



FEMALE-LEANING AUDIENCE

78%

Female | 22% Male



HOME OWNERSHIP

80%

Own their home vs. Renters



SUPPORT LOCAL BUSINESSES

77%

Say supporting local businesses is **very important**

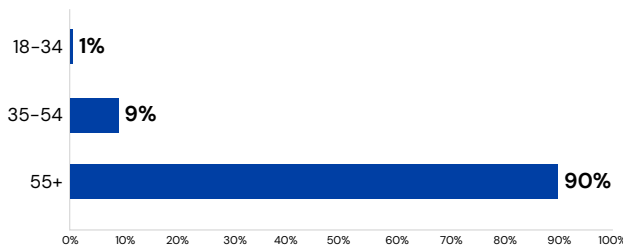



TOP INCOME RANGE

\$50K+

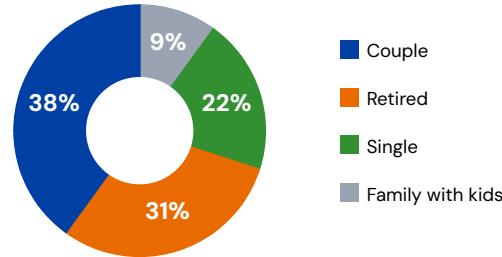
Most Common Household Income


1. AGE GROUP



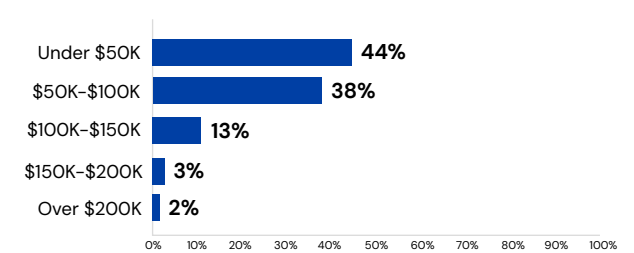
 Largest audience segment: 55+


2. HOUSEHOLD TYPE



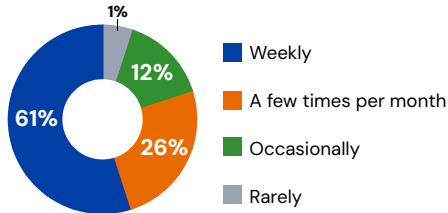
 Diverse mix of individuals, couples, families, and retirees.


3. HOUSEHOLD INCOME



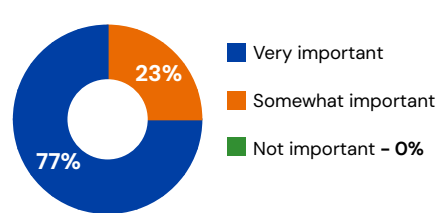
 Most subscribers fall between \$50K-\$150K household income.


4. HOW OFTEN DO YOU USE COUPONS OR LOCAL DEALS?



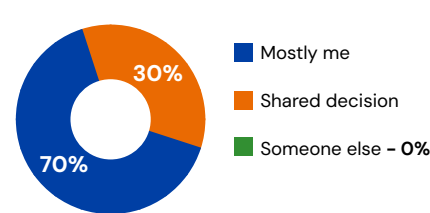
 Most subscribers actively use coupons or local deals weekly.


5. HOW IMPORTANT IS IT TO SUPPORT LOCAL BUSINESSES?



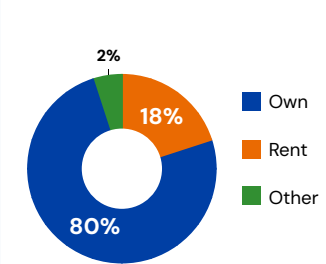
 Local-first consumers are highly represented in the audience.

6. WHO USUALLY MAKES PURCHASING DECISIONS IN YOUR HOUSEHOLD?



 All subscribers either make or heavily influence household purchases.

7. DO YOU OWN OR RENT?



80%
Own their home vs. Renters


WHY BUSINESSES ADVERTISE WITH VALUABLE COUPONS



REACH LOCAL CONSUMERS already interested in saving money



CONNECT WITH SUBSCRIBERS who actively support local businesses



STAY VISIBLE YEAR-ROUND instead of relying on one-time promotions



GET IN FRONT OF PEOPLE making real purchasing decisions