ROI:

How Newspapers Ring The Cash Register for Retailers

USA
TODAY
NETWORK

ROI: How Newspapers Ring the Cash Register for Retailers

- Over $1 Billion invested in newspaper preprints in U.S. in 2016.

2016 PRE-PRINT SPENDING

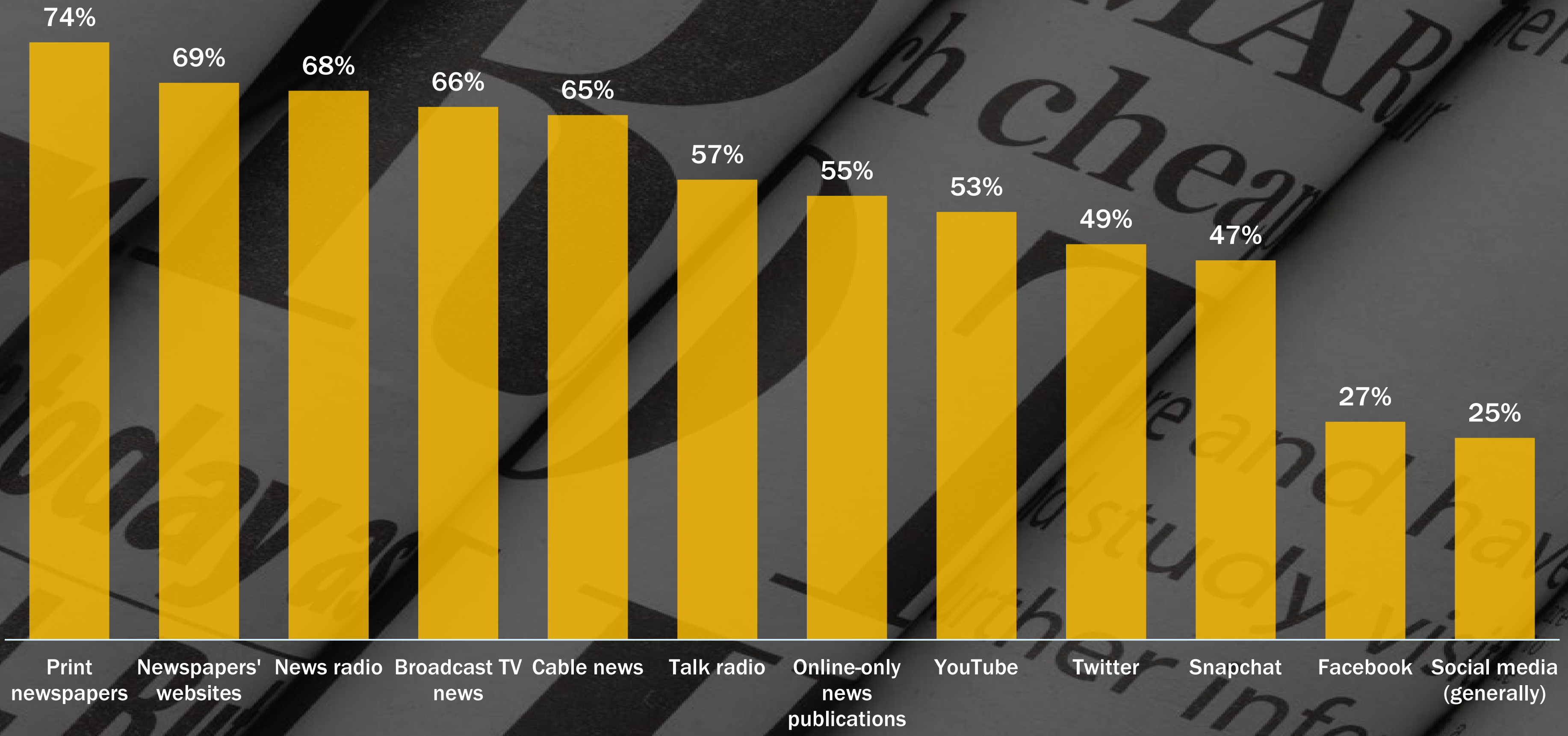
$1,045,047,217

Source: © Kantar Media, 2017, Market Advisor January – December 2016

ROI: How Newspapers Ring the Cash Register for Retailers

- Over $1 Billion invested in newspaper preprints in U.S. in 2016.
- Newspapers have the highest level of trust across news platforms.

Of All Media Users, Newspapers Rank the Highest as a Trusted Source



Base: Adult users of given media (% Mostly/Always trust)
Source: Ipsos Public Affairs for BuzzFeed News, January 2017

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- 86% of local media consumers use newspapers as a source for inserts.
- 3 out of 4 local media consumers prefer to receive inserts via newspaper.

Newspaper: the medium of choice for inserts

86%

Of local media consumers use newspaper inserts

76%

Prefer to receive inserts in the newspaper

Base: Total newspaper readers
Source: Research and Analysis of Media (RAM) Inserts Study
Base: Total newspaper readers who read/look into inserts (3,547); multiple responses
Source: 2015 Coda/Triad Newspaper Insert Study – October 2015

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- Nearly 2/3's of consumers are very likely to use newspaper print ads and circulars for sales and deals.

More newspaper readers are very likely to use the medium when shopping for sales & deals than other media consumers

Base: Media users “very likely” to use ad channels for retail shopping (n=712): multiple responses.
Ad Platforms: Newspapers (print, inserts, web, apps, social), Magazines (print, web, apps, social), TV/Radio (broadcast, web, apps, social), Advertising delivered to home (via door/driveway/mail).
Source: 2016 Brand Impact Study; Coda Ventures survey commissioned by AMG/Parade

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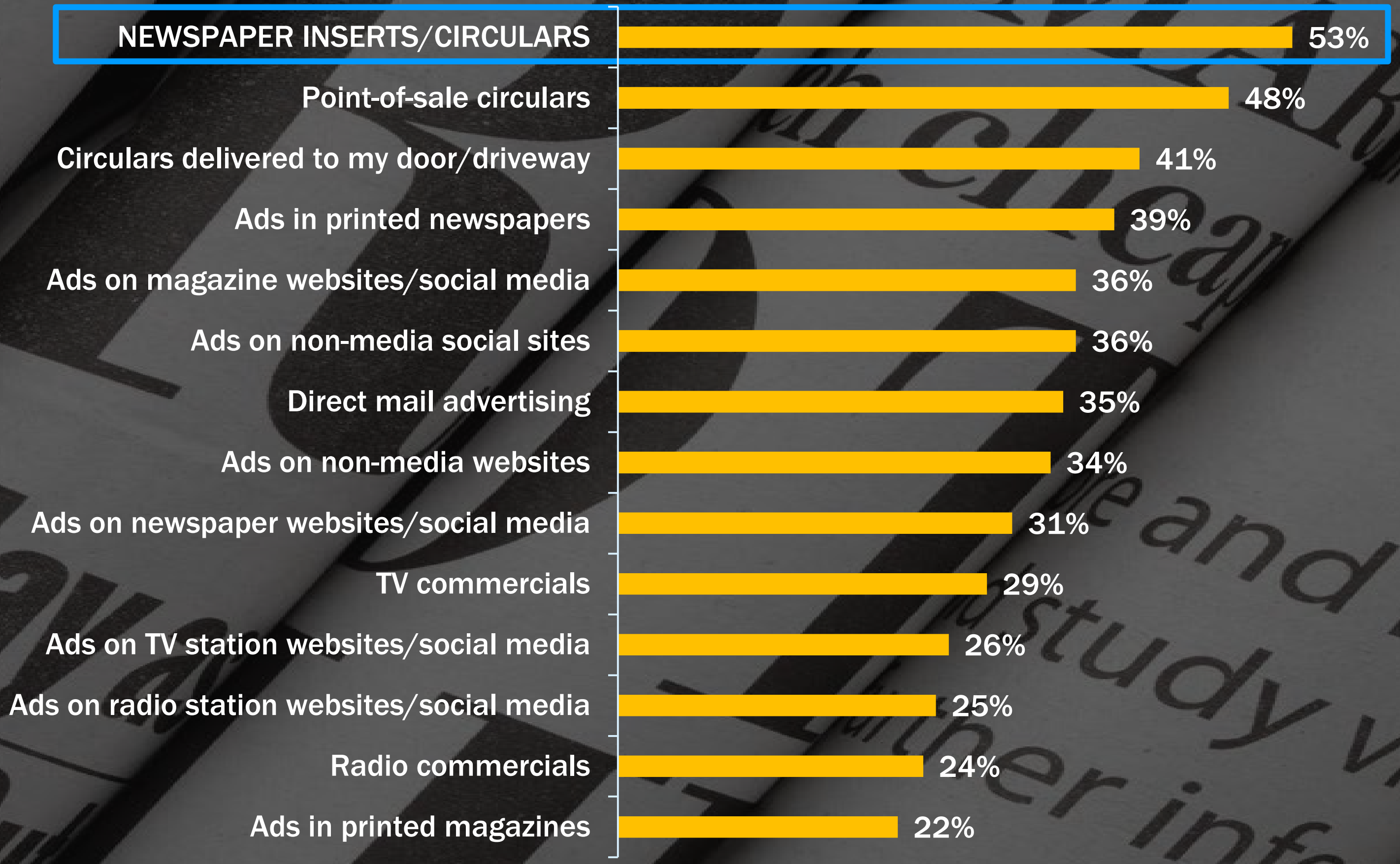
- Nearly 2/3's of consumers are very likely to use newspaper print ads and circulars for sales and deals.
- Half of consumers often purchase products/services after reviewing newspaper inserts.

Consumers “often” purchase products and services as a result of…



Base: Consumers using specific local ad channels (n=1,003): multiple responses.
Ad Platforms: Newspapers (print, inserts, web, apps, social), Magazines (print, web, apps, social), TV/Radio (broadcast, web, apps, social), Advertising delivered to home (via door/driveway/mail).
Source: 2016 Local Knowledge Study; Coda Ventures survey commissioned by AMG/Parade

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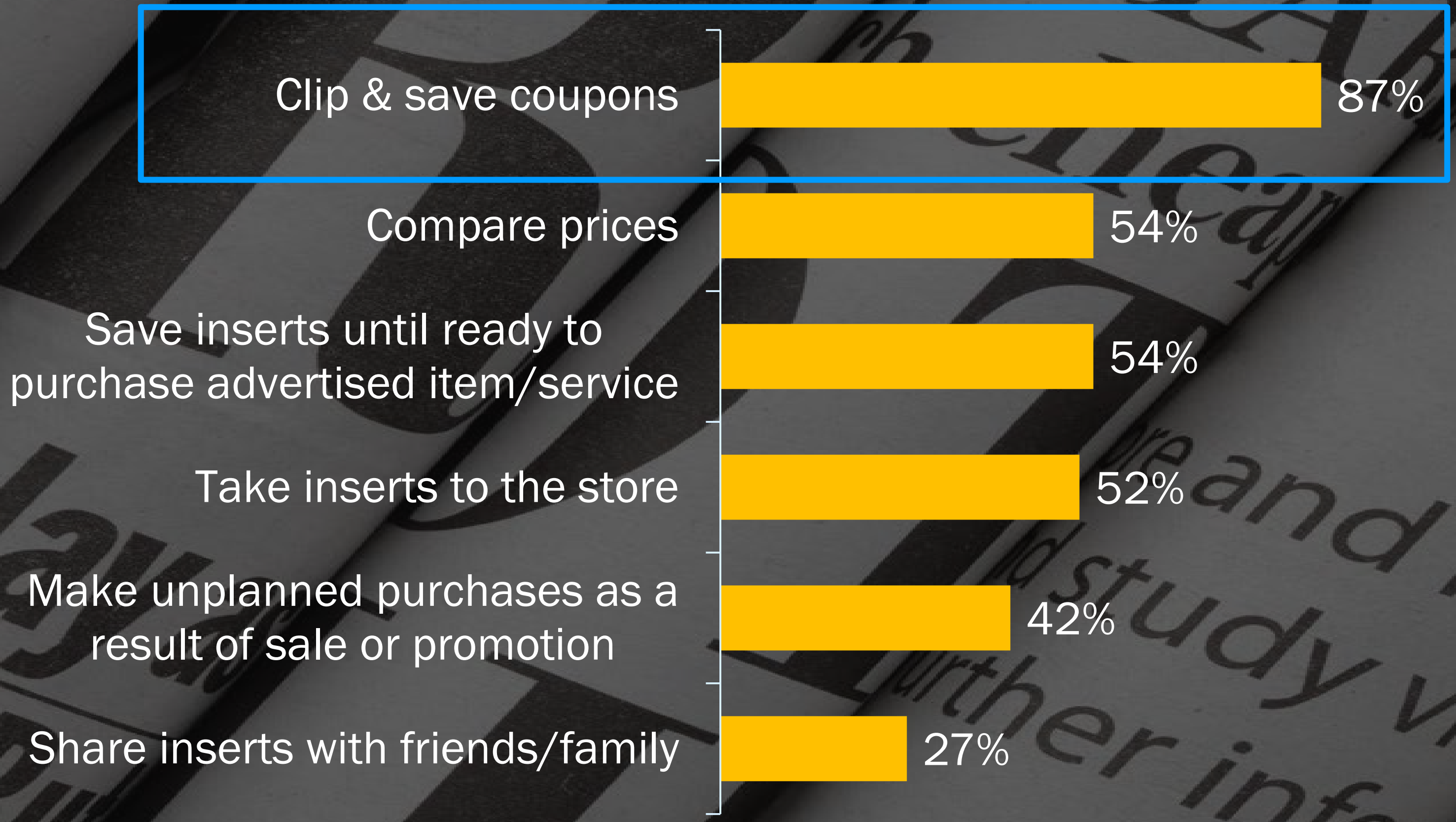
- Half of consumers often purchase products/services after reviewing newspaper inserts.
- Newspaper insert readers save money with coupon offers.

Saving money primary objective for insert readers



Source: Research and Analysis Media Study – November 2015.

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- Convergence is critical: "Print AND Digital" NOT "Print OR Digital"

Kantar Media: What to expect in 2017

"Print AND Digital" NOT "Print OR Digital"

FSI coupons continue to dominate when the primary objective is:

- Advertising impact
- Purchase incentive
- Retailer and brand alignment

Leverage strength of "Print AND Digital"

- Scale versus targeted
- Integrated campaigns

Digital coupons continue to evolve and grow

Proprietary platforms in combination with print and digital show success with:

- Emerging brands
- Private label brands
- New product introduction

Not "One-Size-Fits-All" approach

Source: Kantar Media, Integrated Print & Digital Promotion: Understanding 2016 Trends to Shape 2017 Strategies

FSI Still Dominates Within Print and Total Promotion

	Print	Digital	
Weekly Households	70 million	20 million	Weekly Households
Coupons Distributed	280 billion	5.6 billion	Coupons "Clipped"
Average Face Value	$1.86	$1.85	Average Face Value
Incentives Offered	$521 billion	$10.4 billion	Incentives "Clipped"
Pages Distributed	179 billion	5.3 billion	Pages Viewed

Print Distribution is down slightly (-3%) but is flat vs. 5 years ago

Digital Distribution is growing (+17%)

Source: Kantar Media, Integrated Print & Digital Promotion: Understanding 2016 Trends to Shape 2017 Strategies