

CUSTOMERS KEEP WHAT THEY VALUE MOST

NEWSPAPERS ARE DISCARDED, RADIO AND TV ADS ARE FORGOTTEN, BUT VALPAK® OFFERS STICK WHEN OTHERS DON'T.



At Valpak, we call it “shelf life.” But frankly, we may owe a lot to the good old refrigerator magnet. Shelf life refers to the length of time Valpak direct mail ads are saved by consumers for further use.

A recent study indicates:

- 88% of adults aware of receiving Valpak usually open and look through the coupon offers.
- Nearly three-quarters (72%) of adults that open and look through Valpak keep their coupons at least one month or until the expiration date or the next mailing.
- 89% of the Valpak audience that use the Internet to access coupons has redeemed an Internet coupon at a local merchant.

Source: 2007 Valpak Readership Survey, Directions In Research, March 2007.

What does long shelf life mean to you?

- Your customers view Valpak as a valuable product worth keeping.
- Your Valpak ad may draw business the first week you mail, the next week and beyond.
- Your message makes multiple impressions on consumers each time you mail.

