

Newspapers help grocers' cash registers ring

Grocery shoppers heartily engage with newspapers, making newspaper inserts an essential tactic in your media buying campaign. Circulars highlight the week's grocery features which help shoppers manage their weekly budgets. They also extend the reach of your market audience. Here's why:

78% of all newspaper readers across the nation responded to a newspaper insert within the last year.¹

48% of newspaper readers visit the grocery store more than once a week.¹



Newspaper inserts offer a variety of benefits that other media do not

Increased visibility.

Inserts stand out within the newspaper due to their separate designs and formats.

Tangible and engaging.

Circulars provide a physical, tactile experience for readers. People can hold the flyers, flip through them and engage with the content at their own pace.

Content flexibility.

Flyers range from a single sheet to a multipage insert with ample space for detailed information about products, services, promotions and events.

Call to action.

Inserts can effectively include clear calls to action such as discounts, special offers, coupon codes, event invitations and business reply cards.

Brand awareness.

Circulars allow advertisers to showcase their brand identities and personalities through designs, colors and messaging. Consistent exposure to a brand through inserts can help build recognition and familiarity.

Complementary to digital marketing.

Newspaper flyers complement digital advertising efforts as consumers often go online to learn more about a product after reading a print flyer.