

Give your advertising
more power

Clipper MAGAZINE | LOCAL Flavor | Mint MAGAZINE | REACH | GREAT DEALS MAGAZINE | market MAGAZINE | get1free clipper 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*.



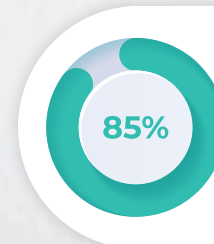
Our Successful Formula

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 413 local markets across 22 states.
- Average median household income is \$80K+ adjusted by market.
- Age range is 25-64, adjusted by market.*



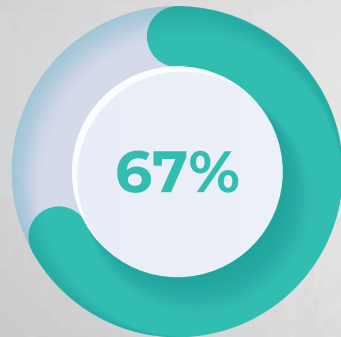
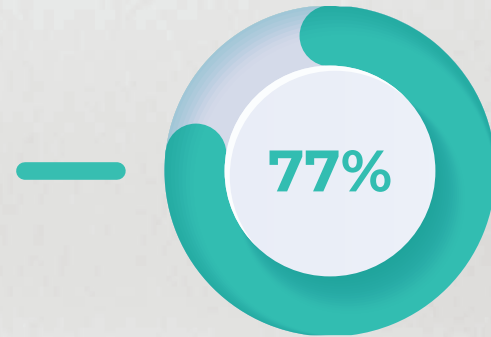
85% of our readers look through the magazine up to three times.*

Leverage The Power Of Direct Mail



98% of consumers bring in their mail the day it's delivered.

77% of Americans can't wait to see what mail they have received and sort through their mail immediately.



67% of Americans feel mail is more personal than the internet.



Our Point of Difference

Clipper Magazine provides blanket coverage for major markets. Advertisers can mail across our total distribution footprint of more than 21 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.

94%

94% of our readers claim they are more likely to return to a business if they have a coupon.*

70%

70% of our readers reported sharing the magazine with others in their home.*

Distribution as of 1/2024

*Comprehensive consumer readership research for *Clipper* core magazine brands conducted January-June 2023.



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.

95% of our readers use coupons to purchase products and services.*

95%



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.

- **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

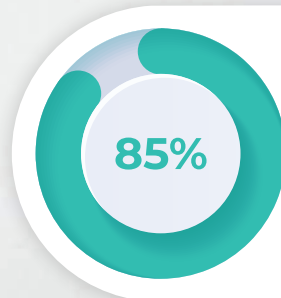
The impact of print with the precision of digital

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.

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

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



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.

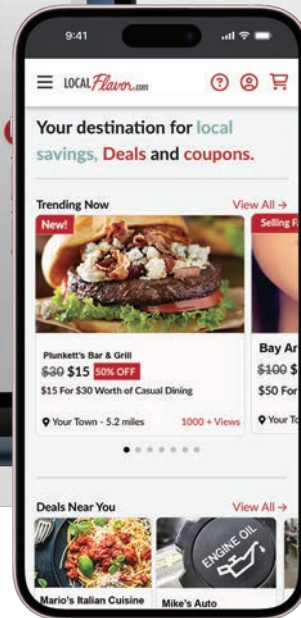
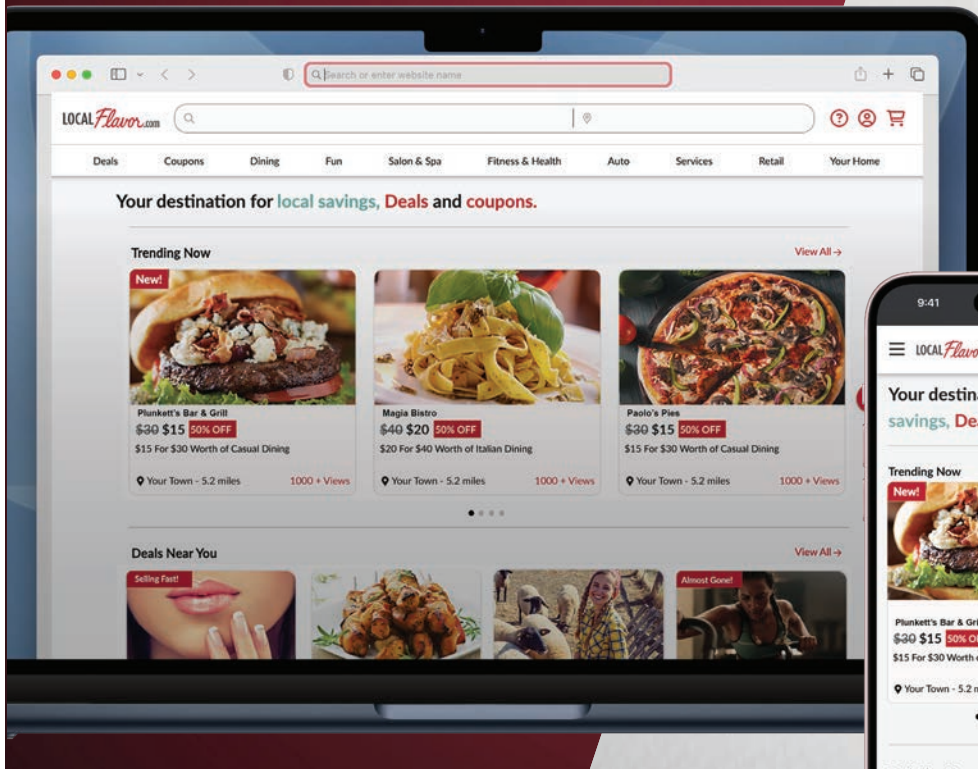
Source: "Direct Mail in a World Gone Digital," Hubspot 2017

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.

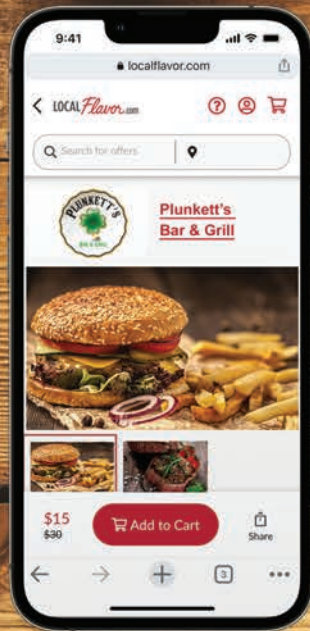
Source: Harvard Business Review

LOCAL *Flavor*.com

The tablet displays the LocalFlavor.com Merchant Deal Report interface. The report includes the following data:

- App Downloads: 0
- Profits: \$2
- Users/Partners: 25
- Total Unique Fans: 77
- Proposals: 485
- Consumers Reached: 493

Deal Summary	Start Date	End Date	Original Price	Offer Price	Quantity Sold	Max Confs	Revenue
\$15 For \$30 Worth Of Casual Dining	4/20/18	8/19/2018	\$30.00	\$15.00	180	180	\$2,700.00
\$15 For \$30 Worth Of Casual Dining	4/20/18	8/19/2018	\$30.00	\$15.00	180	180	\$2,700.00
\$15 For \$30 Worth Of Casual Dining	4/20/18	8/19/2018	\$30.00	\$15.00	180	180	\$2,700.00
\$15 For \$30 Worth Of Casual Dining	8/22/18	2/19/2019	\$30.00	\$15.00	13	13	\$195.00
\$15 For \$30 Worth Of Casual Dining	1/22/19	1/22/19	\$30.00	\$15.00	13	13	\$195.00



Clipper MAGAZINE
LocalFlavor.com

Purchase Deal online at
LOCAL Flavor.com

\$15 for \$30
Worth of casual dining

Ask about our **FAMILY MEAL DEALS**

PLUNKETT'S
BAR & GRILL

WEEKLY & SEASONAL SPECIALS

OPEN: TUES-THURS 11AM-10PM | FRI 11AM-12AM SAT 11AM-12AM | SUN 10AM-9PM

1243 DONALD AVE. | LUTHERVILLE

HURRY! Quantities are very limited.

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

888-569-5100