

Give your advertising  
**more power**

Clipper MAGAZINE

LOCAL Flavor

Mint MAGAZINE

REACH

GREAT DEALS  
Magazine

market  
MAGAZINE

get 1 free  
coupon magazine

# Our Story

*Clipper Magazine*, our flagship publication, is a response-driven, full-color direct mail magazine proven to increase visibility, traffic, sales and new customer acquisition.

The outstanding results we deliver for advertisers is just one of the many reasons we've grown to become the **go-to spot for local and regional savings**.

*Clipper Magazine* and its affiliated brands\* feature local advertisers and national brands to create a one-of-a-kind, community-oriented publication that reflects the unique "flavor" of each market. Each edition offers special values on all goods and services desired and sought after by consumers.

\**Clipper Magazine* also publishes under the brands *Local Flavor*, *Mint Magazine*, *Reach*, *Great Deals*, *Market Magazine* and *Get1Free*.

**Clipper** MAGAZINE  
LocalFlavor.com

**HOOK & REEL**  
CAJUN SEAFOOD AND BAR

**OPEN FOR INDOOR DINING!**  
LUNCH, DINNER, TAKE OUT & DELIVERY

NOW DELIVERING WITH **ChowNow** coupons not valid with ChowNow orders

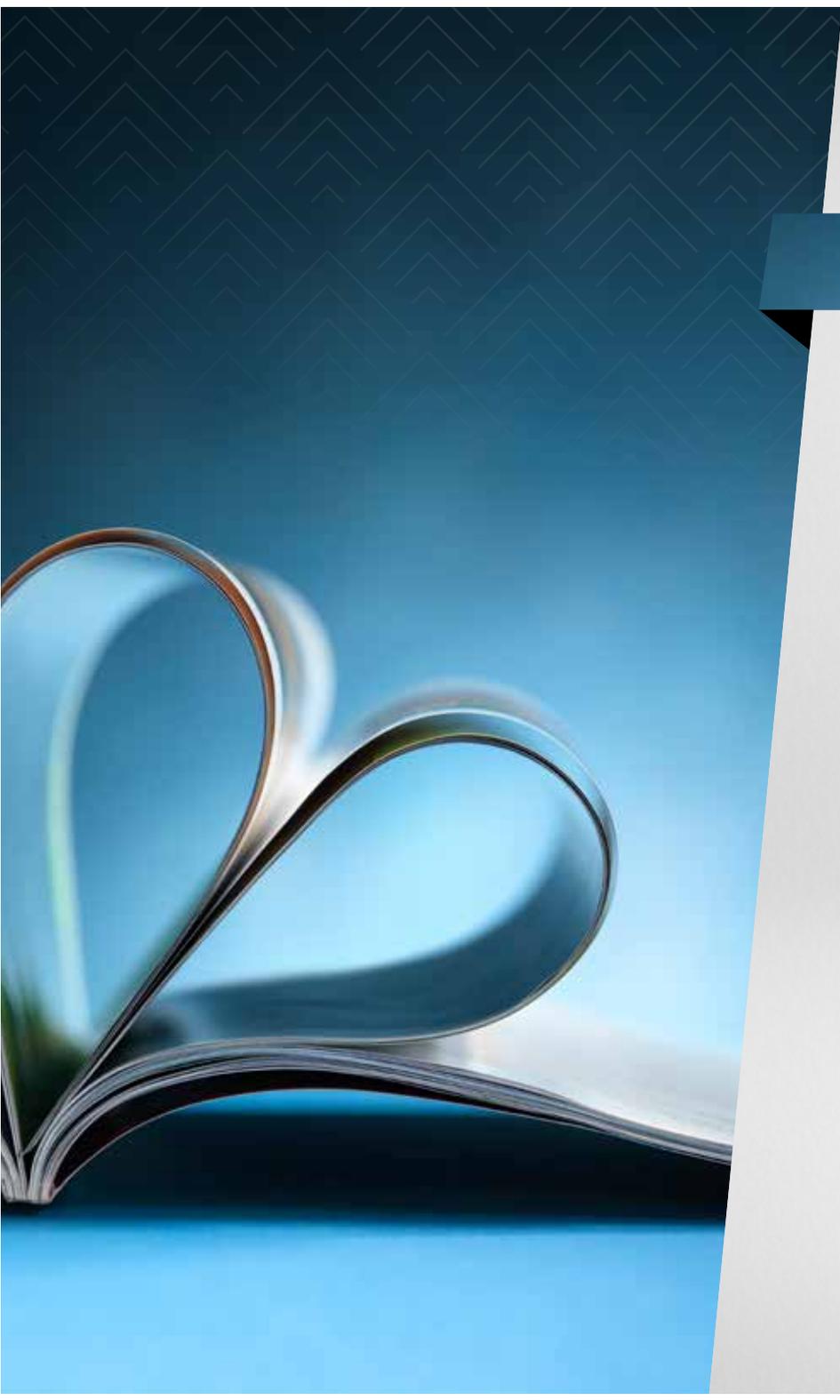
1949 CAL SAG ROAD  
CRESTWOOD, IL 60445  
08.388.8232  
MON-THURS NOON-10PM  
FRI & SAT NOON-11PM  
www.hookreel.com

**DAILY SPECIAL**  
**\$19.99**  
shrimp lover's special  
Includes 1 lb. head-off shrimp, 1/2 lb. sausage, 2 potatoes & 1 corn  
HOOK & REEL - 708-388-8232

**LUNCH SPECIAL**  
**\$5 OFF**  
any purchase of \$30 or more  
12 noon - 3pm only  
HOOK & REEL - 708-388-8232

**CARRYOUT**  
**\$5 OFF**

**DINE IN**  
**15%**



# Our Successful Formula

**Families love our easy-to-use format, local content, and the opportunity to save money** on dining, home improvement, entertainment, salons and other services. Advertisers appreciate our unparalleled customer focus, cost-effective direct mail marketing, and the outstanding results we deliver. It's The Everything Book.™

- Features Deals and coupons from local, regional and national advertisers
- Prints and mails monthly or semi-monthly
- Extended shelf-life of 6-8 weeks provides repeat exposure
- In-house team of award-winning designers creates 95% of content
- Additional marketing solutions such as direct mail postcards, inserts, and specialty menu products available

## **By the numbers**

- Reaches over 435 local markets across 22 states
- 84% homeowners
- Average Median household income of \$80k+ adjusted by market
- Ages 41-64, adjusted by market

# Leverage The Power Of Direct Mail



**76%** of consumers trust direct mail when they want to make a purchase decision.

*Source: MarketingSherpa*

**75%** of households usually read, scan, or read some of their direct mail advertising materials.

*Source: The Household Diary Study 2016, USPS®, Table A8-15*



**Direct mail is the top purchase influencer among Baby Boomers.**

*Source: Marketing Charts Study 2015, Direct Mail A Top Purchase Influencer For Baby Boomers*



## Our Point of Difference

*Clipper Magazine* provides blanket coverage for major markets. Advertisers can mail across our total distribution footprint of more than 23 million homes or target geographic zones in specific markets.

From major retailers to home improvement and direct response, we can help promote valuable brand awareness to local households.



Drawing on the vast experience and proven success of the local publications, our **Specialty Titles** are designed to target high-income, single-family households by featuring the best local merchants and national brands. **Prestigious Living, Home & Décor Ideas, and Local Flavor Dining Guide** are response-driven magazines that boast a longer in-home shelf life, increasing our advertisers' visibility, long-term sales opportunities, and customer acquisition.

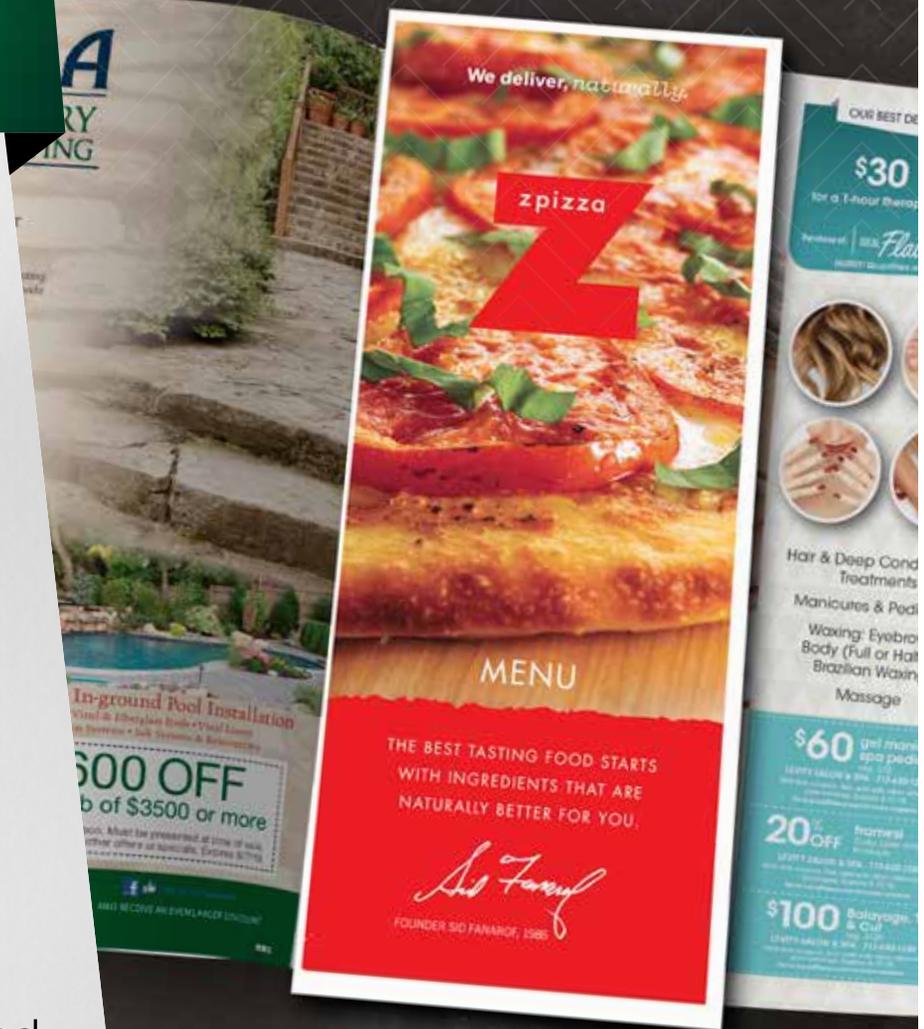
# More Options, Greater Advantages

**Off Page Product Cards and Inserts** maximize advertisers' marketing and help them to reach thousands of new customers. Best of all, the engaging visibility and consumer interaction drive a favorable "keep it" response from even the busiest of households. Options include various sized cards and both folded and flat inserts—all designed, printed and mailed tucked inside the publications for a low per-home price.



**56%** of customers perceived print marketing as the most trustworthy amongst other avenues of marketing.

Source: AllianceBusinessServices



**Local Data Postcards**, custom-designed, stand-alone postcards delivered at the sub-ZIP Code level, are an advertiser's wish come true. Local Data Postcards drive response while maximizing the most discriminating advertising budget.

Our **Variable Image Postcard** option leverages consumer data to drive relevancy at the household-by-household level. All within the same mail event, the image of the postcard can be tailored to varying consumer interests.



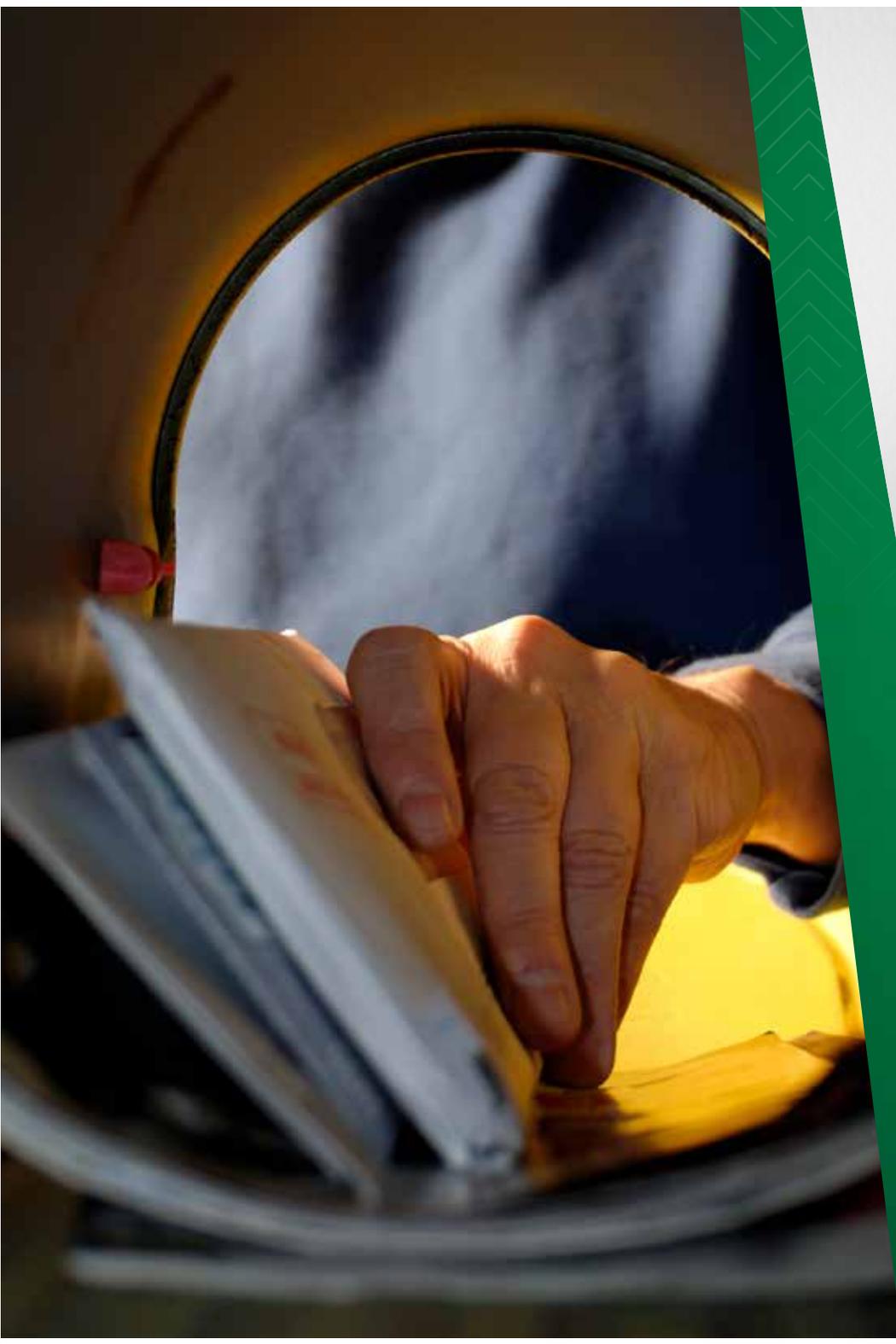
- **Designed, Printed and Mailed.**

Includes postage

- Saturate markets by targeting to sub-Zip Codes or carrier routes

- Zero in on median income and home value

- Exclusive!



**Turnkey Solo Direct Mail Postcards** deliver advertising messages into the mail stream in 10 business days or less and right into the hands of the homeowners you want to attract.

## **SOLO DIRECT MAIL SATURATION**

- Delivered to carrier routes (avg. route ~525 HHs)
- Includes addresses; option to add names
- Ideal for reaching audiences within a designated area
  - Local promotion or targeted launches
  - Print advertising supplement in under-covered areas

## **SOLO DIRECT MAIL 1:1**

- Delivered to specific homes
  - Addressed to the consumer (name and address)
- Ideal for reaching certain individuals
  - Acquisition (using a customized list)
  - Retention (using customer/loyalty data)
  - Upsell (feature other items/services to customer)

# Digital Media Solutions

## Addressable Geofencing Display & Connected TV

### The impact of print with the precision of digital

Combining our deep experience as a trusted partner to small businesses with cutting-edge digital tools, our direct mail + digital products are our most effective full life-cycle marketing solutions yet. We marry proprietary audience data with precise geolocation information to deliver the right message at the right moment—and in the right place.

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WE DON'T TARGET SITES, WE TARGET YOUR BEST CUSTOMER, WHEREVER THEY ARE.

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### With our direct mail + digital solutions, you can:

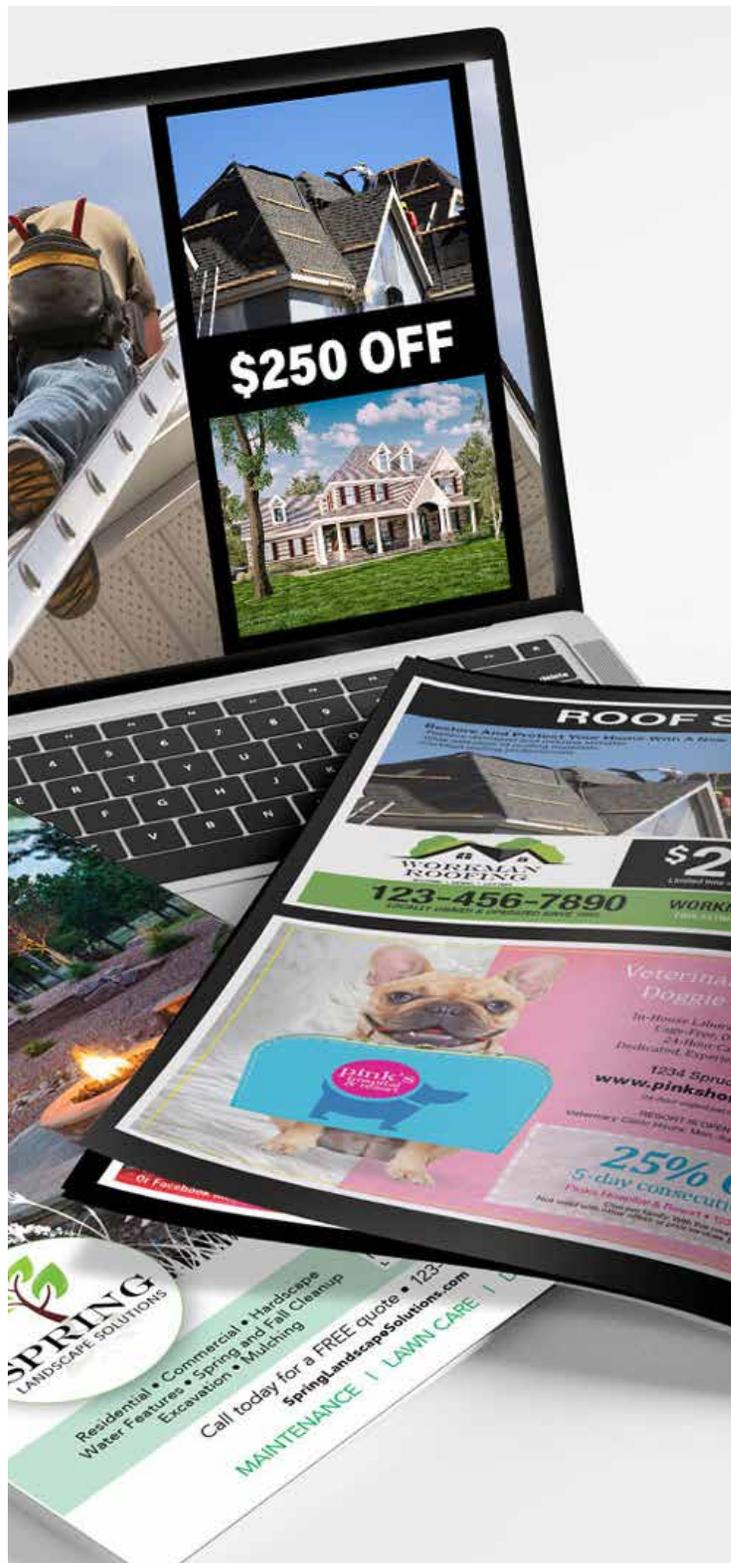
- Zero in on potential customers who are likely to engage with your business based on their interests and demographics.
- Distribute ads on high-quality, local apps with national reach.
- Measure performance with real-time data and make tweaks to maximize the impact of your overall campaign.

**85%** of marketers see a growth in their customer base when using location-based mobile advertising.

*Source: Forrester, June 2017*



85%



## Addressable Geofencing Display

*Runs on any device, including phones, tablets, laptops, game devices and computers.*

- Users can click through to your website to help increase traffic and online conversions.
- Retarget ads to potential customers who leave your site—multiplying opportunities to interact with your ad.

## Connected TV

*Runs on any internet-enabled streaming device, such as smart TVs, game consoles, Roku, smartphones, tablets and laptops that use apps to deliver TV content.*

- Non-skippable, immersive-content format allows your business to engage with a unique audience that is committed to the content they're consuming.
- Reaches a unique group of video consumers that advertisers can't target with traditional TV commercials.
- Builds brand awareness by displaying multiple images of your products and services along with professional audio and voiceover.

Marketing campaigns that used direct mail plus one or more digital media channels experienced a **118% lift in response** that can't be achieved by either solution on its own.

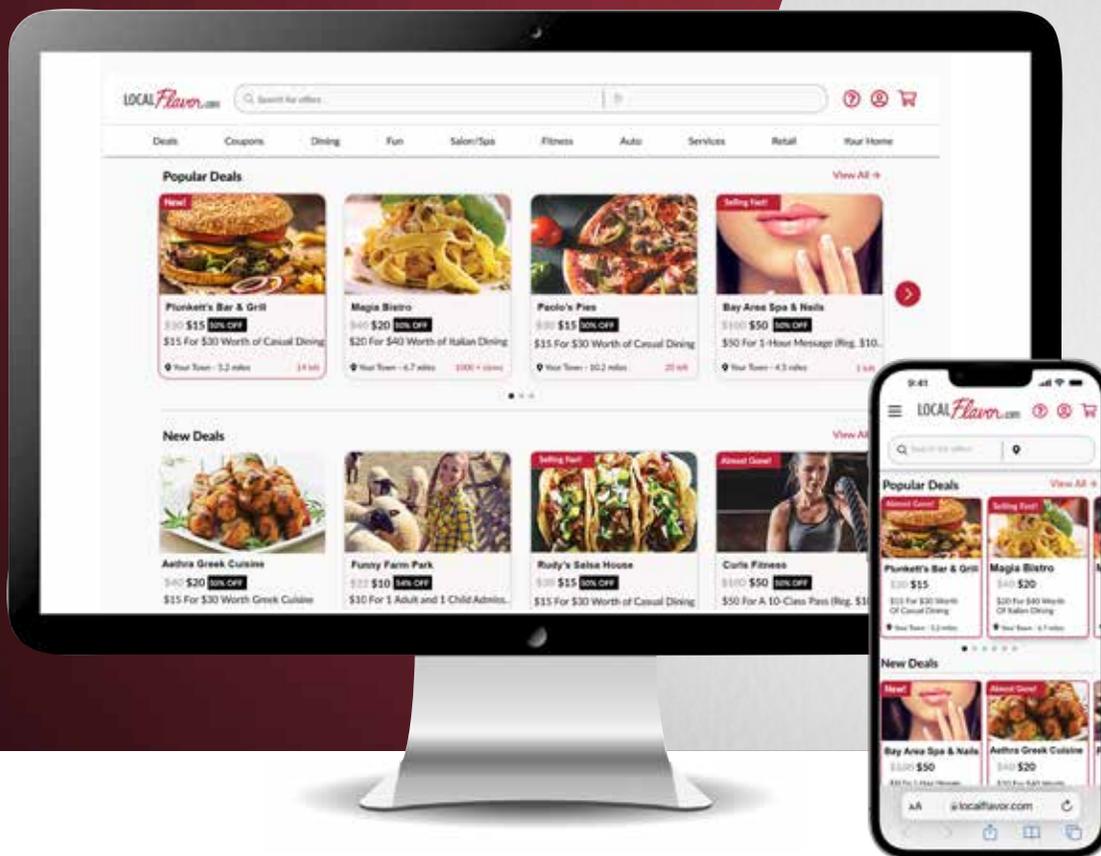
*Source: "Direct Mail in a World Gone Digital," Hubspot 2017*

# Our Digital Distinction

LOCAL *Flavor*.com

We extend advertisers' reach and expand their exposure 24/7 by showcasing their coupons and Deals on LocalFlavor.com and the Local Flavor App.

We put savings directly into more consumers' hands, whether they are online or on the go. With the nonstop, dynamic one-two punch of LocalFlavor.com and mobile app, local businesses stay top of mind and at consumers' fingertips—anytime, anywhere.





### **Consumer-Funded Marketing Campaigns**

Instead of charging advertisers for direct mail, mobile and email advertising, we'll offer a limited number of discount certificates (Deals) on LocalFlavor.com. At the same time, a full-color ad will run in the local issue of *Clipper Magazine*. When consumers purchase these Deals on LocalFlavor.com, we use the funds to pay for the print ad, generating more traffic with no out-of-pocket advertising costs.

### **Generating Consumer Awareness**

Our social media efforts keep *Clipper Magazine's* digital presence on LocalFlavor.com top of mind. We promote the LocalFlavor.com brand and encourage consumer engagement in an effort to drive traffic to the website and generate sales for our advertisers.

LOCAL *Flavor*.com

## For Our Advertisers, Digital Exposure on LocalFlavor.com is a Distinct Advantage

- Boosts Consumers' Loyalty and Drives Retention
- Builds Opt-in Email Database
- Maximizes Advertising Costs
- Captures Deal and Coupon Redemption Statistics

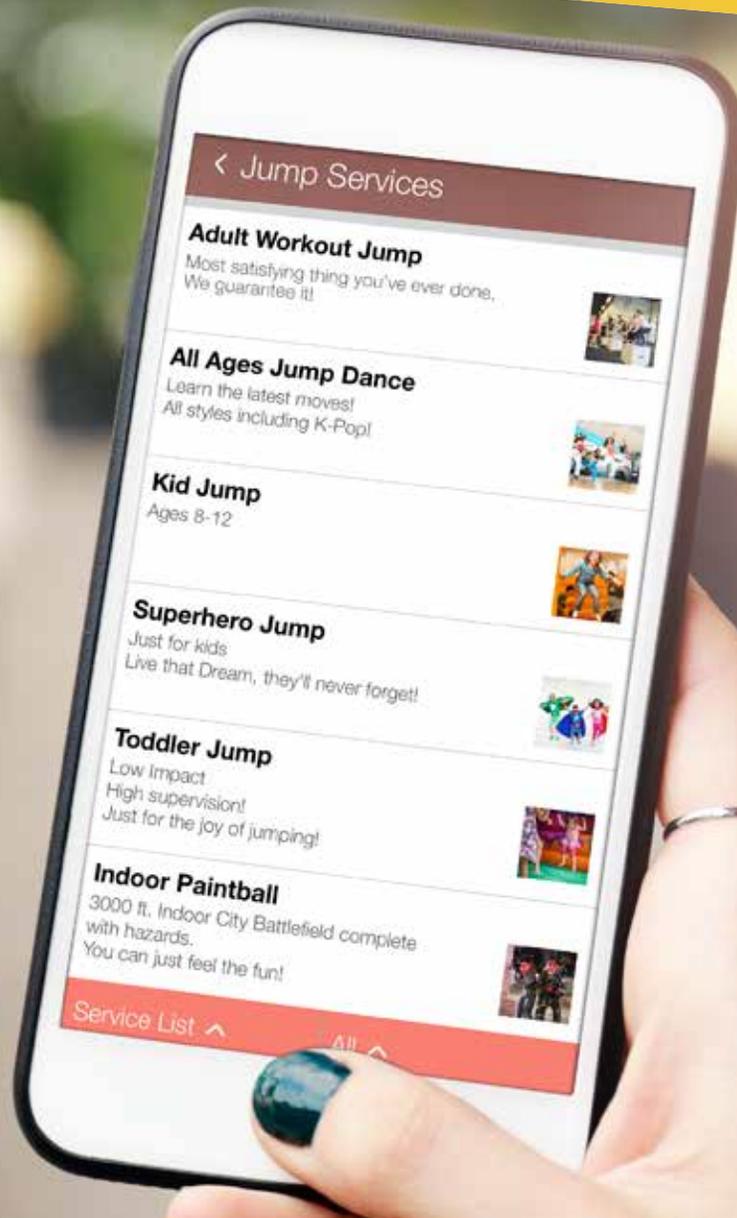
Investing in new customers is between 5 and 25 times more expensive than retaining existing ones.

*Source: Harvard Business Review*

LOCAL *Flavor*.com



# Our Customer Loyalty Platform



We give local businesses a direct digital connection to turn casual consumers into loyal customers. Our suite of digital marketing tools, targeted email marketing, branded mobile apps and website services enables advertisers to establish a faithful following and continue to nurture brand loyalty. Plus, they receive promotional guidance and on-demand training with a coach who's just a phone call away.





## WEBSITE SERVICES

Our expertly designed websites are built to professionally represent the advertiser and leave a lasting impression on its viewers. We offer five pages of navigation, an image library, hosting services and mobile device compatibility.

## TARGETED EMAIL MARKETING

Our email templates make it simple for advertisers to build their own branded promotions. Then our Targeted Campaign Automation does the rest to put these messages into the right inboxes AT THE RIGHT TIME!



## BRANDED MOBILE APPS

Our mobile apps offer all the top features that consumers look for, plus unique extras, enabling our advertisers' brands to remain top of mind and at the fingertips of consumers—even when they're on the go.





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REACH

GREAT DEALS  
Magazine

market  
MAGAZINE

get1free  
coupon magazine

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