

SmartSource  
Custom Publishing

# Coupon Saver<sup>SM</sup>



Unleash the power of at-home and in-store advertising with a convenient coupon keeper that makes shopping and saving simple

## Fast Facts

- Uses SmartSource Magazine to deliver a fully-branded Coupon Saver envelope
- Reaches 150 million consumers via SmartSource Magazine<sup>®1</sup>
- Demands attention by acting as a bookmark in FSI advertising
- Provides consumers with a practical pouch that stores coupons for their shopping trip
- Acts as a mini-billboard by displaying your brand, key advertising, promotional messages or helpful hints
- Stays in the household and delivers your message over an extended period of time
- Addresses consumers at home, one of the most important contact points, while they are in a buying mindset
- Extends your equity to the point of decision when consumers bring the Coupon Saver to the store

<sup>1</sup>ABC Data



 **NEWS AMERICA  
MARKETING.**  
A NEWS CORPORATION COMPANY

Maximizes brand awareness and makes your brand top of mind as consumers plan their shopping

## Did you know?

Uses custom options including a power page flap to deliver coupons, recipes, information, drug disclaimers and sweepstakes

## Advertising with staying power — clip, save and go...

### Quick Statistics

- 54% of routine grocery shopping trips involve taking coupons from home
- 50% of shoppers make a list for routine grocery trips<sup>1</sup>

**Circulation:** ..... **68 million<sup>2</sup>**

**Adult Audience:** ..... **150 million<sup>3</sup>**

**Adult Reach:** ..... **73%<sup>3</sup>**

**Impressions:** ..... **150 million per week<sup>4</sup>**

Source: <sup>1</sup>Roper Starch  
<sup>2</sup>Circulation Data; ABC  
<sup>3</sup>FSI Circulation x 2.19 readers per copy; ABC Data  
<sup>4</sup>Adult Audience x Frequency

### Program Basics:

- Offers complete category exclusivity
- Uses heavier paper stock for durability and lasting power
- Identifies the most effective newspapers on the market list to target consumers
- Delivers both national coverage or regional targeting on the newspaper level



- Atlanta (404) 760-5976
- Boston (617) 375-0400
- Chicago (312) 616-3890
- Cincinnati (513) 333-7373
- Dallas (214) 981-0800
- East Brunswick (732) 509-7000
- Los Angeles (310) 407-2537
- Minneapolis (612) 395-7340
- New York (212) 782-1958
- Pittsburgh (412) 918-8000
- San Francisco (415) 848-1000

## SmartSource

### Take action today!

Call your Custom Publishing representative or 212-782-1958 to add **SmartSource Coupon Saver<sup>SM</sup>** to your next media campaign.

For more information visit us at [www.newsamerica.com](http://www.newsamerica.com)

