



# 2017 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.



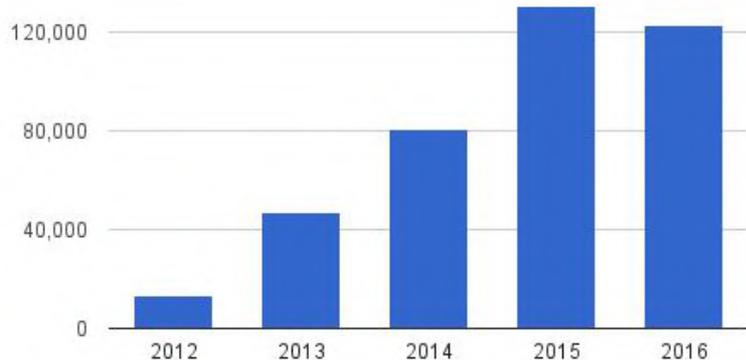


# By the Numbers

Reach a growing audience on a flourishing website.

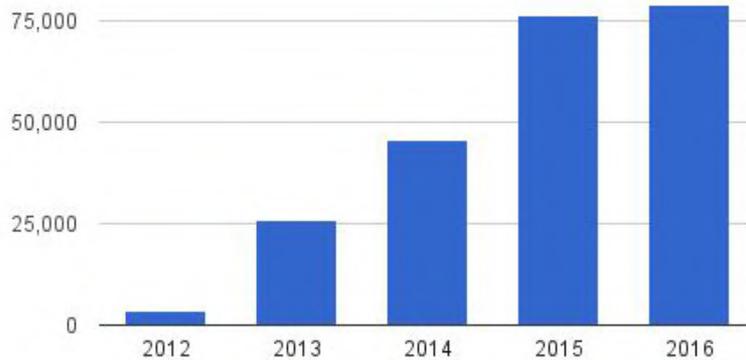
Average monthly pageviews, 2016:  
(via Google Analytics)

**122,970**



Average unique monthly visitors, 2016:  
(via Google Analytics)

**78,729**





# 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.



(Jan 2017)

**10,504** social media followers  
(up **36%** year-over-year)



(Jan 2017)

**2,052** subscribers to daily emailed newsletter  
(up **62%** 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

2,949



# 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, Jan 2017)

	<b>81%</b>	<b>Female</b>
	<b>45%</b>	<b>25-44 years old</b>
	<b>69%</b>	<b>Have kids</b>
	<b>48%</b>	<b>College-educated</b>
	<b>42%</b>	<b>\$50K+ income</b>

**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

24% 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 consistently ranked among the biggest players in the CPG/grocery news space:

	Alexa ranks (Jan 2017)	U.S. rank	Global rank
Supermarket News		58,952	206,001
Progressive Grocer		93,054	329,181
Grocery Headquarters		106,406	582,588
<b>Coupons in the News</b>		<b>122,495</b>	<b>583,382</b>
Supermarket Guru		333,850	1,232,464
The Shelby Report		358,417	1,032,772
Mass Market Retailers		572,891	2,068,850
CPGmatters		N/A	1,602,590

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 desktop 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](mailto: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

