

NEWSPAPERS

Outperform Direct Mail in Michigan

Your Logo Here



Michiganians depend on newspapers for advertising inserts²

Newspapers are the preferred source of coupons over direct mail.

82% of consumers use coupons received through newspaper inserts¹

33% of Michigan adults prefer receiving coupons from direct mail.²

Michigan consumers prefer to receive advertising inserts in printed newspapers – higher than those who prefer to receive them through direct mail²

Michigan adults make more purchases as the result of newspaper ads than direct mail.²

79% Eight in 10 newspaper readers took action as a result of reading a newspaper ad in the past 30 days⁴

17.2% of adults made a purchase in the past 90 days as the result of a direct mail flyer⁵

Direct mail lacks the **effective reach** of newspaper advertising.

86% of adults look at newspaper inserts to get the best deals³



72% of Michigan adults never bought anything as the result of a direct mail piece²

50% of Michigan adults did not buy anything as the result of a direct mail piece in the past year²