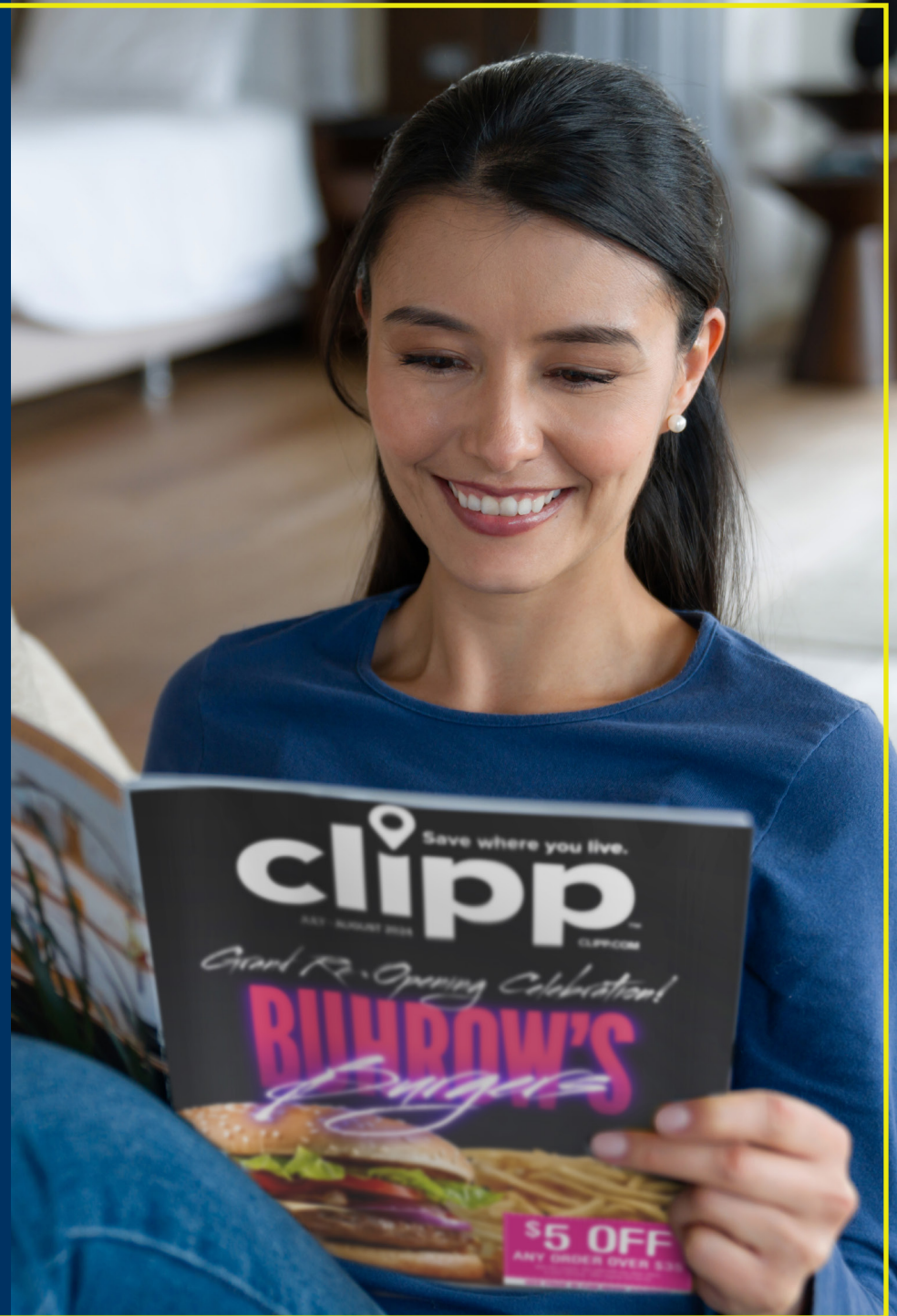


# clipp™

# MEDIA KIT



# ADVERTISING IS AN INVESTMENT IN YOUR BUSINESS

Not an expense. Advertising drives growth, keeps your business top of mind and increases brand exposure, which turns potential customers into new ones. There are affordable opportunities for businesses of all sizes.



*Remember, it's never a month and done – success takes time.*

# CLIPP IS FIERCELY LOYAL TO LOCAL

Each year, Clipp publications mail 230 million local magazines to high-income households with high purchase power. Clipp.com hosts 10.5 million visitors per year, averaging \$1.5 million in monthly e-commerce sales.



## CONSUMERS LOVE CLIPP

- 9 out of 10 open and read the magazine
- 74% look at every local ad inside it
- 92% set aside 1-5 offers to use or share

## LOCAL BUSINESSES GROW & THRIVE

- 40,000 businesses advertise with Clipp
- 413 local publications across 22 states
- #1 local media channel is direct mail

*Sources: Clipp Readership Study; BIA U.S. Local Advertising Forecast*

# DATA-DRIVEN DIRECT MARKETING

Clipp combines geographic targeting, consumer behavior profiling, demographic data and purchase power to help your business:

1. Identify your ideal audience
2. Create customer profiles
3. Apply profiles to geographies



*Our research services include consultations, targeting recommendations, custom profiling, competitive intelligence, post-analysis reporting and ad-hoc market research requests.*

# ADVERTISING SOLUTIONS FOR EVERY BUSINESS

## Magazines

The most popular way to advertise with Clipp

## Postcards

We design, print and mail the postcards for you

## Clipp.com

Extends the reach of your ad at no additional cost

## Display Ads

Targets devices based on demographics and location

## Connected TV

TV advertising (for less money) with non-skippable ads



# MAGAZINE ADVERTISING

Clipp publications reach highly desirable consumers with more income who spend more on purchases than the U.S. average.

## **AGE 25-65**

average age range of our readers

## **INCOME \$80K**

average median household income

## **HOME OWNERSHIP 75%**

owner-occupied households (vs. renters)

## **PURCHASE BEHAVIOR 94%**

would return to a business if offered a coupon



## **Available Formats**

*front cover*



*back cover*



*2-page*



*full page*



*half page*



*1/3 page*



*insert*



# POSTCARD ADVERTISING

Target by ZIP code or to specific households with postcards designed, printed and mailed by Clipp (includes postage).

## Local Data Postcards

Custom-designed, standalone postcards delivered at the sub-ZIP code level

## Custom Saturation Postcards

Target ZIP codes and carrier routes with the highest % of your ideal customers

## Custom Targeted Postcards

Mail postcards based on criteria like age, income, credit and purchasing habits



# CLIPP.COM ADVERTISING

Millions of consumers trust Clipp.com (and the Clipp app) to access the best local coupons and exclusive deals.

**1M**

monthly visits

**100K**

monthly offer downloads

**20,000**

monthly Apple Wallet adds

All advertising campaigns with Clipp include a complimentary Clipp.com business listing.





# MORE DIGITAL SOLUTIONS

## DISPLAY ADS

Targets your exact audience by matching specific devices to specific households.

## CONNECTED TV

Non-skippable, immersive content that runs on any device using apps to deliver TV content



# WE LOVE OUR CUSTOMERS

Clipp makes it easy for local businesses to reach their advertising goals:

- Product/offer recommendations
- Reach and frequency best practices
- Targeting to top local households
- Ad artwork and creative design
- Printing, processing and postage
- Campaign performance tracking



*More than 40% to 50% of our advertising leads  
come from our direct mail pieces and coupons we run with Clipp.  
100% satisfied. We couldn't be happier.*

*– Brittany Loeffler  
Marketing Director, Greenawalt Roofing Company*

## **LET'S GET TO WORK**

Contact Clipp and let's get started building your campaign today.