



Newspapers Lead Coupon Delivery and Redemption

The popularity of couponing continues as 87 percent of coupon users indicate they are using the same amount of, or more, coupons this year compared to last year. Newspapers remain one of the preferred distribution methods for coupons, as newspaper inserts account for 82 percent of all coupons delivered.¹

Savvy retailers can maximize their return on investment by advertising in the medium that reaches the largest number of coupon users – the newspaper.

Newspaper Coupon Use by Audience¹

Millennials – 94% GenX – 90%
Baby Boomers – 89%

actionable



82% of consumers use coupons received through newspaper inserts.¹

effective



84% of shoppers use coupons to plan their shopping lists.¹

powerful



86% of consumers are influenced to try a new product due to a coupon.¹

influential



82% of consumers are likely to switch stores to take advantage of weekly specials.¹

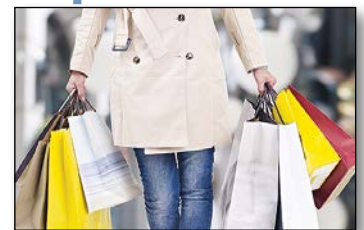
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preferred



86% of media consumers use newspaper inserts, compared to direct mailers, such as Red Plum (63%) and ValPak (41%).²

impactful



77% of shoppers select stores based on where they can use paper coupons.¹