

Newspaper Circulars

The Most Effective Form of Local Advertising

Consumers are bombarded with an ever-increasing number of ad messages every day. Analysts estimate that the average adult is exposed to more than 5,000 ad messages per day, up from about 500 in the early 1970's. And given the upsurge in digital ads, it is challenging for advertisers to get the right message in the right medium to break through to their customers — current and potential.

To act on an advertising message, the potential customer must remember the product/service advertised, have a favorable impression of the brand, and put the product/service on their list for purchase consideration.

The Impact of Newspaper Circulars

There is data to demonstrate that newspaper circulars can provide advertisers with an engaged audience of customers based on these factors. Coda's Triad Newspaper Ad Effectiveness Service surveyed over 300,000 newspaper readers from 2016 through the first half of 2018 and discovered some noteworthy findings regarding newspaper circulars.



Two-thirds (66%) of **readers remember ads** from newspaper inserts



Women (68%) are slightly **more likely to recall the ads** than men (63%)



Nearly three-quarters (74%) of **readers were familiar** with the **brand being advertised**



More than seven in ten (73%) of **adults like the insert ads** they see, with virtually no difference between men (72%) and women (73%)



More than half (55%) of readers reported that the brand in the ad is one of several they **would consider purchasing**. And four-in-ten (40%) noted the **ad contained a brand they preferred to buy or use**

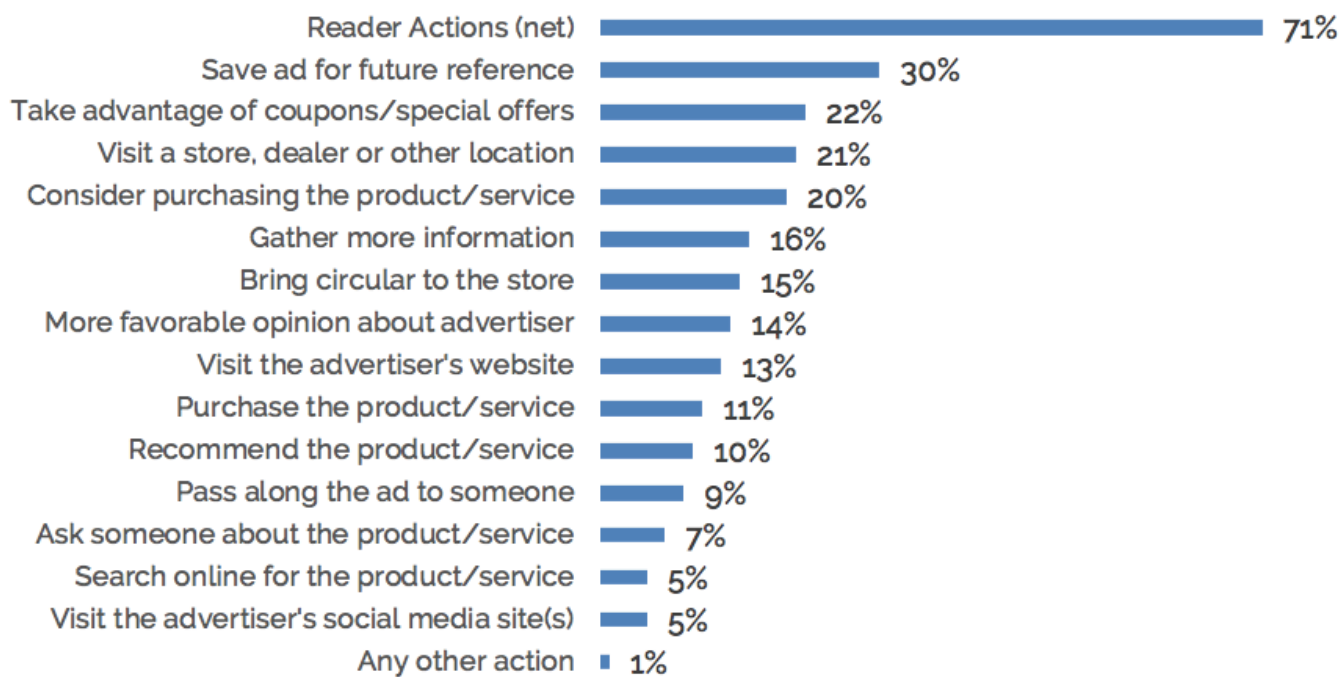
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Reader Actions

Those positive elements relating to ad recall, likeability and branding drive newspaper circular readers to act on the advertising message — and more than seven-in-ten (71%) do.

Newspaper Circular Readers Take Action



The goal of any advertising message is to get the target audience **to think** and **then act**. And Coda's Triad data points to newspaper circulars as the way to do both.

Newspaper Circulars: The Most Effective Form of Local Advertising whitepaper by Jim Conaghan, Senior Vice President of Research & Analytics, Coda Ventures