



# Insert Media

US Market Data

## Various Formats of Inserted Media

1. Shopping circulars distributed by mail
2. Shopping circulars distributed by newspapers
3. Coupons distributed by mail (such as, Carol Wright packs)
4. Free Standing Inserts (FSI) distributed via newspaper
5. Statement stuffers
6. Package stuffers (via shipping)

## Coupon Size and Growth

- FSIs are distributed via the Sunday newspaper to 67 million households every week.<sup>1</sup>
- Coupon distribution grew 9% to 342 billion in 2004.<sup>1</sup>
- Expenditures for consumer coupons were \$6.9 billion, an increase of 2.2% over 2003. Projected growth for 2004-09 is 2.7% per year.<sup>2</sup>

## Effectiveness

### Use of inserts to plan shopping<sup>3</sup>

In a 2006 Vertis Communications study of 2500 adults, the following information was revealed about the use of inserts:

- 52% of respondents use inserts for deciding where to shop for groceries
- 66% of respondents use inserts for making grocery shopping lists
- 44% “regularly” use and 33% “occasionally” use coupons from ad inserts

When respondents were asked which medium most influences your grocery buying decisions, the responses were:

Ad Inserts/Circulars	31%
TV	18%
Run-of-press newspaper ad	16%

### On sales

Coupon redemption rates fell to 3.2 billion (0.9%), a 10% decrease from year before.<sup>4</sup>

## Engagement

### Use of inserted medium (2006)<sup>3</sup>

69% read inserts in last 7 days—up from 61% in 2000

52% read direct mail in last 7 days—stable since 2002

### Use of inserts to decide where to shop for specific items<sup>3</sup>

Clothing	51%
Home electronics	49%
Home improvement	46%
Home furnishings	32%
Sporting goods	28%
Office supplies	28%
Toys	25%

In a study sponsored by the NAA of newspaper readers, 78% reported that they use newspaper inserts to plan shopping and 76% say that these inserts have helped them save money.<sup>5</sup>

## References

- <sup>1</sup> CMS, Inc., Press Release, May 18, 2005, <http://www.cms.inmar.com/industryinformation/default.htm>
- <sup>2</sup> Veronis, Suhler & Stevenson, Communications Industry Summary Chapter 2004
- <sup>3</sup> Vertis Communications, 2006 Customer Focus Research of 2500 adults in USA
- <sup>4</sup> CMS, Inc., Press Release, May 18, 2005, <http://www.cms.inmar.com/industryinformation/default.htm>
- <sup>5</sup> Newspaper Association of America (2006). Report retrieved at <http://www.naa.org/research/newspaper-reader-engagement-06.pdf>