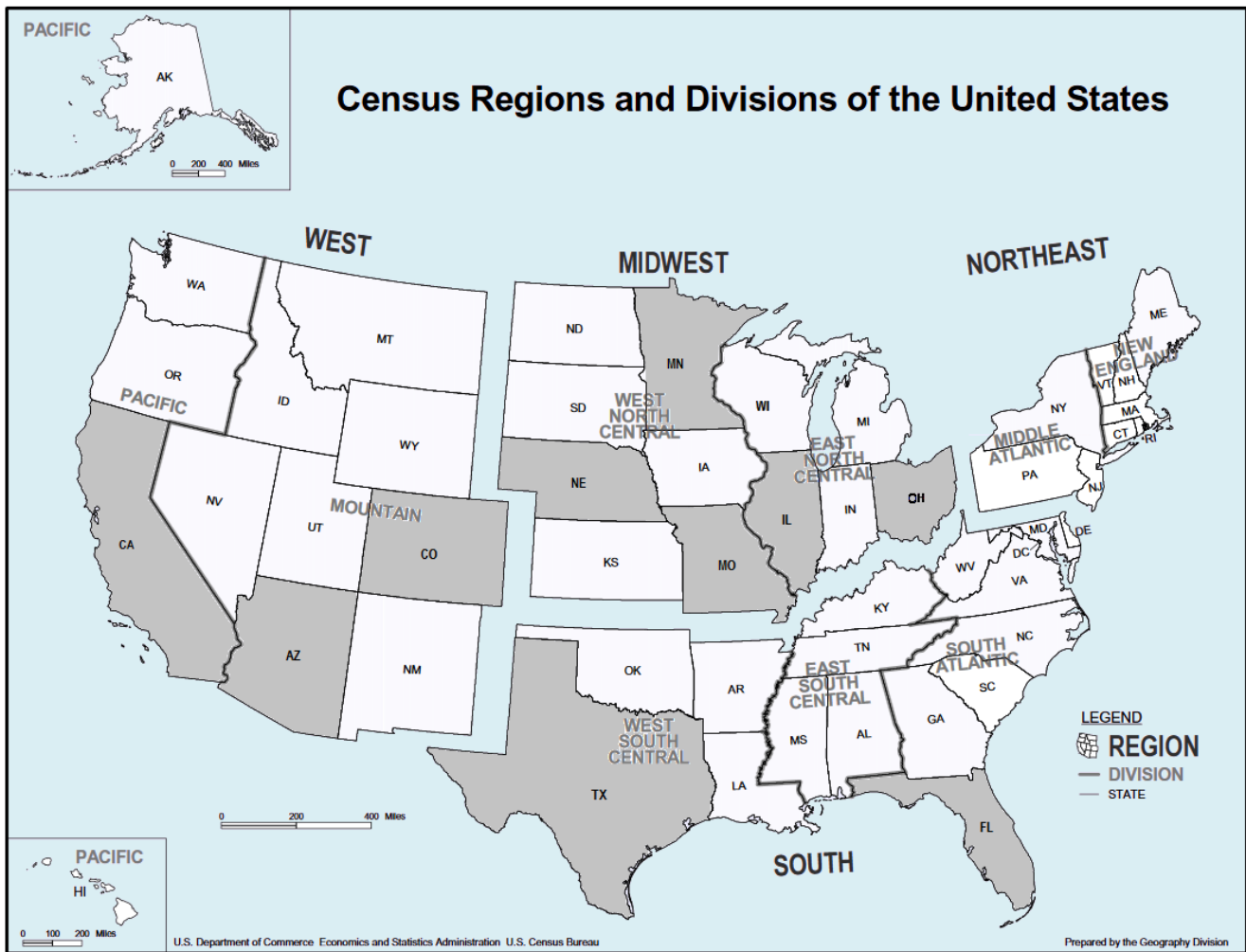
Pricing: Single issue \$6; 1-yr (6-issues) \$24.98; 2-yr (12-issues) \$39.98



IOWA REGION	Rural	Urban/Mix	Total Paid Iowa Subscriptions	
	Iowa Subscribers	Iowa Subscribers	Qty	Percent of
WESTERN	21%	3%	14,925	24%
NORTHWEST - Sioux City, Storm Lake, Okoboji, Orange City	11%	1%	7,775	12%
WEST CENTRAL - Council Bluffs, Carroll, Denison, Atlantic	7%	2%	5,165	8%
SOUTHWEST - Clarinda, Creston, Corning, Red Oak	3%		1,985	3%
CENTRAL	20%	17%	23,067	37%
NORTH CENTRAL - Mason City, Clear Lake, Fort Dodge, Iowa Falls	8%	2%	6,273	10%
CENTRAL - Des Moines, Ames, Marshalltown, Newton	5%	14%	11,447	18%
SOUTH CENTRAL - Centerville, Ottumwa, Pella, Winterset	7%	1%	5,347	9%
EASTERN	16%	23%	24,245	39%
NORTHEAST - Waterloo, Cedar Falls, Guttenberg, Decorah	8%	5%	8,194	13%
EAST - Quad Cities, Dubuque, Clinton, Maquoketa	2%	7%	5,783	9%
EAST CENTRAL - Cedar Rapids, Iowa City, Muscatine, Amana Col.	3%	9%	7,644	12%
SOUTHEAST - Burlington, Fort Madison, Keokuk, Fairfield	2%	2%	2,624	4%
Grand Total	57%	43%	62,237	100%

Our Iowa Circulation Outside of Iowa

Source: U.S. Census Bureau, CDS Global Internal audit, Apr/May 2023 issue



TOP STATES	Paid	Percentage
MINNESOTA	2,145	7%
ILLINOIS	2,031	7%
CALIFORNIA	1,973	7%
MISSOURI	1,820	6%
ARIZONA	1,816	6%
COLORADO	1,725	6%
TEXAS	1,643	6%
FLORIDA	1,406	5%
NEBRASKA	1,293	4%
OHIO	1,246	4%
PENNSYLVANIA	1,234	4%
INDIANA	961	3%
Grand Total	19,293	

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 please contact our Advertising Coordinator at
adman@OurIowaMagazine.com.

BY U.S. REGION	Paid	Percentage
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%
U.S.	20	0.1%
Military	14	0.0%
US Poss	6	0.0%
Grand Total	29,089	100.0%