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.

**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.