



## NEWS RELEASE

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### **MORE CONSUMERS PAY ATTENTION TO INSERTS AND CIRCULARS THAN ANY OTHER ADVERTISING MEDIUM**

*Research Reveals the Medium is Also Best at Driving Purchase Decisions;  
Declining Interest in TV and Newspaper Ads*

BALTIMORE (Feb. 11, 2008) – Vertis Communications announced today the results of its proprietary *Vertis Customer Focus® 2008: Retail* study, which reveals that 47 percent of Americans believe inserts and circulars are the advertising vehicles that best capture their attention; a 9 percent increase since 2003. The data also shows that inserts and circulars have overcome television advertising as the medium most able to elicit consumer attention.

Forty-three percent of respondents said television advertising best piqued their interest, a 10 percent drop from the numbers reported five years earlier. Meanwhile, 38 percent of adults reported newspaper advertising is most grabbing, down from 45 percent in 2003.

"This research proves advertising inserts and circulars are a valuable marketing tool, even in a day and age when consumers are constantly being bombarded by marketing messages," said Scott Marden, director of marketing research for Vertis Communications. "The fact that inserts and circulars are more efficient at capturing consumers' mind share than television, radio, display advertising and any other medium is clear indication that savvy marketers should take advantage of the shift to drive greater ROI."

As further evidence of the value of inserts and circulars, 93 percent of consumers who read them use the pieces for more than just price comparisons. Specifically, the study finds that more than 50 percent of those who read them do so for at least three reasons: clipping coupons, assisting in making shopping lists for upcoming trips to the store, and browsing for new products or styles. Additionally, 45 percent of respondents use inserts to look for recipes, while 37 percent claimed they help steer shopping trips the same day they read the insert.

The *Vertis Customer Focus® 2008: Retail* study, which surveyed respondents via telephone, shows the following additional findings, which provide insight into the importance of advertising inserts across a variety of demographics.

#### **Inserts and Circulars Also Most Influential in Swaying Buying Decisions**

- 27 percent of shoppers said that inserts and circulars are the advertising vehicles most likely to directly impact buying decisions ([See Slide A](#))
- Television advertising and newspaper advertising were the number two and number three most trusted advertising vehicles, with 19 percent and 12 percent of those surveyed, respectively ([See Slide A](#))
- Only 9 percent of respondents selected the Internet as the most influential mediums, and e-mail advertising was the least popular choice (selected by a mere 1 percent of respondents) ([See Slide A](#))

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### **Broad Spectrum of Readers Find Multiple Uses**

- 55 percent of insert readers still rely on the medium to help determine the products they buy; 51 percent use them to help compile shopping lists, and 50 percent pull them out when browsing for their preferred new product style (See Slide B)
- Those who make the most money are still looking for ways to save. 55 percent of insert readers who earn between \$50-75,000 per year, as well as 51 percent of those who earn more than \$75,000, clip coupons (See Slide C)
- Suburbia is the locale most likely to see its denizens utilize inserts to guide purchase decisions, with 59 percent of suburban residents stating they use circulars to clip coupons and 52 percent using them to browse for new styles (See Slide D)

### **Inserts and Circulars Drive Buying Decisions**

- In the past four years, the number of insert readers who use inserts and circulars to help decide which groceries to buy rose from 52 percent in 2004 to 59 percent (See Slide E)
- The media continue to have influence in other categories as well, with 51 percent of respondents using them when purchasing clothing, 48 percent to guide home electronics decisions, 43 percent when selecting home improvement products and 36 percent when buying major appliances (See Slide F)
- 54 percent of those age 18-34 responded that they use inserts and circulars to help select which items end up in their shopping cart, up from 47 percent in 2004 (See Slide G)
- Not surprisingly, the group most likely to utilize inserts or circulars were insert readers aged 50 and older; 63 percent of this group indicated they use inserts, an 8 percent increase in the past four years (See Slide H)

### **About Customer Focus**

*Customer Focus* is Vertis Communications' proprietary annual study tracking consumer behavior across a wide variety of industry segments — retail, grocery, home improvement, fashion, home electronics, sporting goods, furniture, technology, auto aftermarket — and media including advertising inserts, direct marketing, and the Internet. The survey was first conducted in 1998 and, in subsequent years, has been expanded and modified to identify emerging consumer behavior patterns and track shifts in consumer practices and motivations.

### **About Vertis Communications**

Vertis Communications is a premier provider of print advertising, direct marketing solutions, and related value added services to America's leading retail and consumer services companies. Vertis delivers marketing programs that create strategic value for clients by using creative services, color management technologies, proprietary research, customer targeting expertise, premedia and media services, combined with its world-class printing expertise. Headquartered in Baltimore with over 100 locations in the U.S., Vertis Communications has been recognized as one of *Fortune* magazine's "Most Admired Companies" in advertising and marketing. For more information, visit [www.vertisinc.com](http://www.vertisinc.com).

*This press release may contain forward-looking statements. The words "believes," "anticipates," "expects," "estimates," "plans," "intends," and similar expressions are intended to identify forward-looking statements. All forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ materially from projected results. Factors that may cause these differences include fluctuations in the cost of raw materials we use, changes in the advertising, marketing and information services markets, the financial condition of our customers, actions by our competitors, changes in the legal or regulatory environment, general economic and business conditions in the U.S. and other countries, and changes in interest and foreign currency exchange rates.*

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Consequently, you should consider any such forward-looking statements only as our current plans, estimates, and beliefs. Even if those plans, estimates, or beliefs change because of future events or circumstances, we decline any obligation to publicly update or revise any such forward-looking statements.

## Slide A

### MEDIA INFLUENCE BUYING

Which ONE of the following media most influences your buying decisions...?

	Total Adults	18 - 34	35 - 49	50+
Advertising Inserts or Circulars	27%	21%	30%	29%
TV	19%	24%	20%	15%
Advertisements on the page of a Newspaper	12%	7%	11%	17%
Internet	9%	17%	8%	5%
Catalogs	8%	5%	5%	7%
Direct Mail	5%	6%	6%	4%
Magazines	4%	5%	3%	3%
Radio	2%	3%	3%	2%
E-mail	1%	2%	2%	0%
Don't Know	2%	2%	3%	2%
None of these	12%	7%	10%	16%

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## Slide B

OTHER THAN PRICE COMPARISON-INSERT USAGE  
 Other than for price comparisons, how do you use advertising inserts or circulars? Do you...?

	Total Adults	18 - 34	35 - 49	50+
Clip coupons	55%	48%	53%	60%
Assist in making future shopping trip lists	51%	48%	50%	53%
Browse for new products or styles	50%	54%	51%	47%
Look for new ideas such as projects/meals/recipes	45%	45%	45%	44%
Take it into store to help you shop	37%	32%	35%	42%
Assist in making same-day shopping trip lists	37%	37%	36%	38%
Register to win	16%	13%	16%	18%
None of these	7%	8%	6%	7%

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Universal Insert Readers  
 Source: © 2008 Vertis Customer Focus® Retail 2008



## Slide C

OTHER THAN PRICE COMPARISON-INSERT USAGE  
 Other than for price comparisons, how do you use advertising inserts or circulars? Do you...?

	Total Adults	Under \$30K	\$30-\$50K	\$50-\$75K	\$75K+
Clip coupons	55%	56%	56%	55%	51%
Assist in making future shopping trip lists	51%	50%	50%	51%	52%
Browse for new products or styles	50%	46%	48%	52%	56%
Look for new ideas such as projects/meals/recipes	45%	43%	44%	43%	48%
Take it into store to help you shop	37%	42%	37%	34%	35%
Assist in making same-day shopping trip lists	37%	39%	37%	36%	36%
Register to win	16%	20%	17%	14%	12%
None of these	7%	8%	9%	6%	5%

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Universal Insert Readers  
 Source: © 2008 Vertis Customer Focus® Retail 2008



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## Slide D

### OTHER THAN PRICE COMPARISON-INSERT USAGE

Other than for price comparisons, how do you use advertising inserts or circulars? Do you...?

	Total Adults	Urban / City Area	Suburbs	A Rural Area
Clip coupons	55%	52%	59%	51%
Assist in making future shopping trip lists	51%	50%	50%	53%
Browse for new products or styles	50%	50%	52%	47%
Look for new ideas such as projects/meals/recipes	45%	45%	44%	45%
Take it into store to help you shop	37%	39%	36%	37%
Assist in making same-day shopping trip lists	37%	38%	35%	38%
Register to win	16%	16%	15%	17%
None of these	7%	8%	5%	9%

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Universe: Insert Readers  
Source: © 2008 Vertis Customer Focus®, Retail 2008



## Slide E

### INSERTS-DECIDE TO SHOP

Do you use advertising inserts or circulars to decide where to shop for?

Total Adults

	2004	2008
Groceries	52%	59%

35

Universe: Insert Readers  
Source: © 2008 Vertis Customer Focus®, Retail 2008



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## Slide F

### INSERTS-DECIDE TO SHOP

Do you use advertising inserts or circulars to decide where to shop for?

	Total Adults
Groceries	59%
Clothing	51%
Home Electronics	48%
Home Improvement Items	43%
Major Appliances	36%
Health and Beauty Care	31%
Furniture	28%
Office Supplies	28%
Sporting Goods	26%
Arts and Crafts	22%
Auto Parts	19%
Don't Know	1%
None of these	13%

Universe: Insert Readers  
Source: © 2008 Vertis Customer Focus®, Retail 2008



## Slide G

### INSERTS-DECIDE TO SHOP

Do you use advertising inserts or circulars to decide where to shop for?

18-34

	2004	2008
Groceries	47%	54%

36

Universe: Insert Readers  
Source: © 2008 Vertis Customer Focus®, Retail 2008



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## Slide H

### INSERTS-DECIDE TO SHOP

Do you use advertising inserts or circulars to decide where to shop for?

50+

	2004	2008
Groceries	55%	63%

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