





**88%**  
of **adults**  
aware receiving  
Valpak, usually open  
& look through the  
coupon offer

DIR 2007 - Summer 2007

Nearly eight  
in 10 sit-down  
restaurant patrons use  
coupons; when choosing  
between restaurants,  
coupons can be a  
tiebreaker

Direct mail is  
rated as the #1  
most effective  
advertising method  
for restaurants.

COUPONS BRING DINERS IN AND KEEP THEM COMING BACK





## VALPAK CONSUMERS SPEND MORE

Valpak households are projected to spend 21% more at full service restaurants than the average household.

\$2,403

\$1,983

Valpak audience is 19% more likely than the average U.S. household to have eaten in an upscale restaurant in the past 30 days.

\$1,754

\$1,606

Source: Research Alert, 2003 Simmons, 2005 *Nation's Restaurant News*, January, 2005 DIR Readership Study, 2007 Claritas, A Nielsen Company, with current year projections, March 2008

## VALPAK UTILIZES THE LATEST RESEARCH TO IDENTIFY THOSE PEOPLE MOST LIKELY TO USE YOUR SERVICE.

- Valpak selects only the best areas to reach upscale households projected to spend more on many goods and services.
- The Valpak Neighborhood Trade Areas® (NTA®) mailing system eliminates wasted circulation.
- Valpak NTAs are unique in the direct mail industry and are defined by using the most recent consumer behavior and demographic research statistics available.



According to the U.S. Dept. of Commerce, the average business draws 80% of its customers from within a three mile radius. 95% are located within five miles.

Source: 2007 Valpak Readership Survey, Directions in Research, March 2007 *Nation's Restaurant News*, January 2005 Index based on Valpak mailings as of date using Simmons National Consumer Survey Spring 2006 or Scarborough Research, Multi-Market 2006, Release 1 Claritas PRIMZ NE Coded Valpak households.

## RESTAURANT OWNERS TRUST VALPAK

*Restaurant owners mailed over 2.1 billion offers last year nationally in the blue envelope.*

*"Valpak always outperforms the local newspaper four to one. It definitely gives me the highest return on my investment and has a great shelf life. I always have a steady stream of coupons coming in."*

**Alison Carter,**  
Owner  
Domino's Pizza  
Issaquah, WA

*"We've been in the restaurant business for 23 years and tried other direct mail with poor results. With Valpak, we have experienced excellent customer response, far exceeding our expectations."*

**Anne Place**  
Office Manager  
Farwell & Friends  
Westland, MI

