

Coupons Drive Advertising Impact

Free Standing Inserts



70M Households

receive FSI's in the mail monthly

Digitally Distributed Coupons



16M Visitors

go to CPG coupon websites every month

Reach



Print
\$515 billion



Digital
\$10.9 billion

Dollars Circulated



Print
0.2%



Digital
13.5%

Growth

Source: Kantar Media

CPG = Consumer Packaged Goods

FSI = Free Standing Inserts

Digitally Distributed Coupons = Print at Home, Load to Card and Load to Wallet

* Key 15 CPG websites tracked by Kantar Media; Contact us for a full list of available websites.

KANTAR MEDIA

Powering Informed Decisions

We can answer these questions and more, giving you deeper insights and answers to your print and digital promotion questions. Give us a call @ 952.925.5272 or email: Promotion_ClientServices@kantarmedia.com to get the full story and uncover insights into your competitors print and digital coupon tactics.