

# PRINTED FLYERS WORK



ADVERTISERS CAN BE REASSURED CONSUMERS READ AND WANT THE PRINTED FLYER.



Flyers are distributed in print and digital formats, and consumers typically prefer to receive flyers at their door, in the mail, or in their community newspaper.<sup>1</sup>



Digital flyers are an excellent way to extend flyer reach to the general public (there is a 74% overlap in reading in both printed and digital).<sup>1</sup>



Consumers want the printed flyer, and No Frills' share of visit suffered when they took that away.

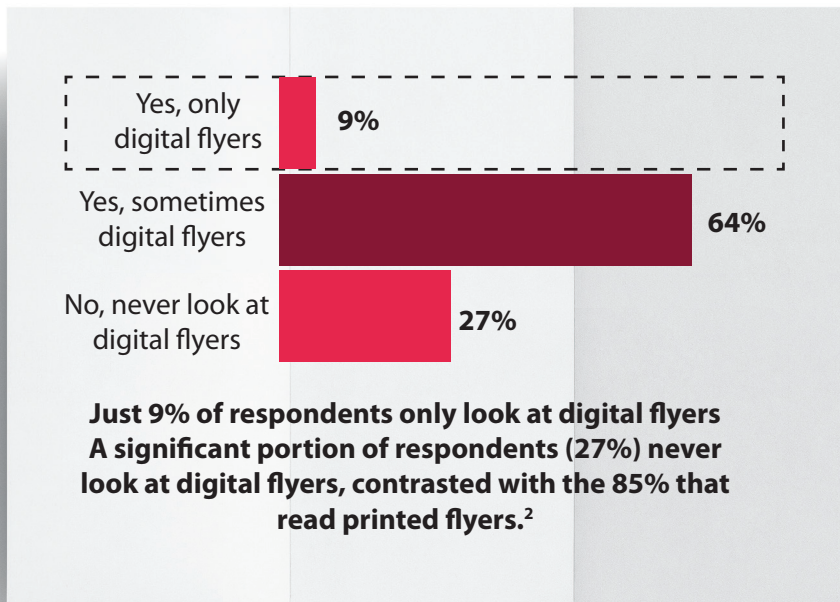


"Retail flyers are easy to use, they allow shoppers to save time and money, they provide more information than other sources of printed advertising and they can reach specifically targeted audiences by their interests and consumer habits."<sup>7</sup>

TC Transcontinental<sup>7</sup>

Flyers help increase top-of-mind awareness among consumers when deciding where to purchase a product, and are pivotal methods of increasing sales and foot traffic across many industries.<sup>4</sup>

## PRINTED FLYERS WILL NOT GO AWAY ANY TIME SOON



85%

85% of respondents read printed flyers (at least some of the time) and the majority are dedicated (always read print flyers).<sup>2</sup>

53%

More than half of respondents continue to read printed flyers the same amount as previous years.<sup>1</sup>

For more information, go to [www.newsmediacanada.ca](http://www.newsmediacanada.ca)

Source:

- 1 - Totum Research, Engaged and Connected; 2019
- 2 - Postmedia Network, Flyer Reading Habits During Covid-19; 2020
- 3 - Metroland Media, A Consumer's Path to Saving - The Role of Flyers in Today's Digital World; 2017
- 4 - Media in Canada, 2020
- 5 - Canadian Grocer, 2020
- 6 - Financial Post, 2017
- 7 - TC Transcontinental, 2018

# PRINTED FLYERS WORK



Even In The Digital Age Consumers Are Dedicated To Printed Flyers



Nine out of ten flyer readers prefer them in print.<sup>1</sup>

PRINTED FLYERS FOR VARIOUS CATEGORIES ARE PREFERRED BY YOUNGER CONSUMER:<sup>3</sup>



53%  
Clothing



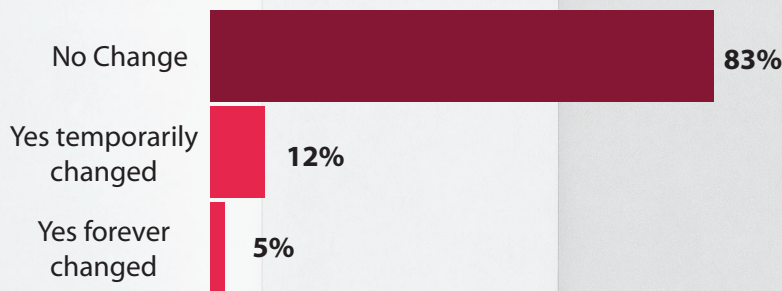
56%  
Home Improvement



51%  
Grocery

## EVEN THE PANDEMIC DID NOT CHANGE CONSUMERS' RELIANCE ON PRINT

As a result of the pandemic, a shift away from print flyers was expected but **only 5%** of consumers changed their habits and **83%** made no changes at all. **95%** either made no change or only temporarily changed.<sup>2</sup>



"91% of Canadians still read a grocery flyer each month [and] research also suggests consumers are more likely to go shopping when they receive a paper flyer. You can see it in the sales results."

Lisa Orpen, Vice-President of National and Multimedia Market Sales at Metroland Media.<sup>6</sup>

## HERE'S WHAT HAPPENED WHEN LOBLAWS PERMANENTLY DISCONTINUED PRINTED FLYERS AT NO FRILLS



No Frills experienced a **2% decline** in share of visit when compared to the same time last year.<sup>4</sup>



In October 2020, No Frills brought back printed flyers due to unfavourable results.<sup>4</sup>

## WHY DO CONSUMERS VALUE AND CONTINUE TO READ FLYERS?<sup>3</sup>



Flyers help consumers save money – this has not changed much over the years.



88% of respondents feel proud to get great value for money.



Consumers rely on flyers to find deals and inspiration.

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