

Holiday

NEWSPAPER INSERTS



The holiday shopping season is here, and consumers are ready to spend. Close to 222 million Americans (85%) plan to purchase gifts for friends and loved ones this holiday season. Newspaper inserts are an effective way to reach these customers.

76% of newspaper insert readers responded to newspaper advertising in the past year.

86% of newspaper readers believe newspaper inserts help get them the best deal.

76% of newspaper circular readers use printed store flyers to compare prices among brands.



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.