



Louisiana



Who dat? Dat's Louisiana's newspaper readers filling the Superdome 36 times!

With a sellout capacity of 73,000, the Louisiana Superdome draws quite a crowd! But wait, according to Newton Research, nearly **2.7 million Louisiana adults** are reading the state's daily and weekly newspapers. That's enough to fill The Dome 36 times! That's enough for our New Orleans Saints to sell out every home game for 4 ½ years. Now, that's impressive!



If you're already a reader of **Louisiana newspapers**, you're in good company! And if you're a **Louisiana advertiser**, remember that Dome or no Dome, our state's newspapers have you covered.

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Louisiana Press Association



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Sources: Newton Research for the Louisiana Press Association and the Louisiana Superdome

