

ROCK, PAPER, SCISSORS...

Cut it out! No, seriously...the newspaper is the most used advertising source for coupons. Consumers depend on newspaper as their shopping guide.

Ask your newspaper representative how to use coupons to grow your market share.

Sources adult consumers use to obtain coupons —

NEWSPAPER 55%
IN-STORE COUPONS 38.8%
MAIL 30.2%
IN-STORE CIRCULARS 23.7%
MAGAZINE 16.2%
INTERNET SITES 11.1%



**Newspapers CUT through
the competition.**

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