

THE BIGGEST MALL



For most Americans, the mass of preprinted inserts/flyers that come with the Sunday Paper is a key part of the weekly shopping ritual. 115 million U.S. adults, just over half of all adults, read the Sunday paper each week.

73% of adults regularly/occasionally shop by reading newspaper advertising inserts.

60% of adults prefer that advertising inserts be delivered with the newspaper.

64% of adults prefer to receive coupons in newspaper inserts, more than all other media combined.

82% of adults used a newspaper insert in the past month.
67% clipped and saved a coupon
59% used it to compare prices
52% saved an insert until they visited a store
43% used a special ad, sale or promotion to make an unplanned purchase

83% of adults report using newspaper inserts the same or more often than a few years ago.
71% usually check inserts to see what is on sale
67% make a point to look at inserts when in the market for what is being sold
66% say inserts make it easier to comparison shop
61% say inserts are part of their weekly routine
61% say inserts save time and money

4.4 days is the average time a newspaper insert is saved.

Scarborough Research 2008
 How America Shops and Spends/ MORI Research 2009

**Newspaper advertising.
 A destination, not a distraction.**
www.newspapermedia.com

