

# VALPAK<sup>®</sup> IS GROWING!

NEW OPPORTUNITIES TO  
REACH MORE HOUSEHOLDS  
AROUND YOUR BUSINESS




### HOW WE DRIVE RESULTS

**Reach.** With the addition of Valpak’s newest mailing areas, reach more of the right audience to grow your business.

**Target Audience.** Our research services team conducted geographic and demographic analyses to determine the local households most likely to drive more sales for you.

**Consumer Behavior.** 92% of households that recall receiving it, open and look through the Valpak Blue Envelope.

**33%** 

The Valpak consumer has a 33% higher average household income.\*

**TO ADVERTISE WITH VALPAK,**  
CONTACT YOUR LOCAL VALPAK REP

**Consumer Demographics.**

Average Household Income .....	<b>\$96,114</b>
Head of Household 25-54 Yrs. Old .....	<b>52.7%</b>
Median Adult Age .....	<b>48</b>
Attended College .....	<b>69.2%</b>
Average Home Value .....	<b>\$347,864</b>
Owner Occupied .....	<b>71.5%</b>

**MAILINGS BEGIN  
NOVEMBER 2018!**

\*Compared to U.S. average  
Sources: 2018 Valpak® Readership Study, Research Now®, June 2018.  
Claritas data with current year projections, December 2017

