Give your advertising **more power**

Clipper MAGAZINE | LOCAL Flavor | Mint MAGAZINE | REACH | GREAT DEALS Magazine | market MAGAZINE | get 1 free coupon magazine

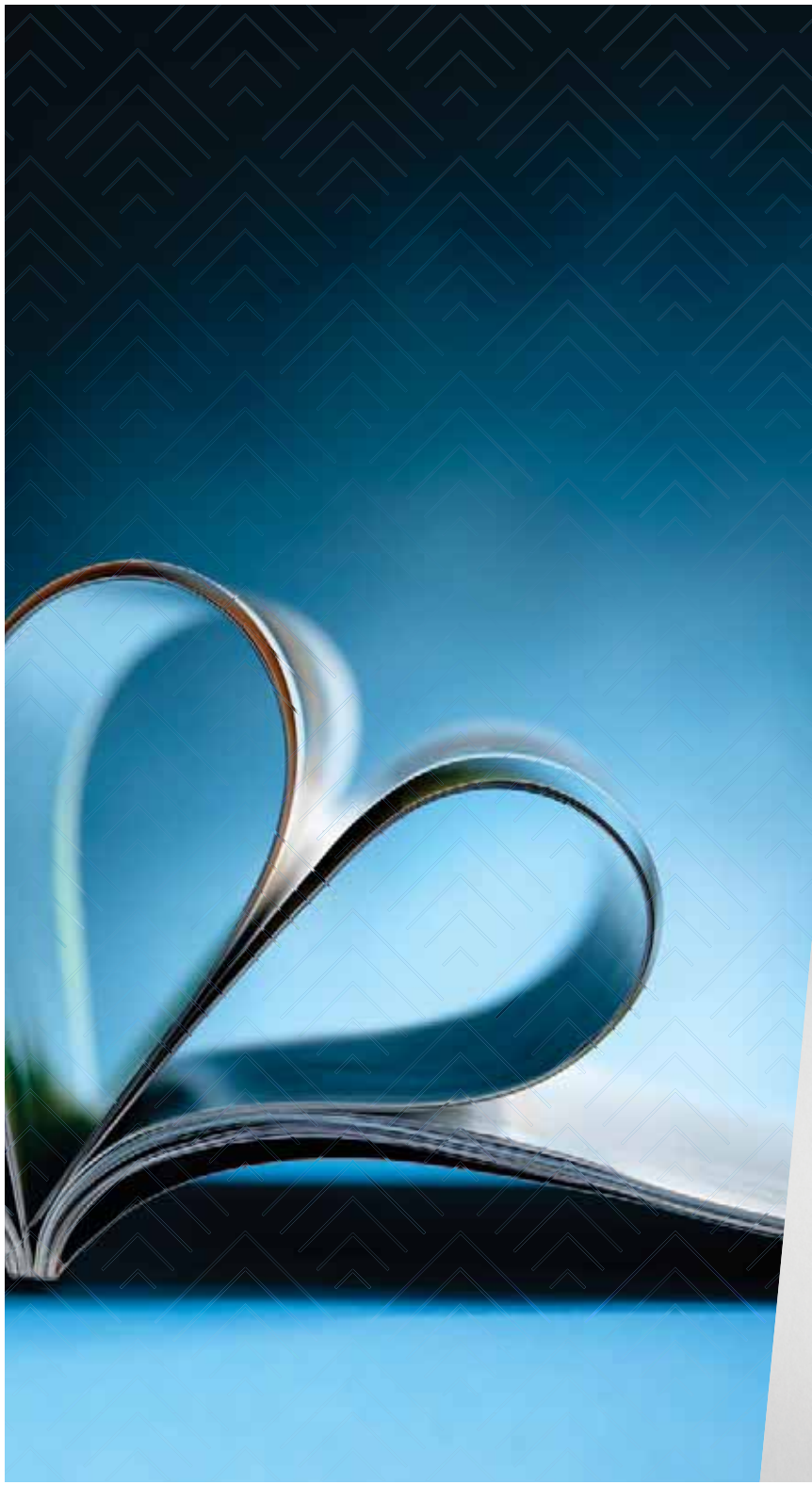
media kit 2022

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.*



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.™

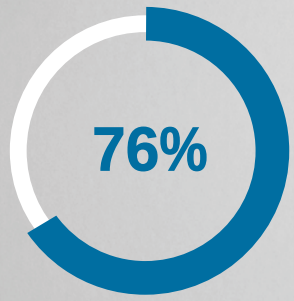
- Features Deals and coupons from local, regional and national advertisers
- Prints and mails monthly or semi-monthly
- Extended shelf-life of 6-8 weeks provides repeat exposure
- In-house team of award-winning designers creates 95% of content
- Additional marketing solutions such as direct mail postcards,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

By the numbers

- Reaches over 438 local markets across 22 states
- 84% homeowners
- Average Median household income of $80k+ adjusted by market
- Ages 41-64, adjusted by market

Distribution as of 4/2022

Leverage The Power Of Direct Mail

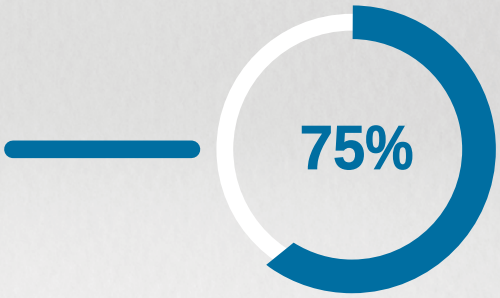


76% of consumers trust direct mail when they want to make a purchase decision.

Source: MarketingSherpa

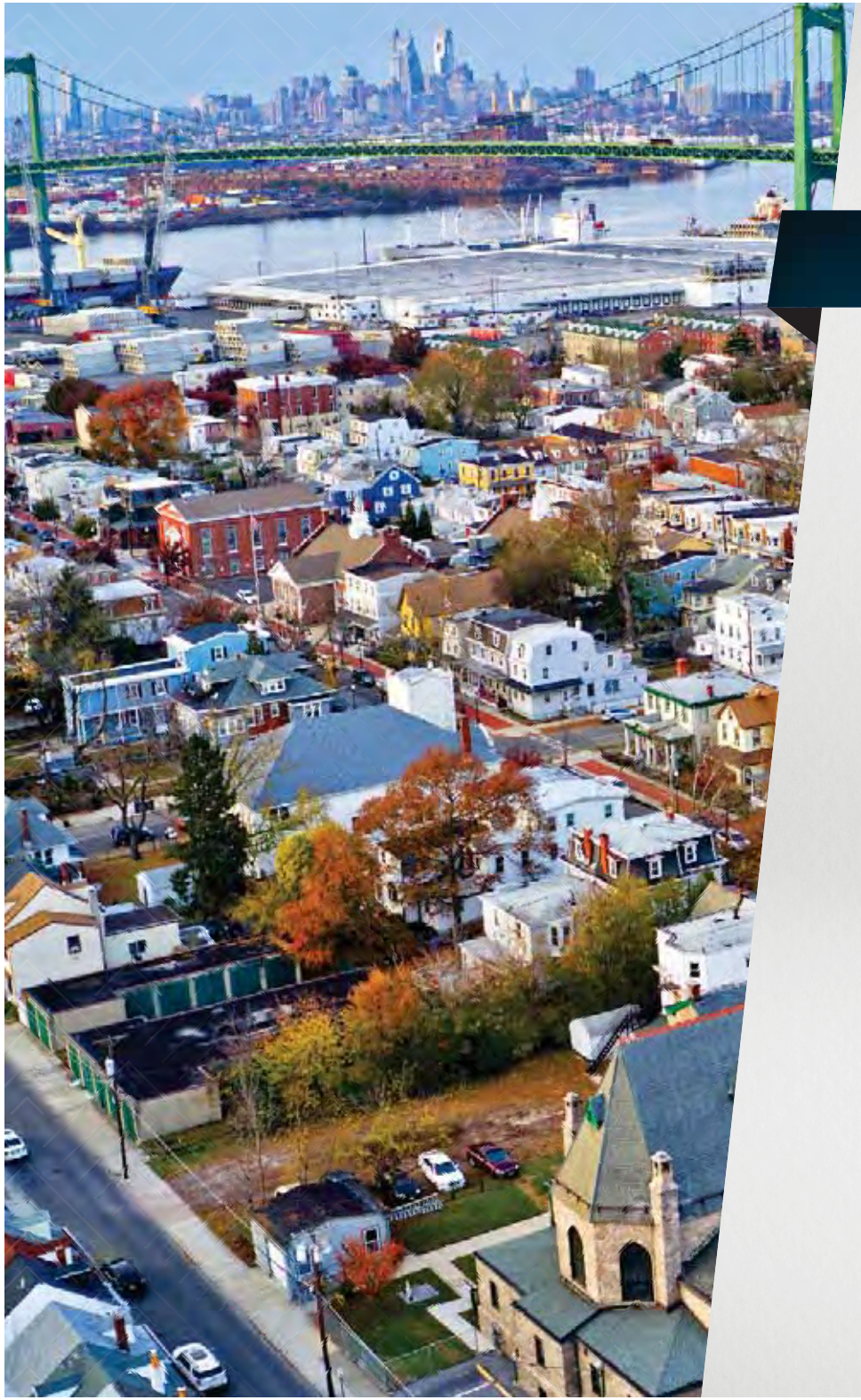
75% of households usually read, scan, or read some of their direct mail advertising materials.

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

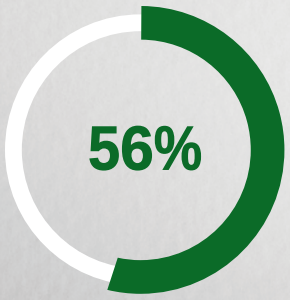
Clipper Magazine provides blanket coverage for major markets. Advertisers can mail across our total distribution footprint of more than 23 million homes or target geographic zones in specific markets.

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.



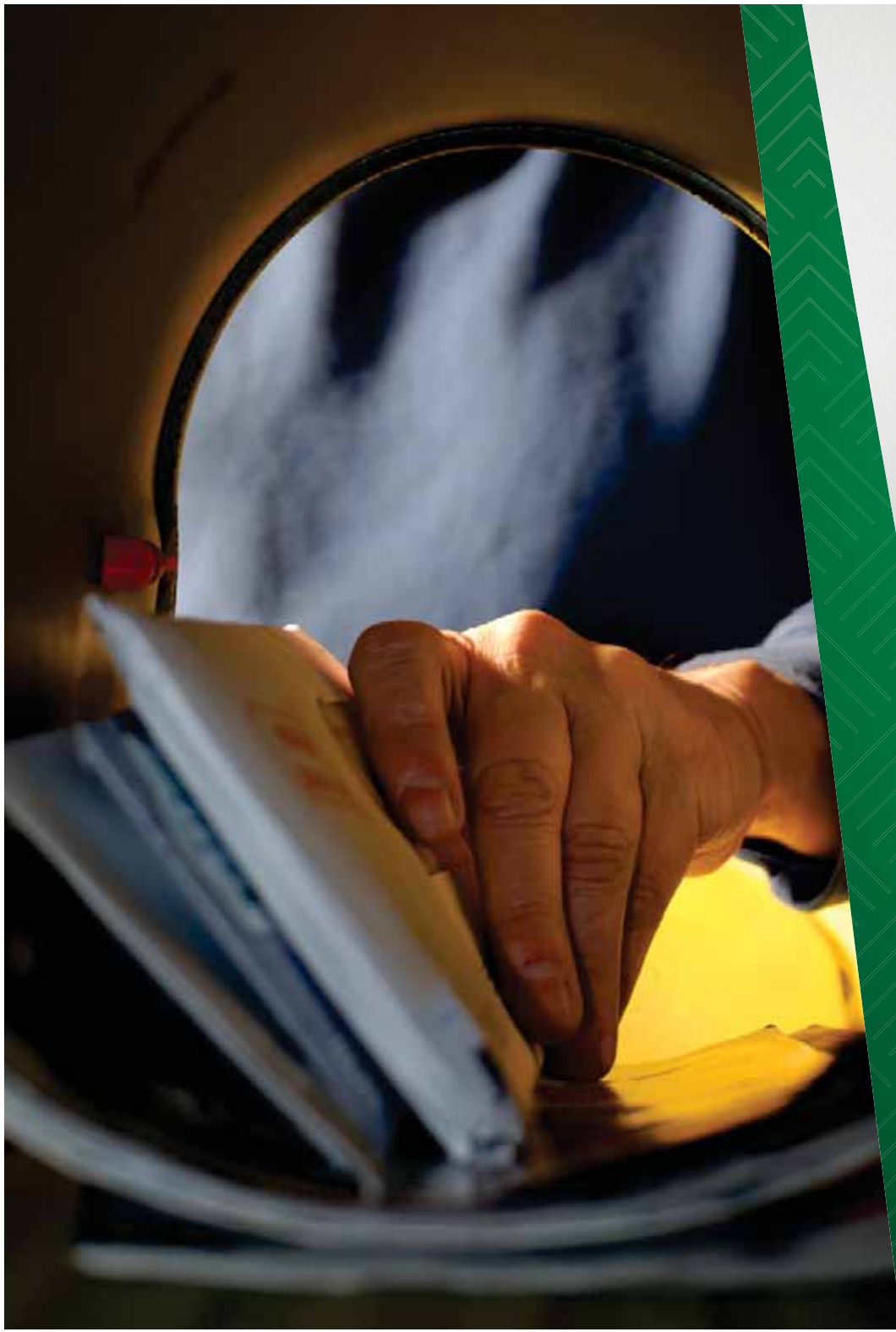
56% of customers perceived print marketing as the most trustworthy amongst other avenues of marketing.

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

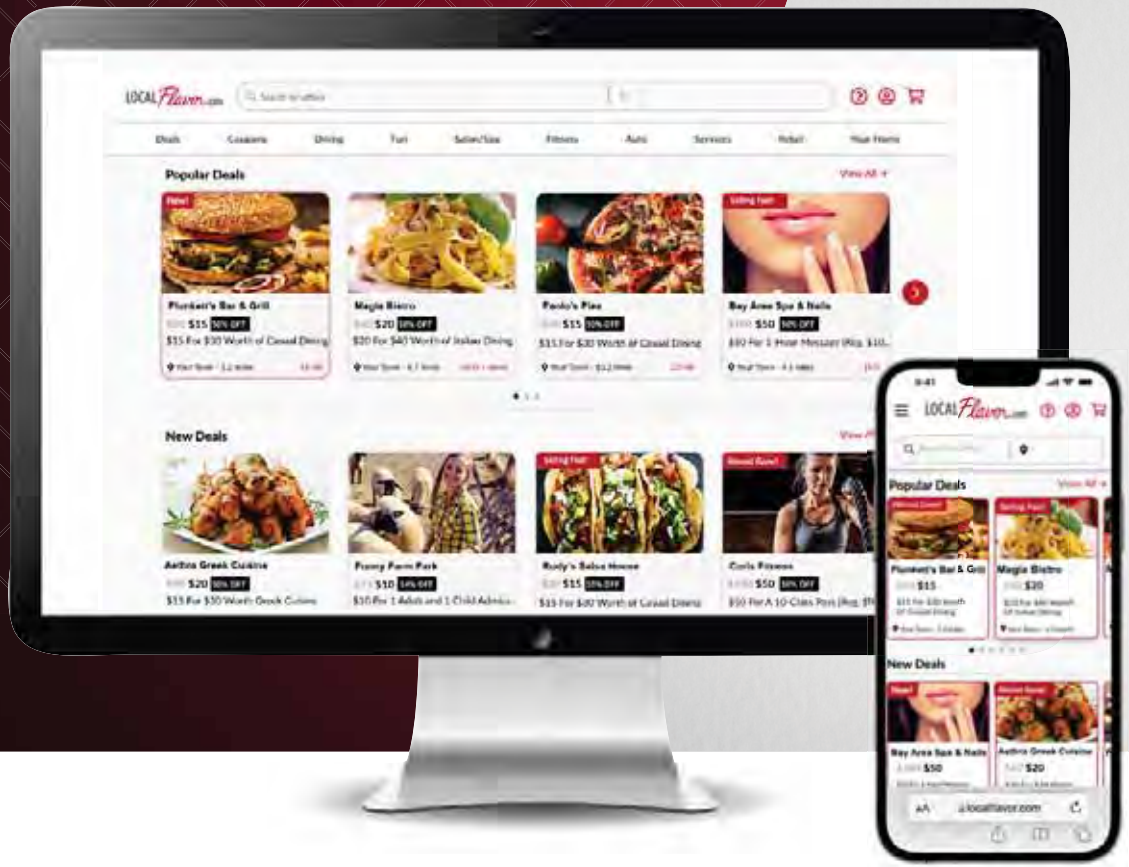
- Delivered to specific homes
  - -Addressed to the consumer (name and address)
- Ideal for reaching certain individuals
  - -Acquisition (using a customized list)
  - -Retention (using customer/loyalty data)
  - -Upsell (feature other items/services to customer)

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

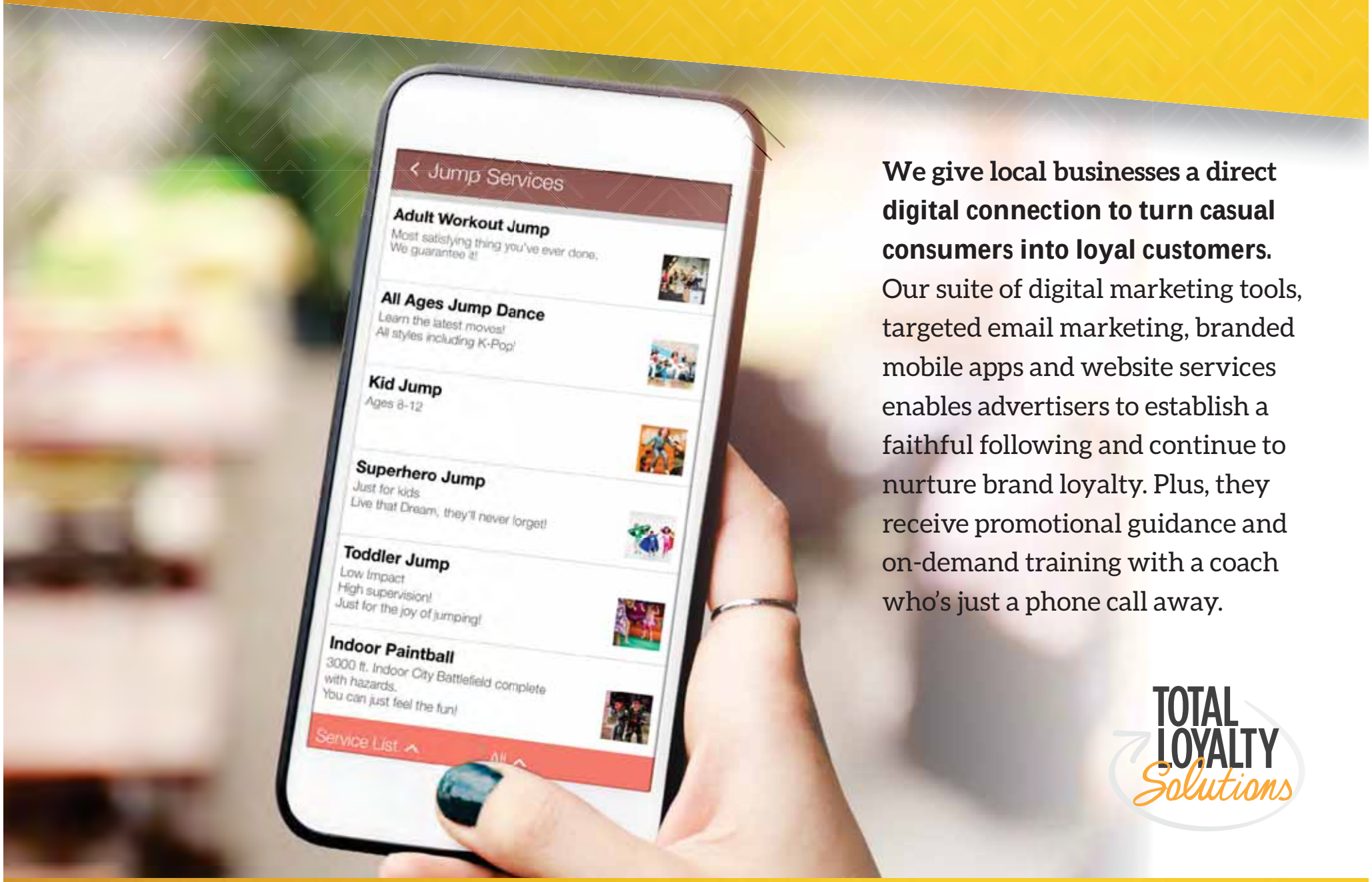
- Boosts Consumers' Loyalty and Drives Retention
- Builds Opt-in Email Database
- Maximizes Advertising Costs
- Captures Deal and Coupon Redemption Statistics

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.

TOTAL LOYALTY Solutions

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.

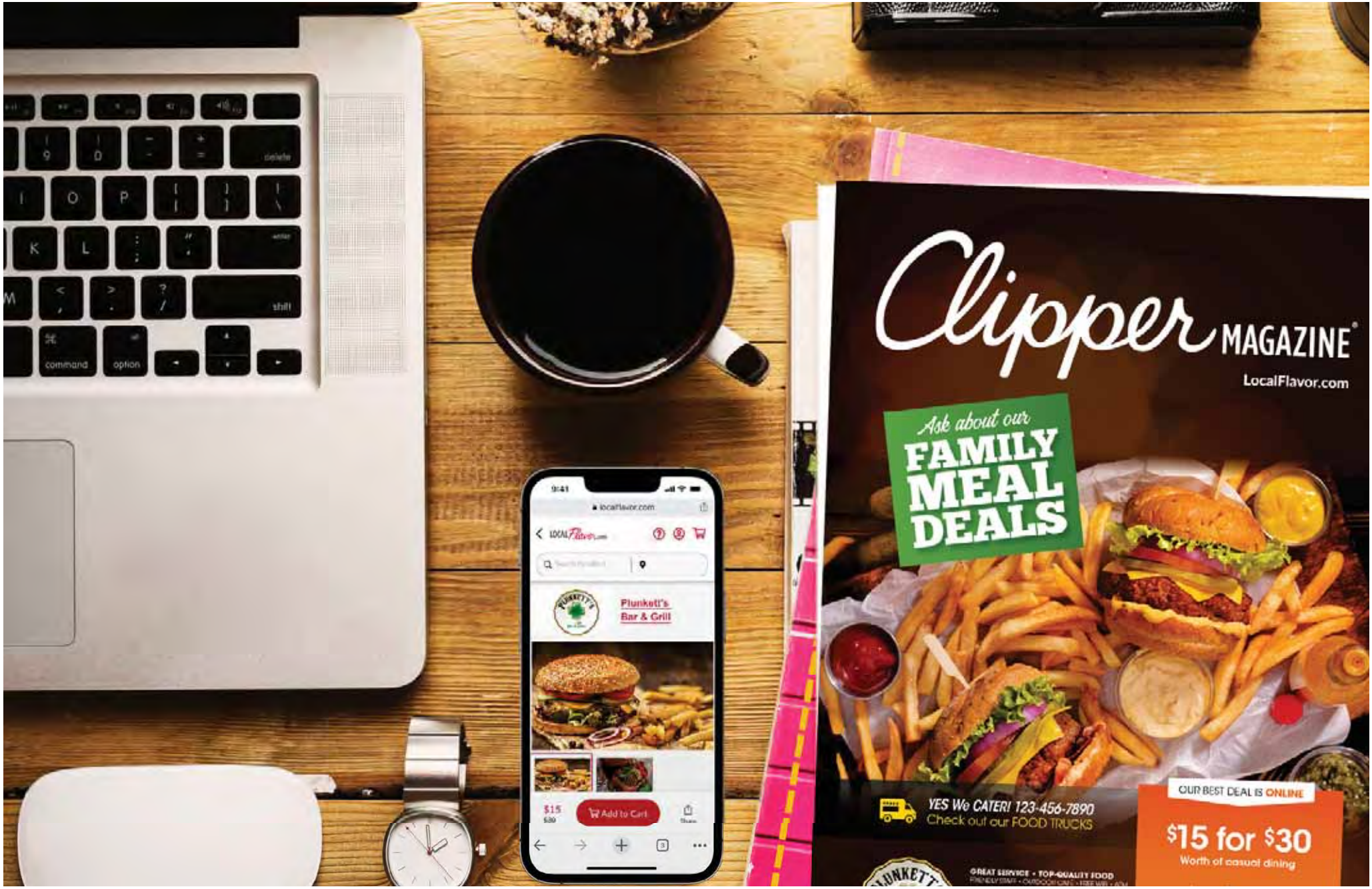
TARGETED EMAIL MARKETING

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.

TOTAL LOYALTY Solutions



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