



2016 Media Kit

The only publication devoted exclusively to the latest news about coupons, grocery shopping, retail trends and saving money.





Editorial Overview

An educated consumer is the best couponer!

Since 2012, [Coupons in the News](#) has been informing and entertaining readers who want to know more than just the latest coupon deals.

Coupons in the News features daily news stories about coupons, the companies that issue them, the retailers that accept them, and the consumers who use them.

With in-depth, original stories you won't find on coupon blogs, in industry newsletters or in most general-interest news publications, Coupons in the News is the go-to site for timely and relevant information about coupons, grocery shopping, retail trends and saving money.

By advertising with Coupons in the News, you have the opportunity to reach a unique audience of coupon enthusiasts, made up of consumers and industry professionals alike.

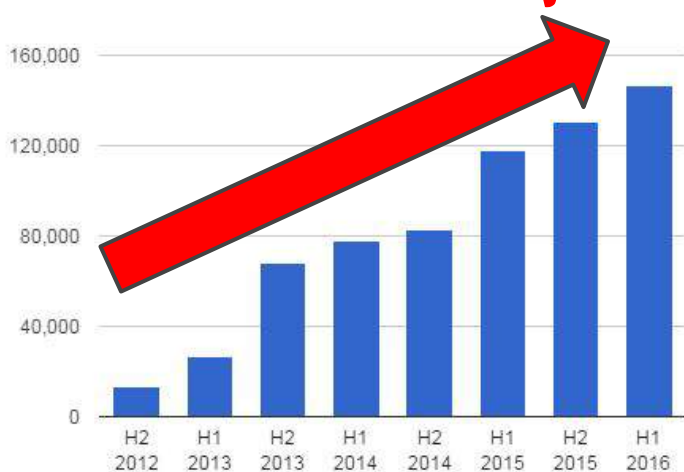




By the Numbers

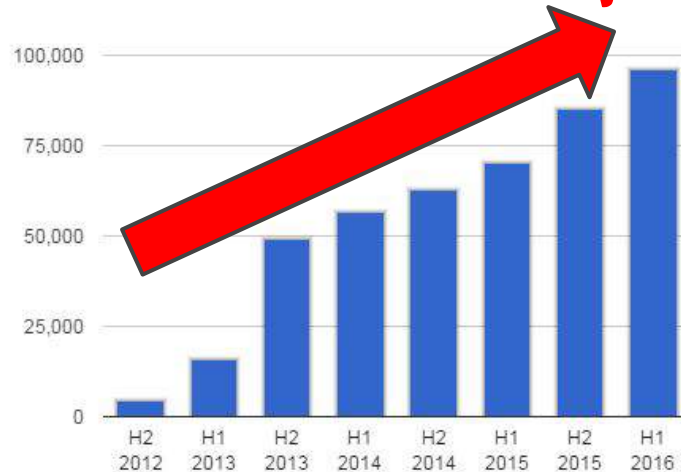
Reach a fast-growing audience on a flourishing website.

Average monthly page views: **146,597**
(via Google Analytics)



2016: **Up 24%** year-over-year

Average unique monthly visitors: **95,875**
(via Google Analytics)



2016: **Up 36%** year-over-year



A Social Audience

Coupons in the News readers are active and engaged, sharing and discussing their “finds” on social media and via email, increasing the website’s reach and impact far beyond its core readership.



(Jul 2016)

9,504 social media followers
(up **36%** year-over-year)



(Jul 2016)

1,706 subscribers to daily emailed newsletter
(up **137%** year-over-year)

Most viewed/shared story on social media:

Day Care Owner Accused of Making Kids Clip Her Coupons - Coupons in the News

A Kentucky day care owner is arrested and charged with child abuse after several alleged incidents, including making kids clip coupons for her.

COUPONSINTHENEWS.COM | BY COUPONS IN THE NEWS

162,432 people reached

Like · Comment · Share · 44 2 549

Most read/forwarded email newsletter:

Coupons In The News Newsletter

Target Makes Major Coupon Acceptance Changes

Mon, Jul 11, 2016 12:02 pm

Total opens

2,431



Reach Coupon Enthusiasts



B2C or B2B? How about both?

Why advertise on Coupons in the News?

With the editorial quality of a trade publication, and the consumer-friendly style of a coupon blog, Coupons in the News reaches a unique and valuable audience of coupon enthusiasts.

Coupon users come for the accessible information, from a website that speaks their language. **Coupon professionals** come for industry news and insights they won't find anywhere else.








Consumers

Consumers who visit Coupons in the News are savvy shoppers, spenders and savers. They like to buy, and they love a bargain.

They visit other sites for the latest hot deals. They come to Coupons in the News for deeper insights and trusted information that helps make them even better and more informed shoppers.

Demographics (via Quantcast, Jul 2016)

	75%	Female
	50%	25-44 years old
	64%	Have kids
	55%	College-educated
	43%	\$50K+ income

**Coupons in the News
readers speak:**

“If you are a couponer,
you must read
Coupons in the News
and bookmark it.”

Coupons in the
News has “the most
interesting stuff.
You are now a daily
read.”

“One of the first things I
read in the morning to stay
abreast of what is going on
in the couponing world.”



Coupon Professionals

20% of Coupons in the News subscribers are coupon, retail, promotions and CPG professionals. Get your message in front of decision makers from these companies and more:



According to internet traffic levels calculated by Alexa, Coupons in the News is ranked among the biggest players in the CPG/grocery news space:

Alexa ranks (Jul 2016)	U.S. rank	Global rank
Supermarket News	32,911	151,286
Progressive Grocer	54,270	269,761
Coupons in the News	90,629	432,336
Grocery Headquarters	127,796	557,796
The Shelby Report	159,292	746,463
Supermarket Guru	189,890	773,346
Mass Market Retailers	654,647	2,695,610
CPGmatters	1,077,168	2,982,668

Coupon professional readers speak:

Coupons in the News “has provided great insights and helped me do my job better.”

“A daily read... compelling, interesting editorial content.”

Coupons in the News “fills a valuable niche in the industry.”



Advertising Opportunities

Top leaderboard

(728x90 / 320x50 mobile)

Premium placing, can be anchored to the top of every page throughout the site.

Top-of-article leaderboard

(720x90 / 320x100 mobile)

Highly visible position, directly under the headline and before the content of every article.

End-of-article leaderboard

(720x90 / 320x100 mobile)

Get their attention as soon as they're done reading, with this position directly after every article.



Top sidebar box

(320x250)

The first sidebar element of the front page and all article pages.

Middle-of-article box

(up to 336x280)

Premium placing, best performing impossible-to-miss ad unit with highest CTR, in the middle of every article.



Contact Information

Contact Coupons in the News for information about available advertising inventory. And if display ads alone don't meet your needs, we can work together to explore other opportunities:

- Branded email newsletters
- Sponsored content
- Custom banner sizes/positions
- And more

Get in touch today, by emailing sales@couponsinthenews.com

Rate card (cost per thousand impressions):

Top leaderboard	\$20 CPM
Middle-of-article box	\$20 CPM
Top sidebar box	\$15 CPM
Top-of-article leaderboard	\$15 CPM
End-of-article leaderboard	\$15 CPM

