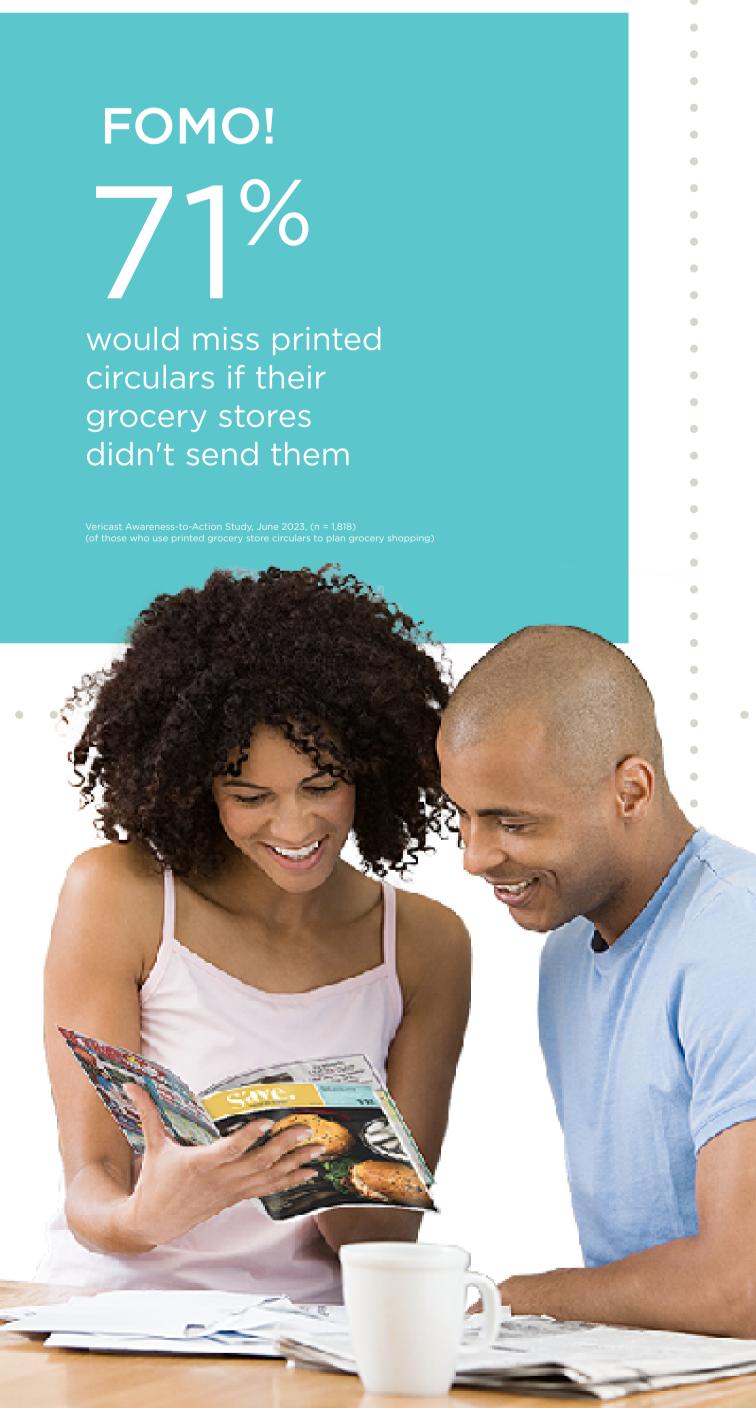


IN THE DIGITAL AGE, PRINT CIRCULARS REMAIN A VITAL TOOL IN RETAIL MARKETING, ACCORDING TO VERICAST STUDIES. DISCOVER WHY CONSUMERS STILL VALUE THESE ADS AND HOW RETAILERS CAN EFFECTIVELY USE THEM.



CUT OUT THE DOUBT! of consumers trust printed circulars





CAPTIVATING DEALS! regularly view direct mail ads1 % spend more time reading mailed promotions² Vericast Awareness-to-Action Study, August 2023, (n = 1,809) Lorem ipsum dolor sit amet. consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation utlamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute id dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt. SAVE \$1.00 ON ANY CITRUSODA FLAVORED SODA WATER SAVE \$1.00 ON ANY TWO PACKAGES OF BLUE KRUNON ENERGY BARS **TRAFFIC BUILDER!** plan their shopping

based on coupons

and special offers



WEEKLY **SAVINGS PLANNER!** use printed circulars to plan grocery shopping

BIG SAVINGS AHEAD IN 2023!

In the second half of 2023, Vericast is set to distribute 1.4 billion Save Direct Mail Packages.

of U.S. households are projected to be recipients

of these packages

of estimated Save packages will include grocery circulars

126 million grocery circulars, on average, are distributed each week

VERICAST HAS YOUR PRINT CIRCULAR NEEDS COVERED!

RETHINK THE ROLE OF PRINT: THE POWER IS IN YOUR HANDS! The digital wave is undeniable, but the role of print in your retail marketing strategy

is irreplaceable. Your key to unlocking the power of print circulars is right here. Let's start the conversation.

VERICAST

Learn more: Vericast.com/DirectMail

