

Newspaper Inserts are Effective



Recent research studies found that newspaper inserts drive consumers, across all age and income groups, to act. Almost half (46 percent) of newspaper readers keep a typical insert for four days or longer, and 76 percent of readers prefer to receive preprints in their newspaper.¹

Nine out of 10 newspaper readers (91 percent) report that they **take action** after reading or looking at inserts.¹

- Nearly **9 out of 10** (86 percent) media consumers use newspaper inserts.²
- Nearly **9 in 10** (87 percent) of all newspaper readers use inserts to clip and save coupons.²
- More than **8 in 10** (86 percent) newspaper readers believe newspaper inserts help get them the best deal.¹



The Coda/Triad Newspaper Insert Study determined that **the most common actions taken** as a result of reading a newspaper insert include:

- Visit a store, dealer or other location.
- Purchase an advertised product.
- Consider purchasing an advertised product.
- Brought the insert along when shopping.
- Saved the insert for future reference.

For more information, contact:



Consumer-Identified Benefits of Newspaper Inserts¹

- Newspaper inserts allow me to get the best deal.
- Newspaper inserts are a good way to see all the products a company offers.
- Newspaper inserts save me money.
- I sometimes purchase products I wasn't planning to after reading a newspaper insert.
- I use newspaper inserts to plan my shopping schedule.