



2022 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 the Numbers

Reach a growing audience on a flourishing website.

Average monthly pageviews, 2021:

40,950



(via Google Analytics)

Average unique monthly visitors, 2021:

27,238



(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 2022)

11,929

social media followers



(Jan 2022)

2,855

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**?

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 2022)

	54%	Female
	49%	25-44 years old
	49%	Have kids
	63%	College-educated
	64%	\$50K+ income

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 email subscribers are retail, promotions and CPG professionals. And they're even more engaged than the average reader, sharing and forwarding their newsletters to an even larger audience. Get your message in front of decision makers from these companies and more:



According to internet traffic levels calculated by similarweb.com, Coupons in the News is competitive with the biggest names in the CPG/grocery news space, and far outpaces many others:

Online publication	U.S. rank (Apr 2022)
Supermarket News	28,819
Progressive Grocer	42,255
Winsight Grocery Business	164,920
Coupons in the News	415,630
Food Trade News	1,417,176
Mass Market Retailers	2,176,001
CPGmatters	2,698,376

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 banner

(728x90 / 320x100 mobile)

PREMIUM PLACEMENT; Ad is always visible, 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.



Under-image leaderboard

(320x250)

Located directly under the main image and before the text of each article

Top embedded-article box

(336x280)

PREMIUM PLACEMENT: Best-performing, impossible-to-miss ad unit with highest CTR, in the first position within every article.

Embedded-article box

(336x280)

Another highly-visible ad unit embedded within the text 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:

- Email newsletter banners
- Sponsored content
- Giveaways
- Custom banner sizes/positions
- ...And more

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

Rate card (cost per thousand monthly impressions):

Premium placements: Top banner, middle-of-article box	\$20 CPM
Other leaderboards and boxes	\$15 CPM

