

# Consumers have crowned their top categories

When consumers find content they know and like in Valpak they come back month after month. This contributes to a high open rate for the envelope, and in turn, increases your clients opportunity for success!

Valpak compares information from the annual Category Census to the categories that Valpak consumers find most appealing, according to proven research. By focusing on the content most desired in The Blue Envelope® today, you'll engage a more receptive audience for your advertisers.

## TOP 20 CATEGORIES (AD ORDERS)

RANK	CATEGORY
1	Pizza Restaurants
2	Sit Down Restaurants
3	Dentists
4	Auto Repair
5	Asian Restaurants
6	Dry Cleaners/Laundry
7	Carpet & Upholstery Cleaning
8	Window/Glass/Door
9	Hair Salons
10	Mexican Restaurants
11	Car Wash and Detail
12	Oil and Lube
13	Lawn and Garden Maintenance
14	Maid Services/Commercial Cleaning
15	Home Remodeling/Construction
16	Spas/Day Spas
17	Window Treatments/Draperies/Blinds
18	Sub Shops/Deli
19	Quick Serve
20	Tire Dealers

## CONSUMER FAVORITES\*

RANK	CATEGORY
1	Groceries/Grocery Stores
2	Mass Retail Stores
3	Sit Down Restaurants
4	Pizza Restaurants
5	Department Stores
6	Home Improvement Stores
7	Fast Food Restaurants
8	Pharmacies/Drug Stores
9	Clothing Stores
10	Video Rental/Movie Theaters
11	Health & Beauty Products
12	Auto Repair/Services
13	Shoe Stores/Brands
14	Electronic Stores
15	Hotels & Resorts
16	Airlines
17	Office Supply Stores
18	Recreational (Amusement Parks, Golf)
19	Specialty Retail (Flowers, Jewelry, Books)
20	Auto Parts/Products

\*Source: Fall 2004 Unified National Consumer Recontact Study, Simmons Market Research Bureau (2005)