



# 2020

# 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, 2019:**

**49,627**

(via Google Analytics)

**Average unique monthly visitors, 2019:**

**32,088**

(via Google Analytics)



# 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 2020)

**12,084**

social media followers



(Jan 2020)

**2,905**

subscribers to daily emailed newsletter

## 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

RedPlum and P&G Inserts Removed From Major Cities: Could Yours Be Next?

Tue, Aug 08, 2017

Total opens

4,027



# 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 2020)

	<b>55%</b>	<b>Female</b>
	<b>48%</b>	<b>25-44 years old</b>
	<b>51%</b>	<b>Have kids</b>
	<b>62%</b>	<b>College-educated</b>
	<b>54%</b>	<b>\$50K+ income</b>

### Coupons in the News readers speak:

“Anyone who wants to know the absolute latest about couponing will find what they’re looking for here.”

“A crazy good mix of couponing news and all the weird things that happen in the world of coupons.”

“I find such interesting things here. Stories I can’t find anywhere else.”



# Coupon Professionals

25% 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:



	Alexa ranks (Jan 2020)	Global rank
Supermarket News		94,917
Progressive Grocer		132,591
Winsight Grocery Business		199,271
<b>Coupons in the News</b>		673,624
Supermarket Guru		805,720
CPGmatters		1,815,501
Mass Market Retailers		1,823,996

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:

Coupon professional readers speak:

Coupons in the News is “an important service that benefits the entire coupon ecosystem.”

“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; ad is 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
- Giveaways
- 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-of-article leaderboard	\$15 CPM
End-of-article leaderboard	\$15 CPM
Top sidebar box	\$15 CPM

