

**FOR IMMEDIATE RELEASE**

## **Star Tribune Acquires 100,000th Digital Subscriber**

*Pioneering Efforts Translate into Multiple Years of Double-Digit Growth in Digital Subscriptions*

**MINNEAPOLIS – May 21, 2020** – [Star Tribune Media Co.](#), Minnesota’s largest media company, today announced that it has added its 100,000th digital subscriber, a milestone that solidifies Star Tribune’s place among an elite handful of major metro newspapers with a growing and profitable digital readership.

Star Tribune was among the very first regional news organization to begin charging for digital access, joining national brands such as The New York Times, The Wall Street Journal, and The Washington Post. Since that 2011 implementation, the number of Star Tribune digital subscribers has grown steadily by double-digit percentages.

That success has flown in the face of skeptics who predicted that regional newspapers would be unable to reverse the prevailing business model of free digital access. Instead, building on years of testing and learning, Star Tribune has seen readers reward those efforts with uncommon loyalty and steady renewals.

According to Mike Klingensmith, publisher and CEO, success in the digital business only strengthens the vitality of Star Tribune’s print franchise. “We’re very proud to hit this milestone of 100,000 digital subscribers,” he said. “We continue to foresee a strong future for both digital news and printed newspapers. We envision many more years where digital and print subscriptions, single-copy sales, and strong advertising support combine to enable the Star Tribune to play an important role in the Twin Cities and across the state.”

### **About Star Tribune Media Company**

Star Tribune Media Company LLC is a locally owned, award-winning media company serving Minnesota and the upper Midwest. With the third-largest Sunday and sixth-largest daily circulation metro print newspaper in the U.S., the most-visited local website, a range of home-delivered advertising solutions, and the popular Ciarts/entertainment brand, Star Tribune reaches more consumers than any other Minnesota media brand. For more information, visit [www.startribunecompany.com](http://www.startribunecompany.com)

#####

**Media contact:**

Steve Yaeger

612-673-4256 (office)

651-357-3036 (mobile)

[steve.yaeger@startribune.com](mailto:steve.yaeger@startribune.com)