



2012 Coupon Trends



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Methodology

To compile our annual macro study of packaged goods coupon promotion, an Inmar task force of associates with marketing, promotion, research, coupon industry, consulting, statistical and accounting experience executed the following:

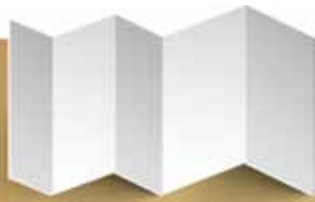
- Consolidated distribution and redemption data from the Inmar coupon database.
- Collated details of all coupon offers distributed by Inmar coupon clients.
- Extrapolated industry distribution and redemption statistics using Inmar and Kantar Media data.
- Cross-checked data with major coupon distributors and third-party vendors.

In a continuing effort to provide the most up-to-date information possible, Inmar constantly reviews its methodology and information database. As such, data for all years have been revised and restated to deliver the most accurate presentation of actual trends.

A note on indices

An index shows which coupons consumers are more likely to use. It is calculated by dividing the percent of coupons redeemed by the percent of coupons distributed. Indices above 100 indicate that consumers are more likely to use those coupons.





Overall Trends





Shoppers Continuing to Show Strong Interest in Coupons

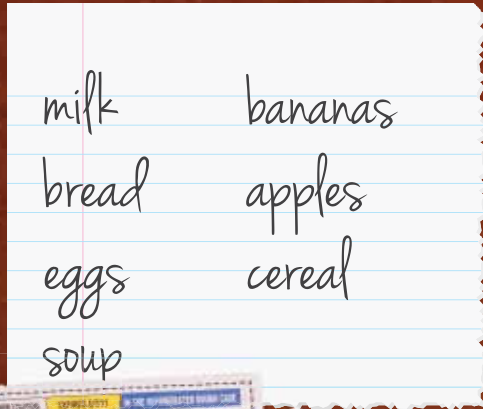
Inmar, a company that operates collaborative commerce networks, announced that more than 3.5 billion coupons for Consumer Packaged Goods were redeemed in the U.S. in 2011, a 6.1% increase over 2010. While redemption activity in the first half of last year showed virtually no change from 2010, a 16.0% jump in coupon response in the third quarter of 2011 sparked the overall annual increase.

The increase in coupon redemption seen in 2011 continues an upward trend that began almost five years ago. After declining for decades, coupon redemption has increased 34.6% since 2006.

"Shoppers continue to love coupons. With consumer confidence flat, unemployment rates still a challenge and prices for most consumables on the rise, it's now cool to be frugal – to shop smartly. And, coupons are the vehicle consumers are using to do just that," said Bob Carter, president of Inmar Promotion Services.

The strong response to promotional offers comes in spite of a significant reduction in the number of coupons made available to consumers last year. After two years of increased distribution, marketers reduced coupon distribution by 7.5% to 311 billion coupons in 2011. The reduction was most apparent in the second half of the year, when distribution was slashed by 13.0% in the third quarter and 10.0% in the fourth compared to 2010 distribution statistics.

Shoppers also saw declining coupon values and shorter redemption periods. The average face value declined by 1.3% (down to \$1.57) and the average amount of time a shopper had to use a coupon decreased by 4.0% (down to 2.4 months). However, this did little to dampen consumer enthusiasm for these promotions as they redeemed an additional 200 million coupons in 2011.

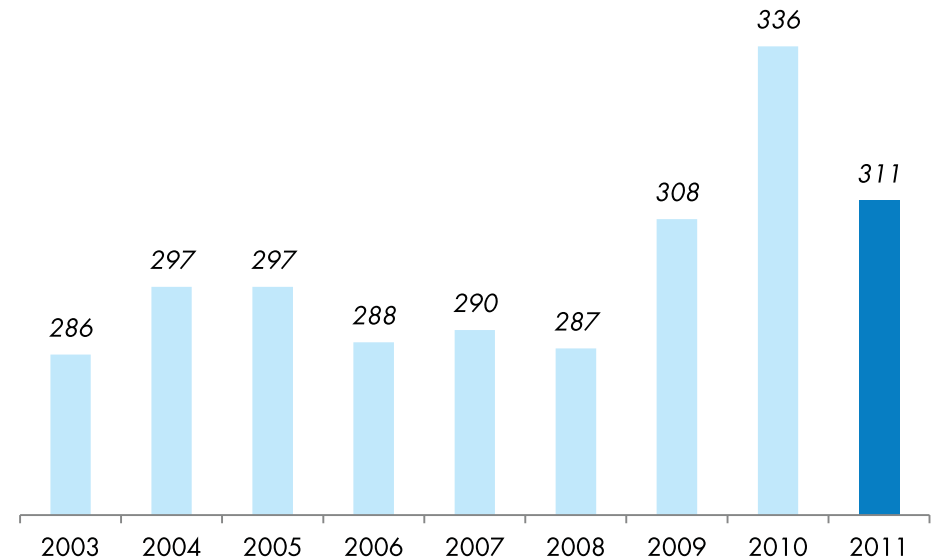


Distribution

Overall Coupon Distribution (in billions)

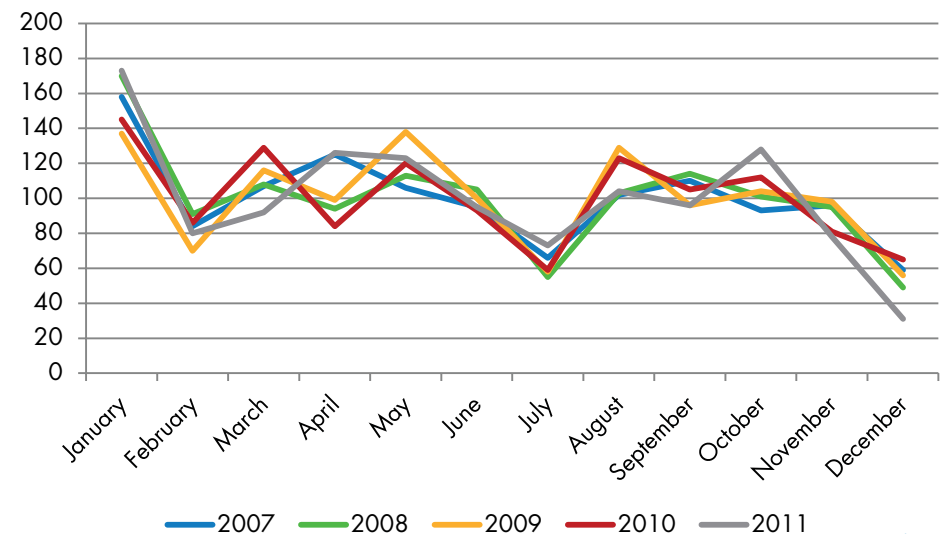
Overall industry coupon distribution volume fell 7.5% from 2010's revised 336 billion total to 311 billion coupons distributed in 2011.

The value of all coupons distributed in 2011 was roughly \$488 billion, a decrease of \$46 billion (-8.6%) from last year. Manufacturers made available \$1,559 in coupon savings (on average) to every person in the United States; however, consumers only took advantage of \$12.78 of these savings (on average), totalling \$4.0 billion.



Distribution Index by Month

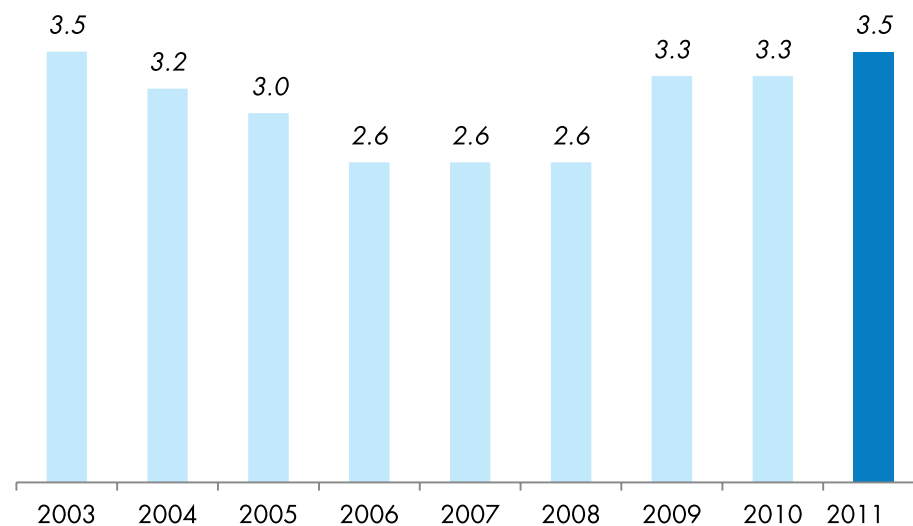
Generally speaking, coupons are distributed cyclically from year-to-year with distribution peaks in January (New Year, Super Bowl), early spring (Easter), early fall (Back-to-school), and, to a lesser extent, winter holidays.



Redemption

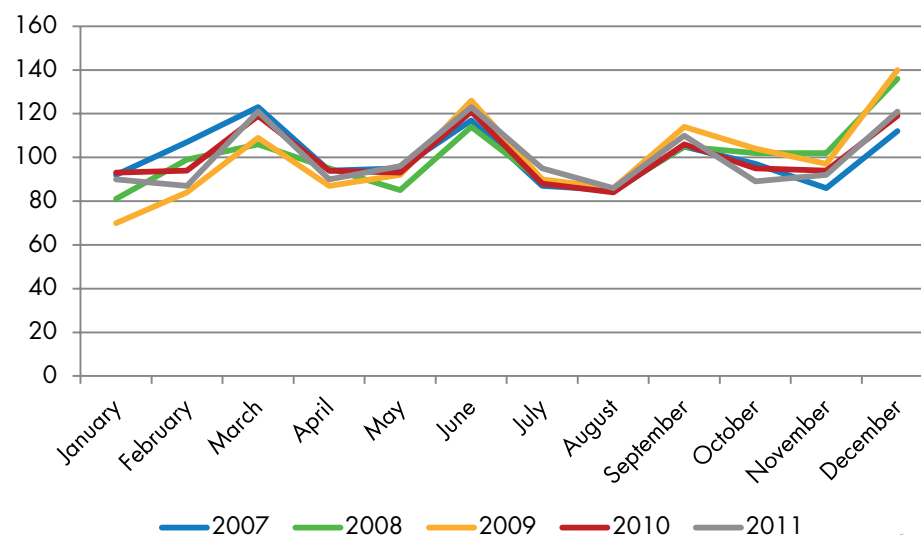
Overall Coupon Redemption (in billions)

Coupon redemption in 2010 was flat compared to 2009. However, in 2011 overall coupon redemption volume increased, up 6.1% to 3.5 billion redeemed. Increases in redemption volume for direct mail, electronic shelf, free-standing insert, handout, in-pack, instant redeemable, Internet print-at-home and on-pack coupons contributed to this growth.



Redemption Index by Month

As with distribution, coupon redemption is also cyclical, although redemption exhibits smaller peaks and valleys.



Total Distribution by Method

Method	2007	2008	2009	2010	2011
Beginnings Magazine	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Bounceback	<0.1%	<0.1%	<0.1%	<0.1%	0.1%
Color Run-of-press	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Consumer Relations	<0.1%	<0.1%	<0.1%	<0.1%	0.1%
Direct Home Delivery	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Direct Mail	0.9%	1.0%	1.2%	0.9%	0.9%
Direct Mail Co-op	0.1%	0.2%	0.1%	0.2%	0.3%
Direct Mail with Sample	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic Checkout	1.0%	1.1%	1.3%	1.3%	0.9%
Electronic Kiosk	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic On-cart	n/a	<0.1%	<0.1%	n/a	n/a
Electronic Shelf	0.2%	0.3%	0.3%	0.2%	0.1%
Free-standing Insert	88.7%	87.8%	88.3%	86.8%	87.7%
Handout	1.0%	1.1%	1.0%	1.0%	0.8%
Handout Co-op	0.1%	0.1%	0.1%	0.1%	0.1%
Handout In-store with Sample	<0.1%	<0.1%	<0.1%	<0.1%	0.1%
Handout Off-store Location	0.1%	0.1%	<0.1%	0.1%	<0.1%
Handout Off-store Location Co-op	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Handout Off-store Location with Sample	<0.1%	0.1%	<0.1%	<0.1%	<0.1%
Hospital Sample	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
In-ad	2.4%	2.4%	2.2%	3.2%	2.8%
In-pack	0.6%	0.6%	0.5%	0.4%	0.3%
In-pack Cross Ruff	0.5%	0.2%	0.2%	0.3%	0.3%
Instant Redeemable	0.4%	0.4%	0.5%	0.6%	0.6%
Instant Redeemable Cross Ruff	0.3%	0.4%	0.4%	0.3%	0.4%
Internet	0.1%	0.1%	0.3%	0.4%	0.4%
Magazine On-page	1.4%	1.5%	1.7%	1.9%	1.5%
Magazine Pop-up	0.5%	0.6%	0.6%	0.5%	0.9%
Military Handout	<0.1%	0.1%	0.1%	<0.1%	<0.1%
Military Magazine	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Military Shelf Pad	<0.1%	0.1%	<0.1%	<0.1%	<0.1%
Newspaper Co-op	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Newspaper Run-of-press	0.3%	0.4%	0.2%	0.2%	0.2%
On-pack	0.2%	0.3%	0.2%	0.2%	0.1%
On-pack Cross Ruff	0.1%	0.1%	0.1%	0.2%	0.1%
Prenatal	n/a	<0.1%	n/a	<0.1%	n/a
Shelf Box	0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Shelf Pad	0.4%	0.5%	0.5%	0.6%	0.5%
Sunday Comics	<0.1%	n/a	n/a	n/a	<0.1%
Sunday Supplement	0.1%	0.3%	0.1%	0.3%	0.5%

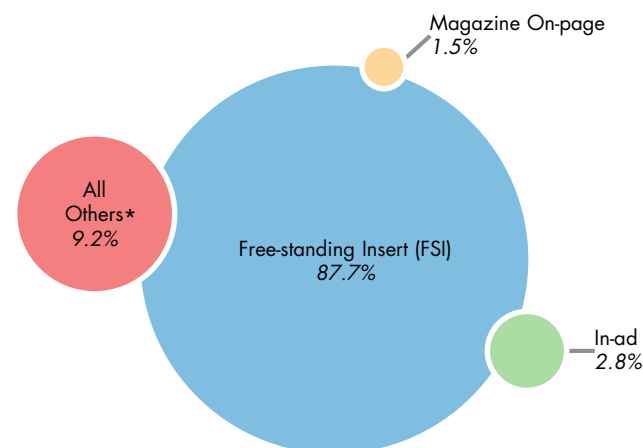
Percent of Total Coupon Distribution by Method

Coupons distributed via free-standing insert (FSI) continued to dominate the coupon distribution mix in 2011, with an increase in overall share from 86.8% to 87.7%. While increasing in share, FSI coupon distribution volume decreased, down 6.5% to 273 billion coupons.

Other methods measuring at least 1.0% of total distribution included in-ad (2.8%) and magazine on-page (1.5%).

Internet print-at-home coupons' share of distribution was flat at 0.4%; however distribution volume decreased 0.4% to 1.3 billion coupons.

Top Methods of Distribution



*Values may not add to 100% due to estimation for amounts <0.1%

Total Redemption by Method

Method	2007	2008	2009	2010	2011
Beginnings Magazine	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Bounceback	0.2%	0.3%	0.2%	0.2%	0.2%
Color Run-of-press	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Consumer Relations	0.3%	0.4%	0.4%	0.4%	0.4%
Direct Home Delivery	<0.1%	<0.1%	<0.1%	0.2%	0.1%
Direct Mail	1.7%	3.0%	2.9%	2.8%	3.4%
Direct Mail Co-op	0.2%	0.5%	0.6%	0.5%	0.4%
Direct Mail with Sample	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic Checkout	5.9%	7.6%	7.9%	8.1%	7.7%
Electronic Kiosk	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic On-cart	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic Shelf	1.4%	1.4%	1.7%	1.7%	1.7%
Free-standing Insert	42.0%	49.5%	49.1%	44.0%	43.9%
Handout	23.6%	3.8%	3.4%	2.9%	3.0%
Handout Co-op	0.2%	0.2%	0.1%	0.1%	0.1%
Handout In-store with Sample	0.1%	0.1%	0.1%	0.1%	0.2%
Handout Off-store Location	0.2%	0.3%	0.2%	0.3%	0.2%
Handout Off-store Location Co-op	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Handout Off-store Location with Sample	<0.1%	0.1%	0.1%	0.1%	0.1%
Hospital Sample	<0.1%	<0.1%	<0.1%	0.1%	0.1%
In-ad	1.5%	2.0%	2.0%	2.3%	1.8%
In-pack	2.7%	3.3%	3.0%	2.4%	2.6%
In-pack Cross Ruff	0.6%	0.7%	0.6%	0.6%	0.5%
Instant Redeemable	7.1%	8.4%	9.2%	13.2%	12.8%
Instant Redeemable Cross Ruff	3.0%	5.5%	6.2%	4.5%	4.4%
Internet	0.4%	1.0%	1.5%	2.8%	4.7%
Magazine On-page	0.5%	0.6%	0.6%	0.7%	0.7%
Magazine Pop-up	0.2%	0.4%	0.3%	0.3%	0.2%
Military Handout	0.5%	0.7%	0.5%	0.4%	0.3%
Military Magazine	0.1%	0.1%	0.1%	<0.1%	<0.1%
Military Shelf Pad	1.1%	1.4%	0.8%	0.7%	0.6%
Newspaper Co-op	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Newspaper Run-of-press	0.1%	0.1%	0.1%	0.1%	<0.1%
On-pack	2.0%	3.0%	2.0%	2.0%	2.3%
On-pack Cross Ruff	0.2%	0.4%	0.4%	0.6%	0.4%
Prenatal	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Shelf Box	0.6%	0.6%	0.3%	0.3%	0.2%
Shelf Pad	3.5%	4.8%	5.4%	7.5%	7.0%
Sunday Comics	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Sunday Supplement	0.1%	0.3%	0.1%	0.3%	0.5%

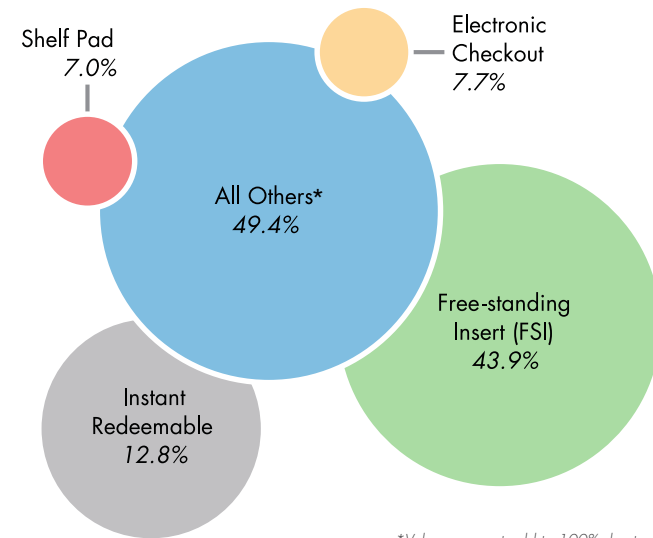
Percent of Total Coupon Redemption by Method

Last year, FSI coupons' share of the coupon redemption mix decreased, falling from 44.0% of the redemption total to 43.9%. Despite this reduction in share, FSI coupon redemption volume increased, up 4.7% to 1.5 billion coupons.

Other methods accounting for at least 1.0% of total coupon redemption volume included direct mail, electronic checkout, electronic shelf, handout, in-ad, in-pack, instant redeemable, instant redeemable cross ruff, Internet print-at-home, on-pack and shelf pad.

Internet print-at-home coupons accounted for 4.6% of total coupon redemption volume, up from 2.8% in 2010. Internet print-at-home coupon redemption volume grew 73.5% to 161 million coupons.

Top Methods of Redemption



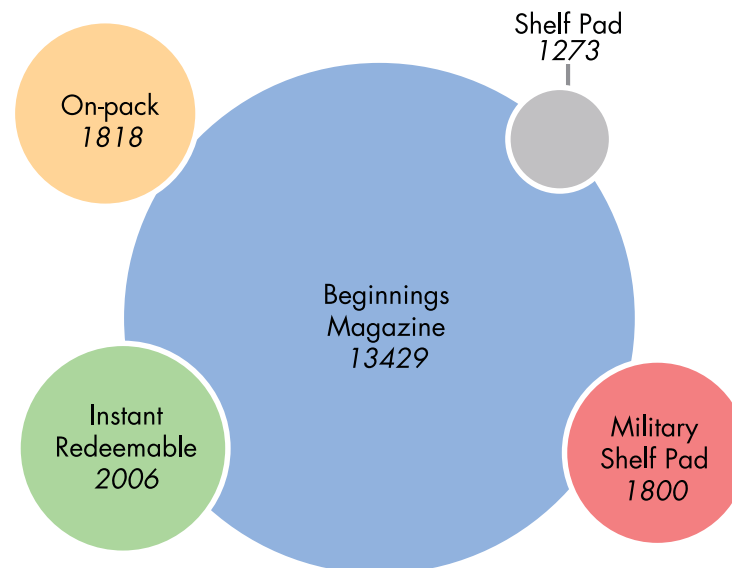
*Values may not add to 100% due to estimation for amounts <0.1%

2011 Method Index

Method	2011
Beginnings Magazine	13429
Instant Redeemable	2006
On-pack	1818
Military Shelf Pad	1800
Shelf Pad	1273
Electronic Shelf	1226
Instant Redeemable Cross Ruff	1150
Internet	1148
Shelf Box	1087
Electronic Checkout	827
Military Handout	818
Hospital Sample	789
In-pack	785
Consumer Relations	598
On-pack Cross Ruff	583
Handout Off-store Location	498
Electronic Kiosk	450
Sunday Comics	417
Handout Off-store Location with Sample	406
Direct Mail	393
Handout	379
Handout In-store with Sample	377
Military Magazine	276
Direct Home Delivery	251
Direct Mail with Sample	199
In-pack Cross Ruff	191
Bounceback	184
Handout Off-store Location Co-op	156
Direct Mail Co-op	145
Handout Co-op	118
In-ad	63
Free-standing Insert	50
Newspaper Co-op	50
Magazine On-page	44
Color Run-of-press	40
Magazine Pop-up	24
Newspaper Run-of-press	21
Sunday Supplement	6

When the percentage of coupons redeemed by method is indexed against the percentage of coupons distributed by method, the resulting index shows that consumers are more likely to use in-store distributed coupons such as electronic shelf, instant redeemable, instant redeemable cross ruff, shelf box and shelf pad.

Methods Most Likely to be Redeemed



Redemption Rates by Method

Method	2007	2008	2009	2010	2011
Bounceback	10.71%	8.71%	9.97%	19.17%	4.20%
Color Run-of-press	0.62%	0.32%	0.24%	0.57%	0.16%
Consumer Relations	14.87%	14.47%	20.35%	15.65%	17.01%
Direct Home Delivery	0.51%	1.04%	2.58%	4.52%	15.42%
Direct Mail	1.92%	2.26%	2.55%	2.32%	3.17%
Direct Mail Co-op	1.41%	1.87%	2.58%	4.15%	2.36%
Direct Mail with Sample	2.37%	1.82%	2.05%	2.98%	1.33%
Electronic Checkout	6.13%	6.58%	6.70%	6.33%	6.89%
Electronic Kiosk	2.77%	4.04%	6.74%	1.71%	4.34%
Electronic On-cart	n/a	n/a	6.48%	n/a	n/a
Electronic Shelf	6.10%	4.60%	4.89%	6.85%	8.76%
Freestanding Insert	0.54%	0.49%	0.53%	0.58%	0.51%
Handout	2.66%	3.13%	2.96%	3.31%	2.51%
Handout Co-op	1.97%	1.87%	2.66%	1.16%	1.48%
Handout In-store with Sample	2.64%	2.46%	3.36%	2.91%	3.28%
Handout Off-store Location	2.36%	1.70%	1.54%	2.58%	3.25%
Handout Off-store Location Co-op	0.60%	6.09%	2.07%	0.97%	0.72%
Handout Off-store Location with Sample	2.39%	2.60%	1.62%	2.50%	1.88%
Hospital Sample	3.36%	2.24%	2.41%	2.38%	3.72%
In-ad	0.63%	0.60%	0.74%	0.91%	0.62%
In-pack	4.61%	3.97%	4.72%	5.46%	5.00%
In-pack Cross Ruff	2.05%	1.51%	2.42%	2.91%	2.21%
Instant Redeemable	17.27%	13.98%	16.98%	23.46%	22.62%
Instant Redeemable Cross Ruff	9.22%	12.63%	11.63%	16.38%	9.99%
Internet	1.99%	3.25%	7.60%	6.21%	7.72%
Magazine On-page	0.40%	0.37%	0.36%	0.40%	0.35%
Magazine Pop-up	0.59%	0.48%	0.63%	0.48%	0.53%
Military Handout	8.33%	10.83%	9.12%	9.79%	8.94%
Military Magazine	2.21%	2.44%	1.95%	2.20%	1.85%
Military Shelf Pad	22.27%	21.55%	5.65%	21.85%	19.41%
Newspaper Co-op	0.13%	0.58%	0.63%	0.48%	0.20%
Newspaper Run-of-press	0.26%	0.36%	0.21%	0.38%	0.34%
On-pack	4.50%	7.43%	6.13%	10.60%	11.86%
On-pack Cross Ruff	2.03%	0.87%	4.84%	4.50%	3.36%
Shelf Box	11.30%	11.00%	8.61%	7.82%	11.64%
Shelf Pad	8.52%	8.98%	8.90%	11.52%	11.92%
Sunday Supplement	0.27%	0.40%	0.49%	0.43%	0.14%

Coupon redemption rates moderated somewhat in 2011 compared to the previous year, with the majority of coupon types showing decreases. The FSI coupon redemption rate fell from 0.58% to 0.51%.

In contrast, the redemption rate for Internet print-at-home coupons increased, up from 6.21% in 2010 to 7.72% in 2011.

A note about Internet print-at-home coupons:

Because manufacturers incur an open liability when a coupon is printed, Inmar defines "distribution" of Internet print-at-home coupons as the number of these coupons printed by consumers. This distribution includes coupons employing printing controls as well as those without this functionality.

Without the safeguards and data offered by print-controlled versions of these coupons, assessing the actual volume of printing can be difficult. To provide the most accurate assessment possible, Inmar analyzed Internet print-at-home coupon redemption rates from two perspectives:

- **Redemption as a percentage of reported distribution.** The redemption rate reported in this publication (7.72%) reflects an assessment of Internet print-at-home coupon activity, as reported by Inmar clients. This data includes both print-controlled Internet coupons and non-print-controlled Internet coupons. Because this rate includes a mixed definition of what constitutes distribution, actual distribution may be inflated, suppressing the redemption rate.
- **Redemption relative to print-controlled distribution only.** Inmar analyzed print-controlled Internet coupons using final print quantities as provided by Coupons, Inc. The average redemption rate using this methodology was 22.19%.

Average Face Value Distributed & Redeemed

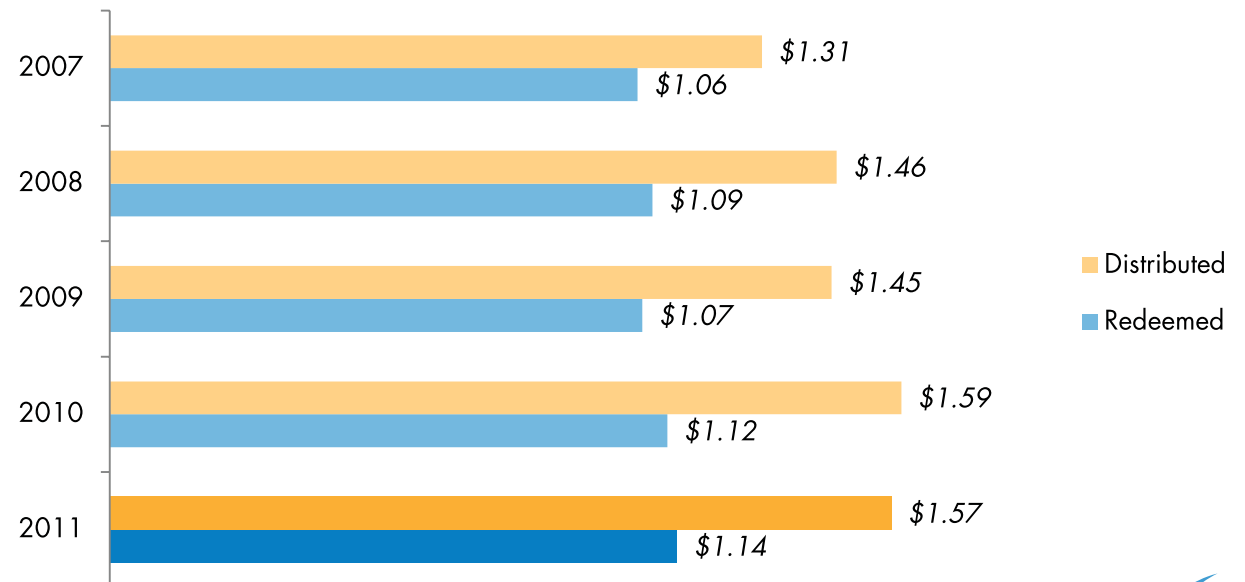
In 2011, the average face value for coupons distributed decreased, while the average face value for coupons redeemed increased. The average face value for coupons distributed was down \$0.02 (-1.3%), while the average face value for coupons redeemed was up \$0.02 (+1.8%).

Average face values for coupons distributed ranged from \$0.86 for on-pack cross ruff coupons to \$2.17 for magazine on-page coupons. The average face value for FSI coupons distributed was \$1.55; the average face value for Internet print-at-home coupons distributed was \$1.44.

From a product category standpoint, the average face value for coupons distributed ranged from \$0.83 for packaged deli coupons to \$3.10 for entertainment coupons.

Average face values for coupons redeemed ranged from \$0.71 for military shelf pad coupons to \$3.21 for consumer relations coupons. The average face value for FSI coupons distributed was \$1.20; the average face value for Internet print-at-home coupons redeemed was \$1.45.

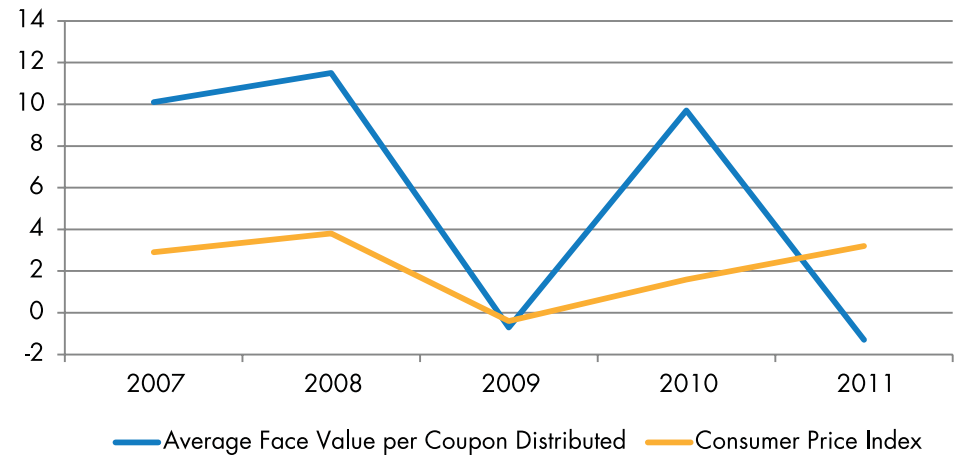
From a product category standpoint, the average face value for redeemed coupons ranged from \$0.90 for apparel coupons to \$2.78 for entertainment coupons.



Average Face Value Distributed

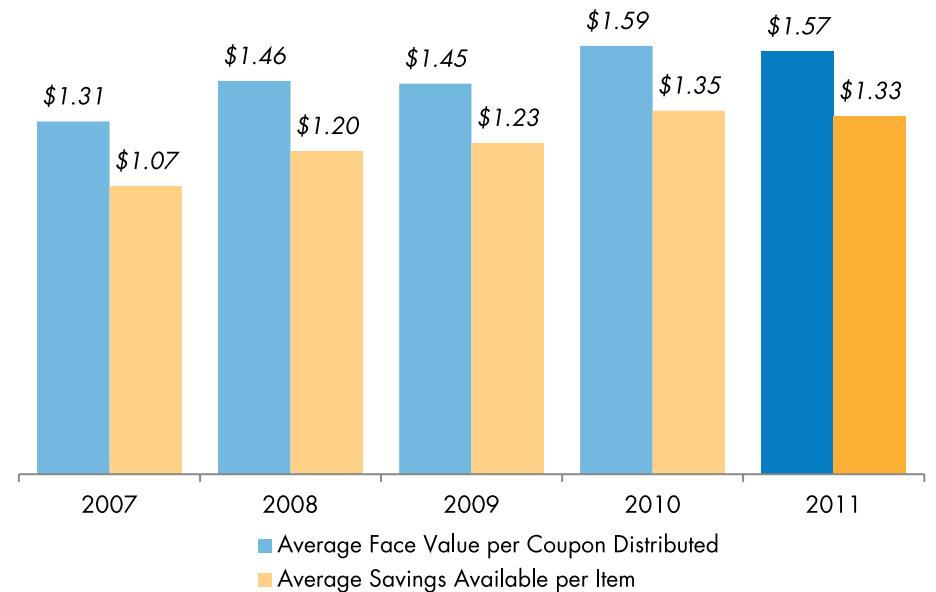
Average Face Value per Coupon Distributed vs. Consumer Price Index (Percent Change)

The average face value for coupons distributed in 2011 decreased 1.3%, in contrast to the Consumer Price Index, which increased 3.2%.



Average Face Value per Coupon Distributed vs. Average Savings Available per Item

Just as the average face value per coupon distributed decreased in 2011, so did the average savings available per item, falling 1.5% to \$1.33.



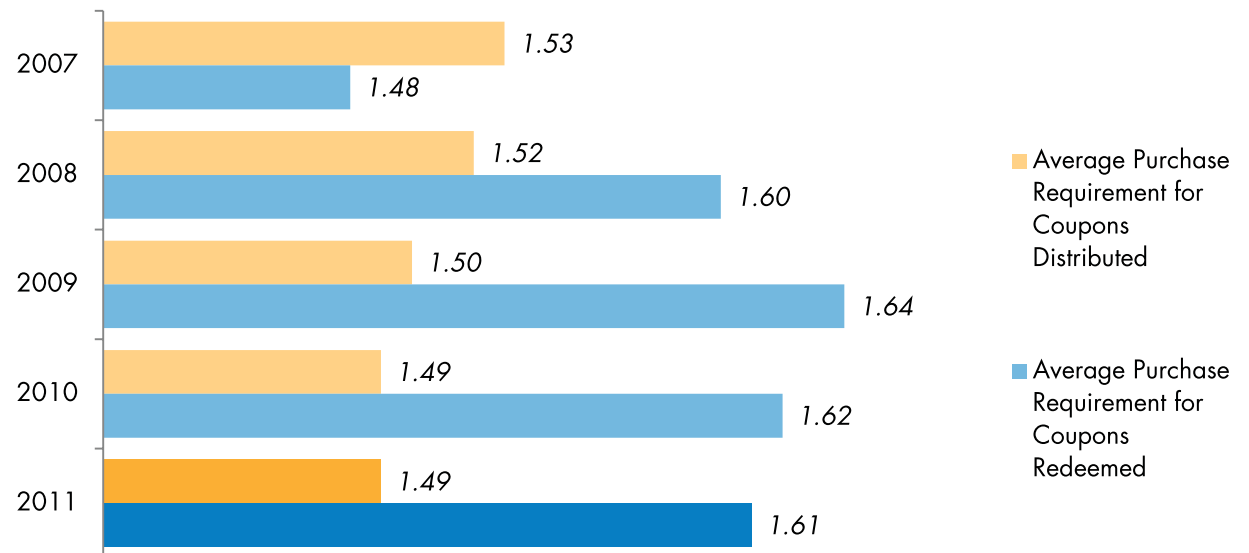
Average Purchase Requirement Distributed & Redeemed (*units*)

A coupon's purchase requirement is the number of products a consumer must buy in order to receive the proffered discount. In 2011, the average purchase requirement for all coupons distributed was flat at 1.49 units, while the average purchase requirement for all coupons redeemed was down slightly (-0.6%) to 1.61 units.

The average purchase requirement for all distributed coupons ranged from 1.00 unit for Beginnings Magazine coupons to 2.62 units for in-ad coupons. The average purchase requirement for FSI-distributed coupons was 1.46 units.

The average purchase requirement for all coupons redeemed ranged from 1.00 unit for electronic on-cart and prenatal coupons to 2.96 units for on-pack coupons. The average purchase requirement for FSI coupons redeemed was 1.48 units.

With respect to product category, the average purchase requirement for all coupons distributed ranged from 1.00 unit for apparel coupons to 2.06 units for beverage coupons. The average purchase requirement for all coupons redeemed ranged from 1.02 units for apparel coupons to 2.11 units for household coupons.



Average Redemption Period Distributed & Redeemed *(in months)*

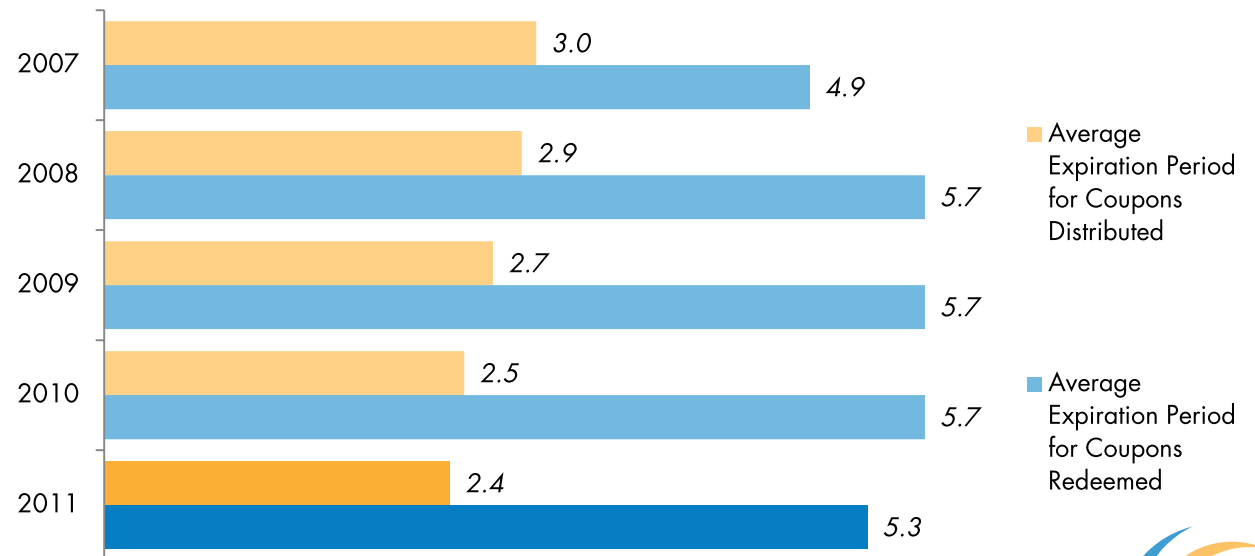
By definition, the redemption period of a coupon offer is the length of time a consumer has to use the coupon. In general, consumers prefer offers with longer redemption periods as they have more time to use the coupons.

In 2011, the average redemption period for all coupons distributed fell 0.1 months (-4.0%) to 2.4 months, and the average redemption period for all coupons redeemed fell 0.4 months (-7.0%) to 5.3 months.

The average redemption period for all coupons distributed ranged from 1.0 months for in-ad coupons to 15.2 months for in-pack coupons. The average redemption period for FSI-distributed coupons was 2.0 months, down slightly from 2010's 2.1 months.

The average redemption period for all coupons redeemed ranged from 1.5 months for in-ad and Sunday Supplement coupons to 23.4 months for prenatal coupons. The average redemption period for redeemed FSI coupons was 2.1 months.

The apparel category had the longest average redemption period for distributed coupons at 4.9 months, while the entertainment category had the shortest at 1.7 months. The health care and household categories had the longest average redemption periods for redeemed coupons at 7.3 months, while the entertainment category had the shortest at 2.8 months.



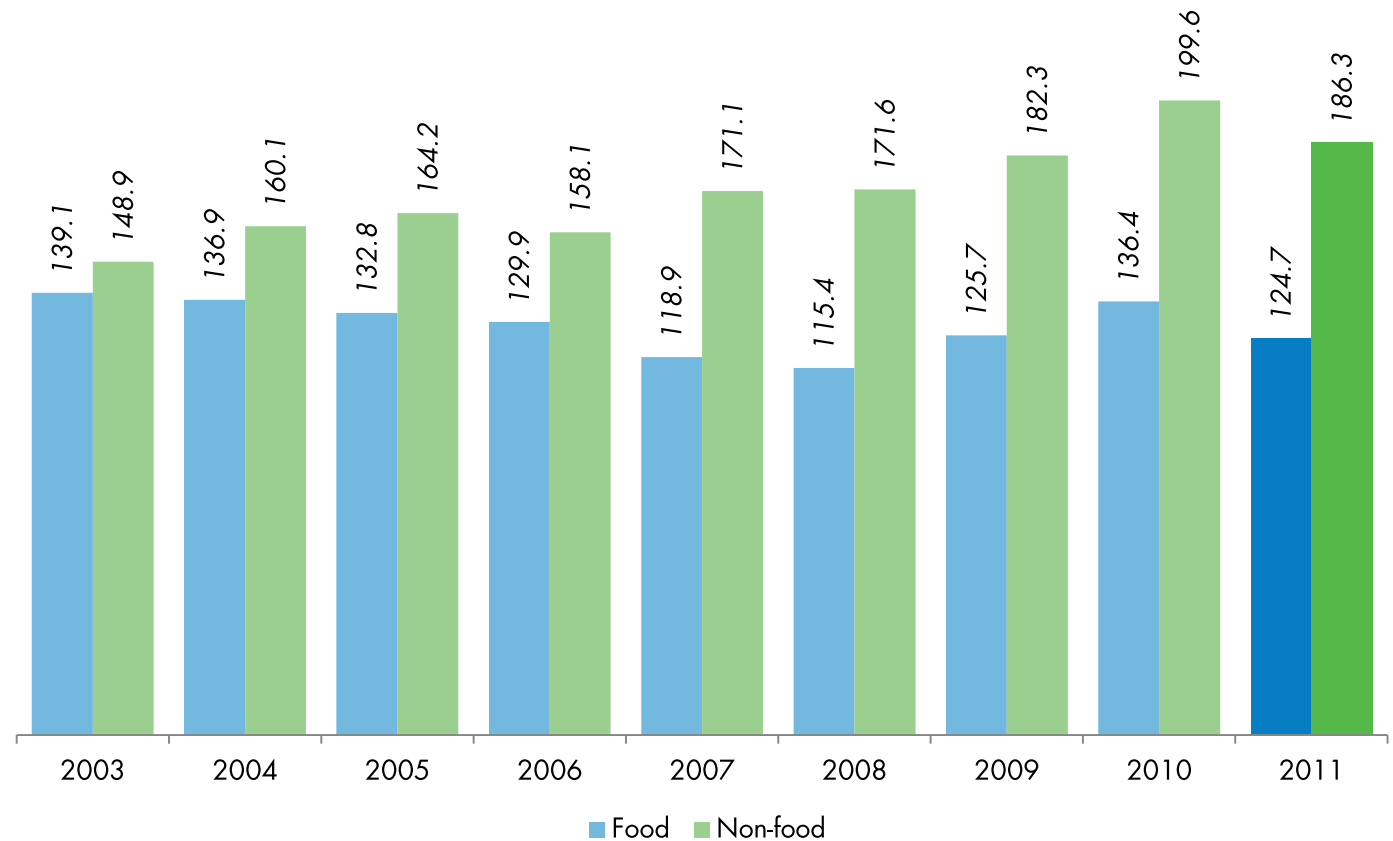
Food vs. Non-food

For purposes of the food vs. non-food analysis, "food" is an aggregation of all offers distributed in the beverage, dry grocery, frozen, packaged deli and refrigerated product categories. "Non-food" consists of all offers distributed in the apparel, entertainment, general merchandise, health care, household and personal care categories.



Distribution (in billions) Food vs. Non-food

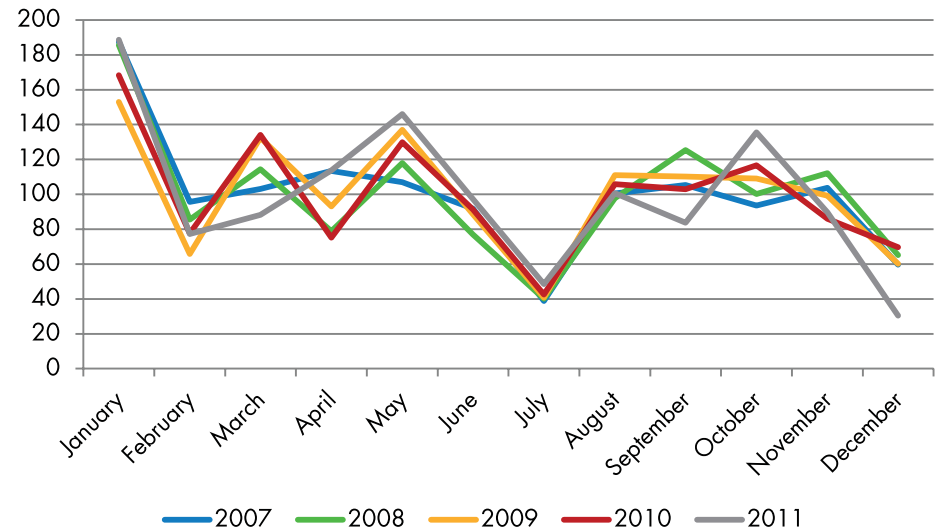
Coupon distribution volume for both the food and non-food product categories decreased in 2011. Distribution of food coupons was down 11.7 billion coupons (-8.6%) to 124.7 billion coupons, and distribution of non-food coupons was down 13.3 billion coupons (-6.7%) to 186.3 billion coupons.



Distribution Index (by month) Food vs. Non-food

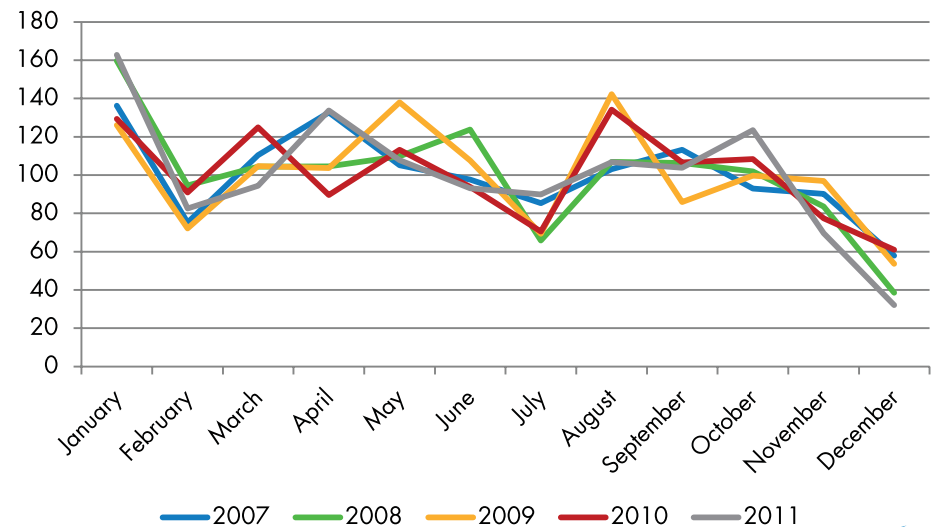
Distribution Index by Month - Food

As with the overall industry, food coupons are distributed in a repetitive cycle from year to year. The noticeable dip in July may be due to differences in consumer behavior in the summer (cooking less, traveling, on vacation etc).



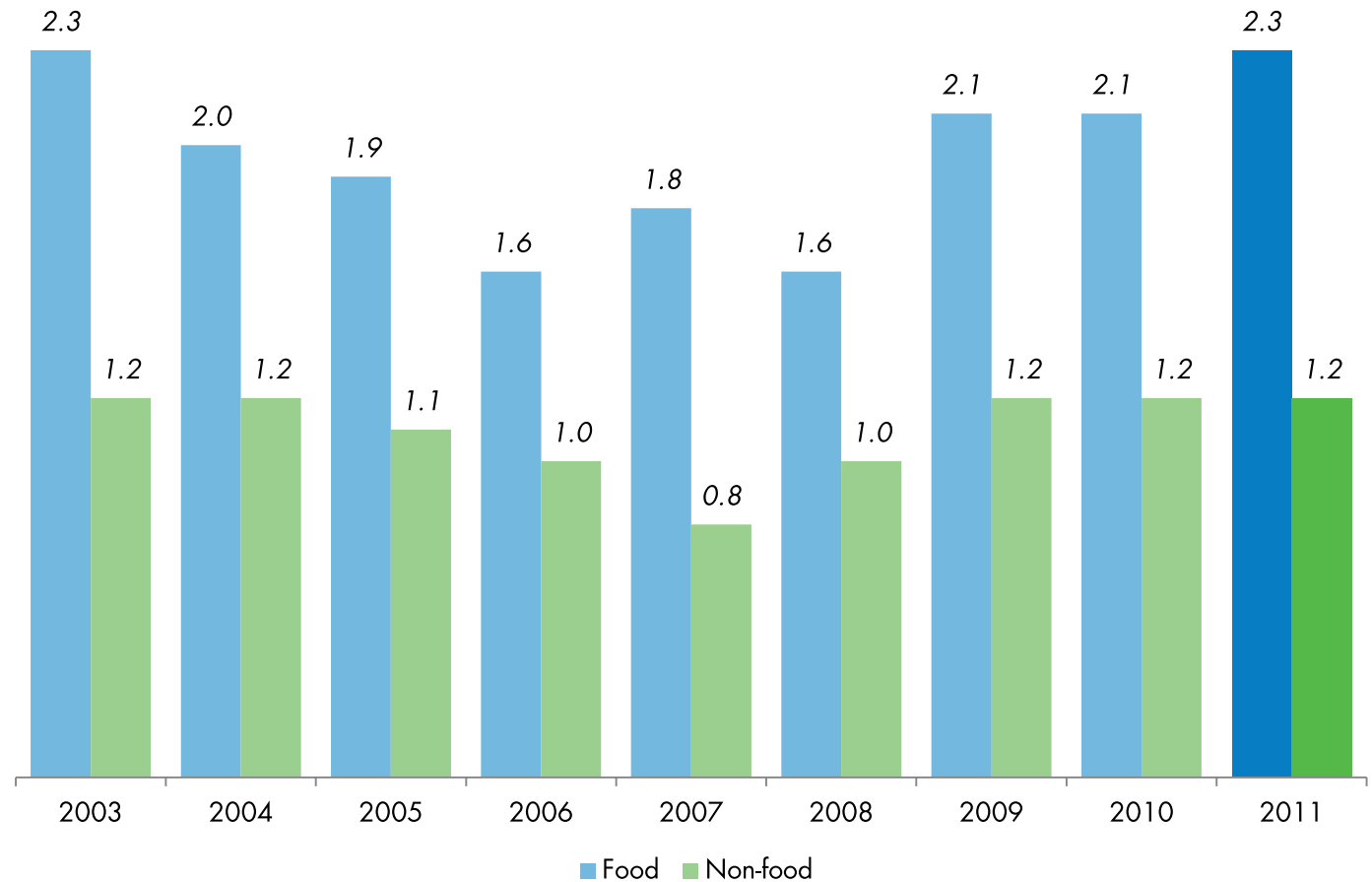
Distribution Index by Month - Non-food

Coupon distribution for non-food products is higher in summer months than for food, but shows a similar dip in December and peak in January.



Redemption (in billions) Food vs. Non-food

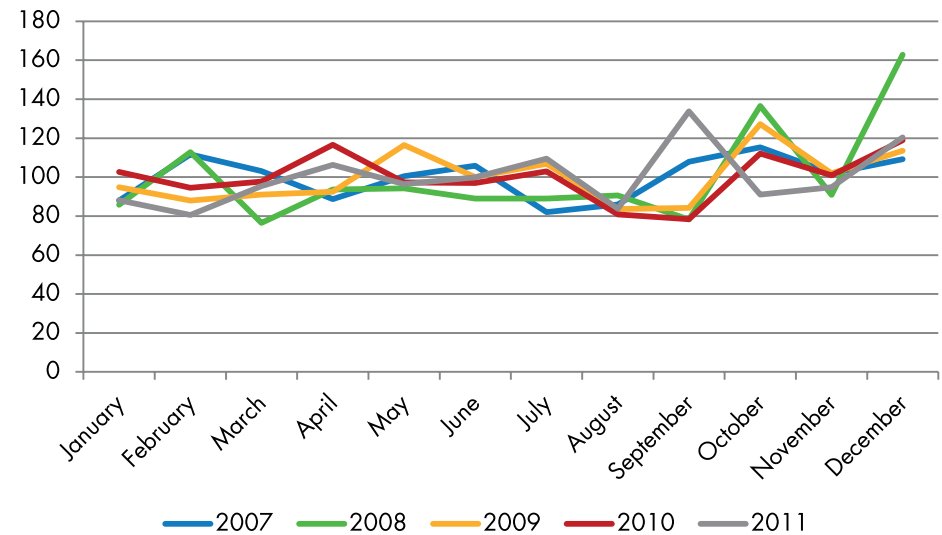
Redemption for food coupons increased in 2011, up 0.2 billion coupons (+7.4%) to 2.3 billion coupons. Redemption for non-food coupons was flat at 1.2 billion coupons.



Redemption Index (by month) Food vs. Non-food

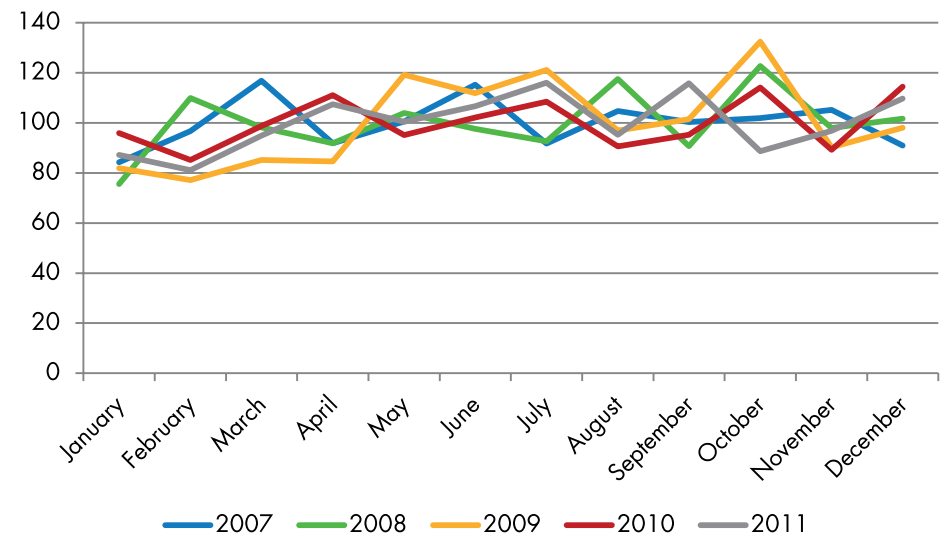
Redemption Index by Month - Food

When broken down by month, food coupon redemption is fairly cyclical, with redemption rising at the end of the year. This increase is most likely due to consumers use of coupons during the holiday season.



Redemption Index by Month - Non-food

Non-food coupon redemption is less predictable, with peaks and valleys occurring in different months during different years.



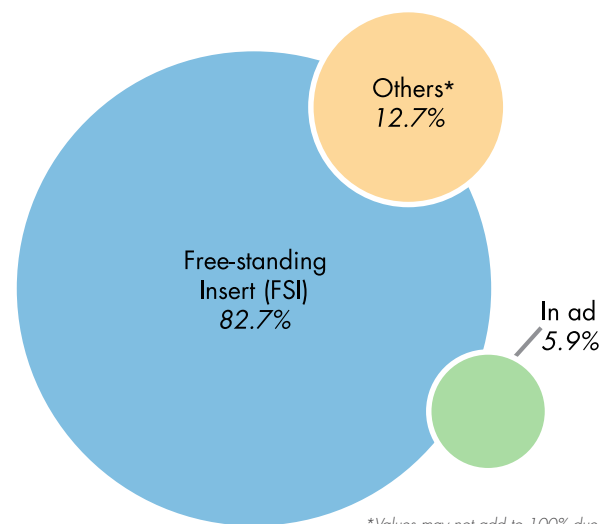
Total Distribution by Method Food

Method	2007	2008	2009	2010	2011
Beginnings Magazine	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Bounceback	<0.1%	<0.1%	<0.1%	<0.1%	0.2%
Color Run-of-press	0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Consumer Relations	<0.1%	<0.1%	0.1%	<0.1%	<0.1%
Direct Home Delivery	0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Direct Mail	1.3%	1.4%	1.7%	1.6%	1.4%
Direct Mail Co-op	0.1%	0.2%	0.2%	0.1%	0.3%
Direct Mail with Sample	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic Checkout	1.7%	1.9%	2.2%	2.2%	1.6%
Electronic Kiosk	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic On-cart	n/a	<0.1%	<0.1%	n/a	n/a
Electronic Shelf	0.3%	0.4%	0.4%	0.3%	0.2%
Free-standing Insert	83.3%	81.9%	83.1%	80.4%	82.7%
Handout	1.5%	1.6%	1.2%	1.4%	1.1%
Handout Co-op	0.2%	0.1%	0.1%	0.2%	0.2%
Handout In-store with Sample	<0.1%	<0.1%	<0.1%	<0.1%	0.1%
Handout Off-store Location	0.1%	0.1%	<0.1%	<0.1%	<0.1%
Handout Off-store Location Co-op	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Handout Off-store Location with Sample	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Hospital Sample	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
In-ad	4.5%	4.9%	4.5%	6.7%	5.9%
In-pack	0.8%	0.7%	0.4%	0.3%	0.2%
In-pack Cross Ruff	0.3%	0.1%	<0.1%	0.2%	0.2%
Instant Redeemable	0.5%	0.8%	0.7%	1.0%	1.2%
Instant Redeemable Cross Ruff	0.6%	0.6%	0.6%	0.7%	0.8%
Internet	0.1%	0.1%	0.2%	0.5%	0.6%
Magazine On-page	1.5%	1.6%	1.6%	1.8%	1.0%
Magazine Pop-up	0.5%	0.7%	0.3%	0.2%	<0.1%
Military Handout	<0.1%	0.1%	0.1%	<0.1%	0.1%
Military Magazine	0.1%	0.1%	0.1%	0.1%	<0.1%
Military Shelf Pad	0.1%	0.1%	0.1%	0.1%	0.1%
Newspaper Co-op	<0.1%	<0.1%	0.1%	<0.1%	0.1%
Newspaper Run-of-press	0.4%	0.5%	0.3%	0.1%	0.2%
On-pack	0.4%	0.5%	0.3%	0.3%	0.2%
On-pack Cross Ruff	0.2%	0.1%	0.2%	0.3%	0.2%
Shelf Box	0.1%	0.1%	0.1%	0.1%	<0.1%
Shelf Pad	0.9%	0.9%	1.1%	1.2%	1.1%
Sunday Comics	<0.1%	n/a	n/a	n/a	<0.1%
Sunday Supplement	<0.1%	0.2%	0.2%	0.1%	0.2%

Percent of Total Coupon Distribution by Method - Food

In 2011, the majority (82.7%) of all coupons for food products was distributed via free-standing inserts (FSI). Other methods measuring at least 1.0% of total food coupon distribution included direct mail, electronic checkout, handout, in-ad, instant redeemable, magazine on-page and shelf pad. Internet print-at-home coupons accounted for 0.6% of total food coupon distribution.

Top Methods for Distribution: Food



*Values may not add to 100% due to estimation for amounts <0.1%

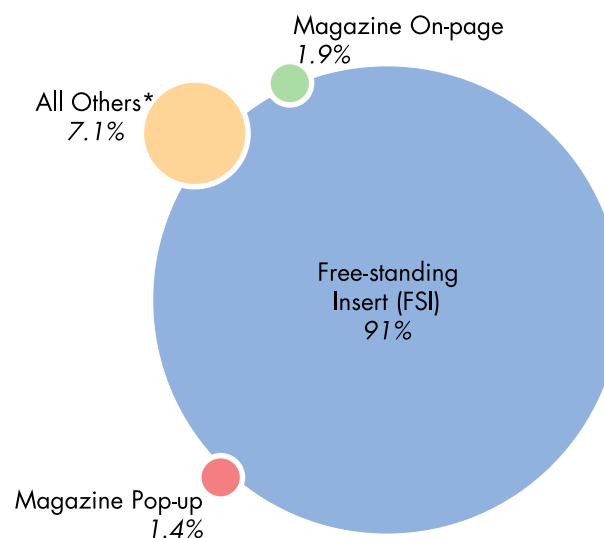
Total Distribution by Method Non-food

Method	2007	2008	2009	2010	2011
Bounceback	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Color Run-of-press	<0.1%	0.1%	<0.1%	0.1%	<0.1%
Consumer Relations	<0.1%	<0.1%	<0.1%	<0.1%	0.1%
Direct Home Delivery	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Direct Mail	0.7%	0.7%	0.9%	0.5%	0.5%
Direct Mail Co-op	0.1%	0.2%	0.1%	0.2%	0.2%
Direct Mail with Sample	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic Checkout	0.5%	0.5%	0.7%	0.6%	0.5%
Electronic Kiosk	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic On-cart	n/a	<0.1%	n/a	n/a	n/a
Electronic Shelf	0.2%	0.2%	0.2%	0.1%	0.1%
Free-standing Insert	92.5%	91.8%	91.9%	91.2%	91.0%
Handout	0.7%	0.8%	0.8%	0.7%	0.6%
Handout Co-op	<0.1%	<0.1%	0.1%	0.1%	<0.1%
Handout In-store with Sample	<0.1%	<0.1%	0.1%	<0.1%	0.1%
Handout Off-store Location	0.1%	0.2%	0.1%	0.1%	<0.1%
Handout Off-store Location Co-op	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Handout Off-store Location with Sample	<0.1%	0.1%	<0.1%	0.1%	<0.1%
Hospital Sample	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
In-ad	1.0%	0.7%	0.6%	0.8%	0.7%
In-pack	0.5%	0.6%	0.5%	0.5%	0.4%
In-pack Cross Ruff	0.6%	0.2%	0.2%	0.4%	0.4%
Instant Redeemable	0.3%	0.2%	0.3%	0.4%	0.3%
Instant Redeemable Cross Ruff	0.1%	0.2%	0.2%	0.1%	0.1%
Internet	0.1%	0.1%	0.4%	0.3%	0.3%
Magazine On-page	1.3%	1.5%	1.7%	2.0%	1.9%
Magazine Pop-up	0.5%	0.5%	0.8%	0.6%	1.4%
Military Handout	0.1%	0.1%	0.1%	<0.1%	<0.1%
Military Magazine	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Military Shelf Pad	<0.1%	0.2%	<0.1%	<0.1%	<0.1%
Newspaper Co-op	<0.1%	<0.1%	<0.1%	0.1%	<0.1%
Newspaper Run-of-press	0.1%	0.4%	0.1%	0.2%	0.2%
On-pack	0.1%	0.2%	0.1%	0.1%	<0.1%
On-pack Cross Ruff	0.1%	<0.1%	0.1%	0.1%	<0.1%
Prenatal	n/a	<0.1%	n/a	<0.1%	n/a
Shelf Box	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Shelf Pad	0.1%	0.2%	0.1%	0.2%	0.1%
Sunday Supplement	0.2%	0.3%	0.1%	0.5%	0.8%

Percent of Total Coupons Distributed by Method - Non-food

Representing 91.0% of total coupon distribution, FSI coupons dominated the coupon mix for non-food coupons. Other methods accounting for at least 1.0% of total distribution included magazine on-page and magazine pop-up. Internet print-at-home coupons accounted for an additional 0.3% of non-food coupon distribution.

Top Methods for Distribution: Non-food



*Values may not add to 100% due to estimation for amounts <0.1%

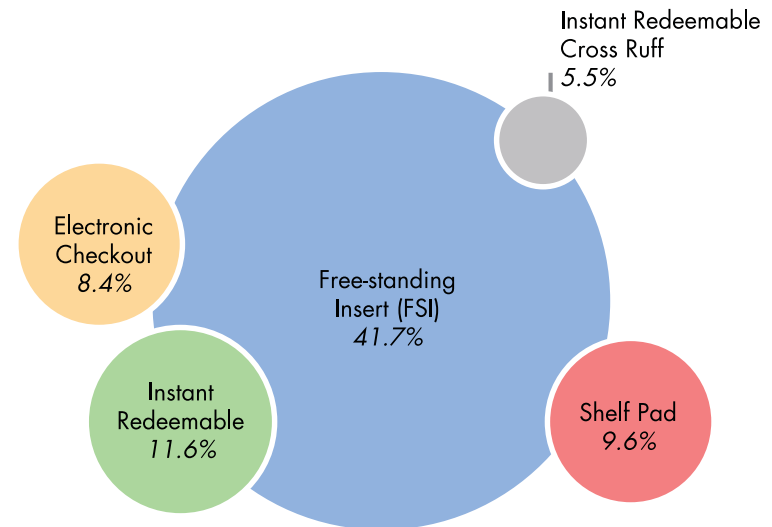
Total Redemption by Method Food

Method	2007	2008	2009	2010	2011
Beginnings Magazine	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Bounceback	0.1%	0.2%	0.2%	0.2%	0.2%
Color Run-of-press	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Consumer Relations	0.3%	0.4%	0.5%	0.4%	0.4%
Direct Home Delivery	<0.1%	<0.1%	<0.1%	0.3%	0.1%
Direct Mail	1.7%	3.4%	3.1%	3.3%	3.9%
Direct Mail Co-op	0.2%	0.5%	0.7%	0.4%	0.4%
Direct Mail with Sample	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic Checkout	6.3%	9.1%	9.6%	9.5%	8.4%
Electronic Kiosk	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic On-cart	<0.1%	<0.1%	<0.1%	<0.1%	n/a
Electronic Shelf	1.4%	1.5%	1.9%	2.0%	2.2%
Free-standing Insert	33.8%	43.2%	45.2%	41.2%	41.7%
Handout	32.4%	4.5%	3.8%	2.9%	3.2%
Handout Co-op	0.2%	0.3%	0.1%	0.2%	0.1%
Handout In-store with Sample	0.2%	0.2%	0.2%	0.2%	0.3%
Handout Off-store Location	0.1%	0.3%	0.1%	0.2%	0.1%
Handout Off-store Location Co-op	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Handout Off-store Location with Sample	<0.1%	0.1%	0.1%	0.1%	<0.1%
Hospital Sample	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
In-ad	1.9%	2.9%	3.0%	3.2%	2.2%
In-pack	2.0%	2.1%	1.7%	1.3%	1.0%
In-pack Cross Ruff	0.3%	0.2%	0.1%	0.2%	0.2%
Instant Redeemable	4.6%	8.5%	9.1%	11.2%	11.6%
Instant Redeemable Cross Ruff	3.6%	6.1%	6.0%	4.9%	5.5%
Internet	0.3%	0.9%	1.5%	2.7%	4.3%
Magazine On-page	0.5%	0.7%	0.7%	0.7%	0.6%
Magazine Pop-up	0.2%	0.3%	0.2%	0.2%	0.1%
Military Handout	0.3%	0.5%	0.3%	0.2%	0.3%
Military Magazine	0.1%	0.1%	0.1%	0.1%	0.1%
Military Shelf Pad	1.0%	1.7%	1.0%	0.8%	0.6%
Newspaper Co-op	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Newspaper Run-of-press	0.1%	0.1%	0.1%	0.1%	<0.1%
On-pack	2.4%	3.9%	2.3%	2.5%	2.0%
On-pack Cross Ruff	0.2%	0.2%	0.3%	0.3%	0.4%
Prenatal	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Shelf Box	0.9%	0.9%	0.4%	0.5%	0.3%
Shelf Pad	4.6%	6.9%	7.5%	10.3%	9.6%
Sunday Comics	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Sunday Supplement	<0.1%	0.2%	0.1%	<0.1%	<0.1%

Percent of Total Coupon Redemption by Method - Food

FSI coupons accounted for less than half (41.0%) of all coupons redeemed for food products in 2011. An additional 4.2% of the food coupons redeemed were Internet print-at-home coupons. Other methods measuring at least 1.0% of total food coupon redemption included direct mail, electronic checkout, electronic shelf, handout, in-ad, in-pack, instant redeemable, instant redeemable cross ruff, on-pack and shelf pad.

Top 5 Methods for Redemption: Food



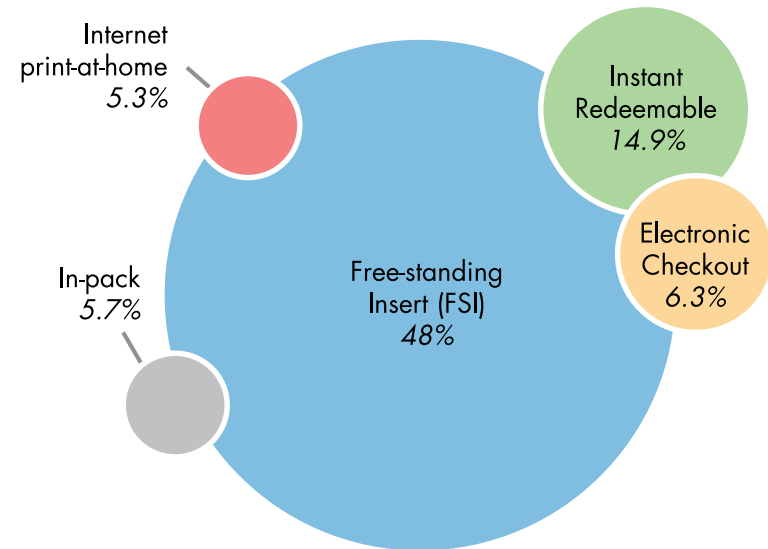
Total Redemption by Method Non-food

Method	2007	2008	2009	2010	2011
Beginnings Magazine	<0.1%	<0.1%	<0.1%	n/a	n/a
Bounceback	0.3%	0.3%	0.2%	0.2%	0.2%
Color Run-of-press	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Consumer Relations	0.2%	0.3%	0.2%	0.2%	0.3%
Direct Home Delivery	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Direct Mail	1.7%	2.3%	2.4%	1.9%	2.4%
Direct Mail Co-op	0.3%	0.4%	0.5%	0.7%	0.4%
Direct Mail with Sample	<0.1%	<0.1%	0.1%	<0.1%	<0.1%
Electronic Checkout	5.1%	5.1%	5.1%	5.7%	6.3%
Electronic Kiosk	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Electronic On-cart	n/a	<0.1%	<0.1%	<0.1%	<0.1%
Electronic Shelf	1.3%	1.3%	1.4%	1.2%	1.0%
Free-standing Insert	60.8%	60.0%	55.8%	49.1%	48.0%
Handout	3.2%	2.5%	2.8%	2.8%	2.7%
Handout Co-op	<0.1%	<0.1%	0.1%	0.1%	0.1%
Handout In-store with Sample	0.1%	0.1%	0.1%	0.1%	0.1%
Handout Off-store Location	0.3%	0.2%	0.2%	0.3%	0.2%
Handout Off-store Location Co-op	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Handout Off-store Location with Sample	<0.1%	0.1%	0.1%	0.1%	0.1%
Hospital Sample	0.1%	0.1%	0.1%	0.2%	0.1%
In-ad	0.7%	0.4%	0.3%	0.6%	0.9%
In-pack	4.1%	5.2%	5.3%	4.5%	5.7%
In-pack Cross Ruff	1.3%	1.4%	1.3%	1.3%	1.1%
Instant Redeemable	12.9%	8.2%	9.4%	17.0%	14.9%
Instant Redeemable Cross Ruff	1.5%	4.6%	6.6%	3.7%	2.3%
Internet	0.6%	1.2%	1.6%	3.1%	5.3%
Magazine On-page	0.5%	0.3%	0.5%	0.6%	0.8%
Magazine Pop-up	0.3%	0.5%	0.4%	0.4%	0.5%
Military Handout	1.0%	1.1%	0.9%	0.7%	0.5%
Military Magazine	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Military Shelf Pad	1.2%	0.8%	0.6%	0.5%	0.4%
Newspaper Co-op	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Newspaper Run-of-press	0.1%	<0.1%	0.1%	<0.1%	0.1%
On-pack	1.0%	1.5%	1.4%	1.2%	2.7%
On-pack Cross Ruff	0.1%	0.7%	0.5%	1.0%	0.5%
Prenatal	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Shelf Box	<0.1%	<0.1%	<0.1%	<0.1%	<0.1%
Shelf Pad	1.0%	1.2%	1.9%	2.4%	2.1%
Sunday Supplement	0.3%	<0.1%	<0.1%	0.1%	<0.1%

Percent of Total Coupon Redemption by Method - Non-food

Free-standing Insert coupons accounted for 48.0% of total coupon redemption for non-food coupons in 2011. Internet print-at-home coupons accounted for an additional 5.3%. Other methods accounting at least 1.0% of total coupon redemption included direct mail, electronic checkout, electronic shelf, handout, in-pack, in-pack cross ruff, instant redeemable, instant redeemable cross ruff, on-pack and shelf pad.

Top 5 Methods for Redemption: Non-food



2011 Method Index

Food vs. Non-food

Food

As with the overall industry, in-store distributed coupons such as electronic shelf, instant redeemable and shelf pad proved popular with food consumers.

Method	2011
Beginnings Magazine	8258
Consumer Relations	2559
Military Shelf Pad	1243
Instant Redeemable	983
Electronic Shelf	877
Shelf Pad	839
On-pack	821
Internet	770
Instant Redeemable Cross Ruff	720
Shelf Box	700
Hospital Sample	573
Electronic Checkout	517
Military Handout	489
In-pack	469
Handout In-store with Sample	419
Handout Off-store Location	412
Handout Off-store Location with Sample	290
Direct Mail	289
Handout	283
Electronic Kiosk	267
Direct Home Delivery	258
Sunday Comics	256
On-pack Cross Ruff	225
Military Magazine	180
Magazine Pop-up	155
In-pack Cross Ruff	147
Direct Mail Co-op	106
Direct Mail with Sample	97
Bounceback	84
Handout Off-store Location Co-op	83
Handout Co-op	78
Color Run-of-press	75
Magazine On-page	61
Free-standing Insert	50
In-ad	38
Newspaper Co-op	24
Newspaper Run-of-press	21
Sunday Supplement	13

Non-food

In-store distributed coupons such as electronic checkout, electronic shelf, instant redeemable and shelf pad were well received by consumers. Coupons, encouraging repeat purchase (both in-pack and on-pack) also generated high indices among non-food consumers.

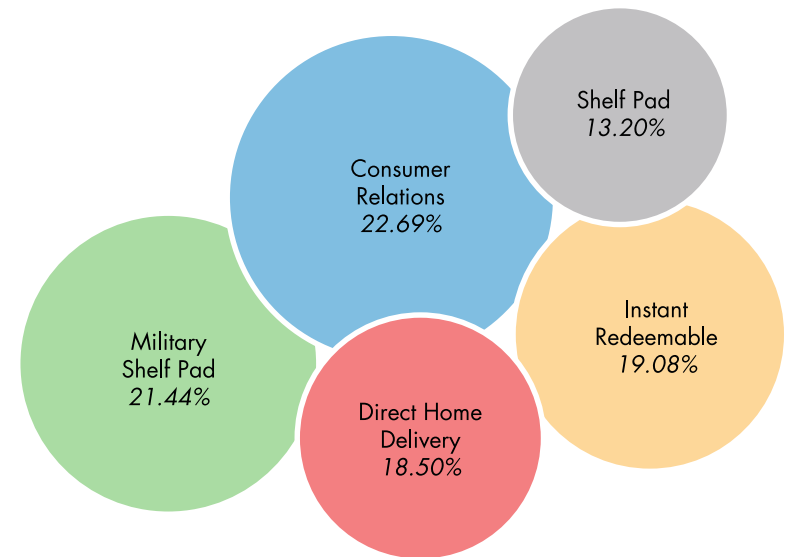
Method	2011
On-pack	6316
Instant Redeemable	5516
On-pack Cross Ruff	4438
Military Shelf Pad	2388
Bounceback	1858
Instant Redeemable Cross Ruff	1843
Internet	1755
Military Handout	1453
Shelf Pad	1393
Electronic Checkout	1370
In-pack	1366
Electronic Shelf	1339
Hospital Sample	1143
Electronic Kiosk	866
Newspaper Co-op	744
Handout Off-store Location	668
Handout Off-store Location with Sample	637
Shelf Box	482
Handout	472
Direct Mail	452
Direct Mail with Sample	377
Handout Off-store Location Co-op	363
Consumer Relations	343
In-pack Cross Ruff	307
Military Magazine	231
Handout In-store with Sample	213
Direct Mail Co-op	200
Handout Co-op	162
In-ad	121
Direct Home Delivery	102
Free-standing Insert	53
Magazine On-page	44
Magazine Pop-up	35
Newspaper Run-of-press	22
Color Run-of-press	17
Sunday Supplement	6

Redemption Rates by Method Food

Method	2007	2008	2009	2010	2011
Bounceback	9.34%	8.68%	8.07%	23.18%	9.64%
Color Run-of-press	0.80%	0.41%	1.01%	0.59%	0.32%
Consumer Relations	14.83%	15.31%	23.66%	15.22%	22.69%
Direct Home Delivery	1.62%	1.05%	3.30%	4.83%	18.50%
Direct Mail	1.99%	2.86%	2.97%	2.94%	3.45%
Direct Mail Coop	1.32%	2.79%	4.81%	5.12%	4.37%
Direct Mail with Sample	2.08%	4.12%	6.41%	4.73%	1.05%
Electronic Checkout	6.10%	7.05%	7.01%	6.65%	7.37%
Electronic Kiosk	2.93%	4.23%	6.77%	4.59%	4.40%
Electronic Shelf	7.10%	5.63%	5.77%	7.36%	9.69%
Free-standing Insert	0.72%	0.68%	0.77%	0.87%	0.81%
Handout	3.10%	3.61%	3.77%	4.19%	2.91%
Handout Coop	2.09%	2.17%	3.15%	1.55%	1.63%
Handout In-store with Sample	3.99%	4.66%	5.02%	5.20%	6.95%
Handout Off-store Location	3.03%	3.51%	4.71%	5.32%	5.48%
Handout Off-store Location Coop	0.49%	6.29%	2.14%	1.01%	1.09%
Handout Off-store Location with Sample	3.39%	3.59%	6.82%	2.44%	4.52%
Hospital Sample	6.61%	1.19%	1.34%	1.06%	3.46%
In-ad	0.73%	0.67%	0.82%	1.01%	0.66%
In-pack	4.50%	3.77%	3.76%	4.96%	5.09%
In-pack Cross Ruff	1.56%	1.42%	1.55%	2.42%	2.59%
Instant Redeemable	10.64%	15.74%	13.65%	19.81%	19.08%
Instant Redeemable Cross Ruff	8.86%	10.15%	12.69%	13.64%	10.49%
Internet	3.43%	4.11%	8.58%	15.46%	9.21%
Magazine On-page	0.53%	0.56%	0.68%	0.68%	0.70%
Magazine Pop-up	0.77%	0.62%	0.70%	0.87%	1.12%
Military Handout	8.83%	9.60%	10.78%	9.12%	8.55%
Military Magazine	2.17%	2.77%	1.80%	2.16%	1.93%
Military Shelf Pad	23.37%	19.98%	20.48%	21.35%	21.44%
Newspaper Coop	0.43%	0.83%	0.88%	0.43%	0.44%
Newspaper Run-of-press	0.27%	0.46%	0.42%	0.51%	0.99%
On-pack	4.59%	8.00%	7.03%	10.94%	11.92%
On-pack Cross Ruff	2.09%	0.62%	1.50%	2.85%	2.85%
Shelf Box	11.58%	12.06%	8.66%	7.87%	11.67%
Shelf Pad	8.67%	8.89%	9.63%	11.24%	13.20%
Sunday Supplement	0.49%	1.25%	1.54%	0.74%	0.66%

In 2011, average coupon redemption rates in the food product category ranged from 0.32% for color run-of-press coupons to 22.69% for consumer relations coupons. At 0.81%, the average redemption rate for FSI coupons was above the overall industry average.

Top 5 Redemption Rates: Food

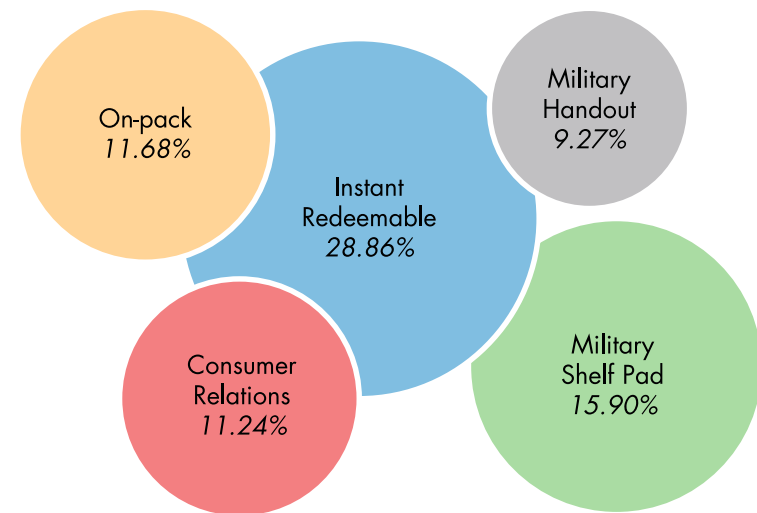


Redemption Rates by Method Non-food

Method	2007	2008	2009	2010	2011
Bounceback	12.78%	8.75%	11.84%	12.39%	2.89%
Color Run-of-press	0.10%	0.06%	0.01%	n/a	0.10%
Consumer Relations	14.97%	12.09%	13.96%	17.79%	11.24%
Direct Home Delivery	0.32%	0.86%	0.85%	1.40%	3.09%
Direct Mail	1.81%	1.49%	1.96%	1.53%	2.52%
Direct Mail Co-op	1.59%	1.21%	1.30%	2.90%	1.63%
Direct Mail with Sample	2.73%	1.36%	1.56%	2.22%	1.58%
Electronic Checkout	6.24%	5.48%	5.90%	5.57%	5.65%
Electronic Kiosk	n/a	2.09%	n/a	n/a	3.52%
Electronic Shelf	4.93%	3.44%	3.68%	5.99%	6.34%
Free-standing Insert	0.40%	0.36%	0.39%	0.39%	0.32%
Handout	2.06%	2.36%	1.86%	2.35%	1.94%
Handout Co-op	0.60%	0.33%	0.78%	0.77%	1.18%
Handout In-store with Sample	0.89%	0.90%	1.87%	1.44%	0.92%
Handout Off-store Location	2.08%	1.16%	0.54%	1.07%	2.61%
Handout Off-store Location Co-op	4.80%	0.40%	0.28%	0.90%	0.56%
Handout Off-store Location with Sample	0.52%	1.78%	0.81%	2.55%	1.36%
Hospital Sample	2.21%	3.03%	2.76%	2.72%	4.17%
In-ad	0.34%	0.38%	0.34%	0.34%	0.40%
In-pack	4.73%	4.19%	5.47%	5.77%	4.95%
In-pack Cross Ruff	2.44%	1.55%	2.78%	2.98%	2.09%
Instant Redeemable	25.69%	11.69%	29.55%	29.90%	28.86%
Instant Redeemable Cross Ruff	12.61%	22.33%	9.39%	22.66%	8.02%
Internet	1.27%	2.64%	6.61%	2.84%	6.18%
Magazine On-page	0.19%	0.20%	0.12%	0.22%	0.15%
Magazine Pop-up	0.23%	0.38%	0.58%	0.39%	0.38%
Military Handout	7.96%	11.51%	8.13%	10.19%	9.27%
Military Magazine	2.49%	0.74%	2.60%	2.72%	1.09%
Military Shelf Pad	20.23%	24.81%	2.09%	23.55%	15.90%
Newspaper Co-op	n/a	0.23%	0.19%	n/a	0.07%
Newspaper Run-of-press	0.12%	0.13%	0.04%	0.09%	0.07%
On-pack	4.01%	4.99%	4.82%	9.53%	11.68%
On-pack Cross Ruff	1.30%	1.51%	17.32%	8.67%	3.99%
Shelf Box	n/a	1.24%	3.35%	1.10%	n/a
Shelf Pad	7.40%	10.14%	6.22%	13.64%	6.74%
Sunday Supplement	0.23%	0.38%	0.13%	0.15%	0.10%

Average coupon redemption rates in the non-food product category ranged from 0.07% for newspaper co-op and newspaper run-of-press coupons to 28.86% for instant redeemable coupons. At 0.32%, the average redemption rate for FSI coupons was below the overall industry average.

Top 5 Redemption Rates: Non-food

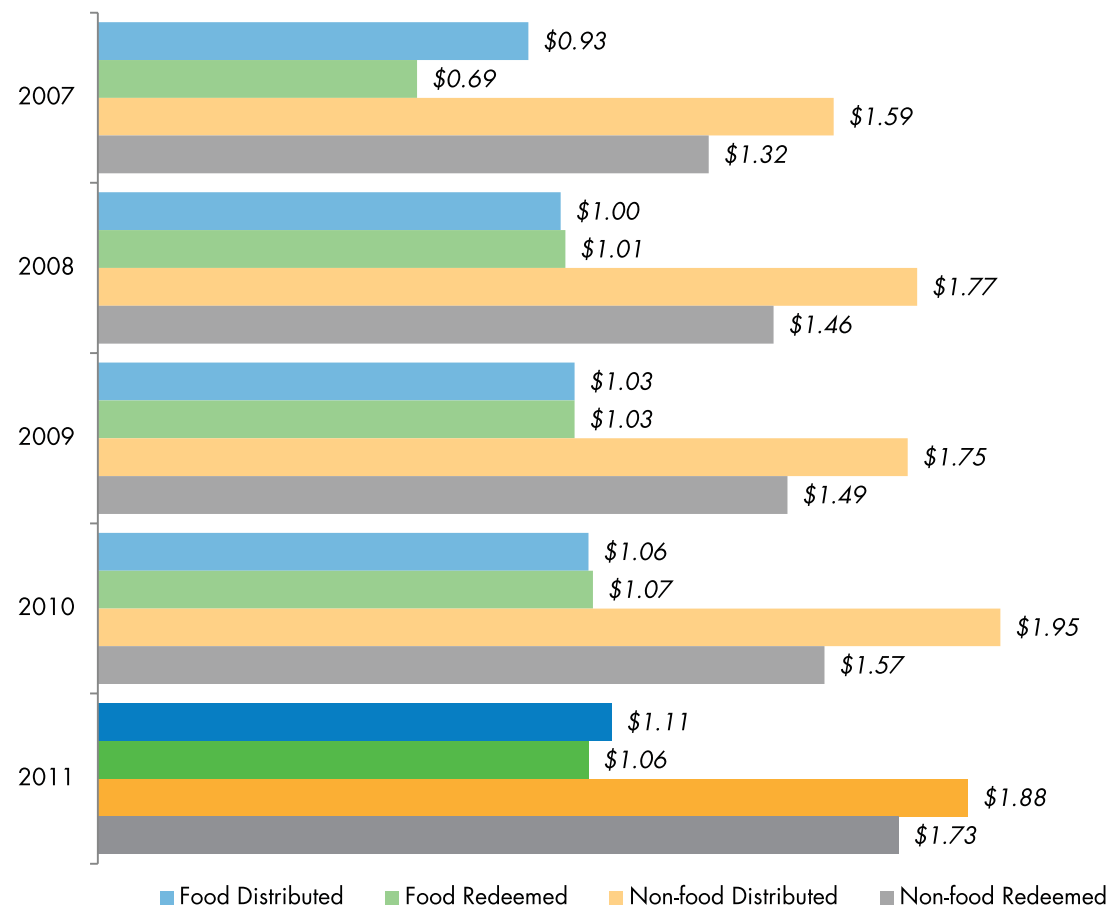


Average Face Value Food vs. Non-food

Average Face Value for Coupons Distributed and for Coupons Redeemed - Food vs. Non-food

In 2011, the average face value for distributed food coupons increased, up 4.7% to \$1.11. In contrast, the average face value for distributed non-food coupons decreased, down 3.6% to \$1.88.

The average face value for redeemed food coupons decreased 0.9% to \$1.06, while the average face value for redeemed non-food coupons increased 10.2% to \$1.73. The big increase in average face value for non-food coupons redeemed contributed to the increase in the average face value for all redeemed coupons.

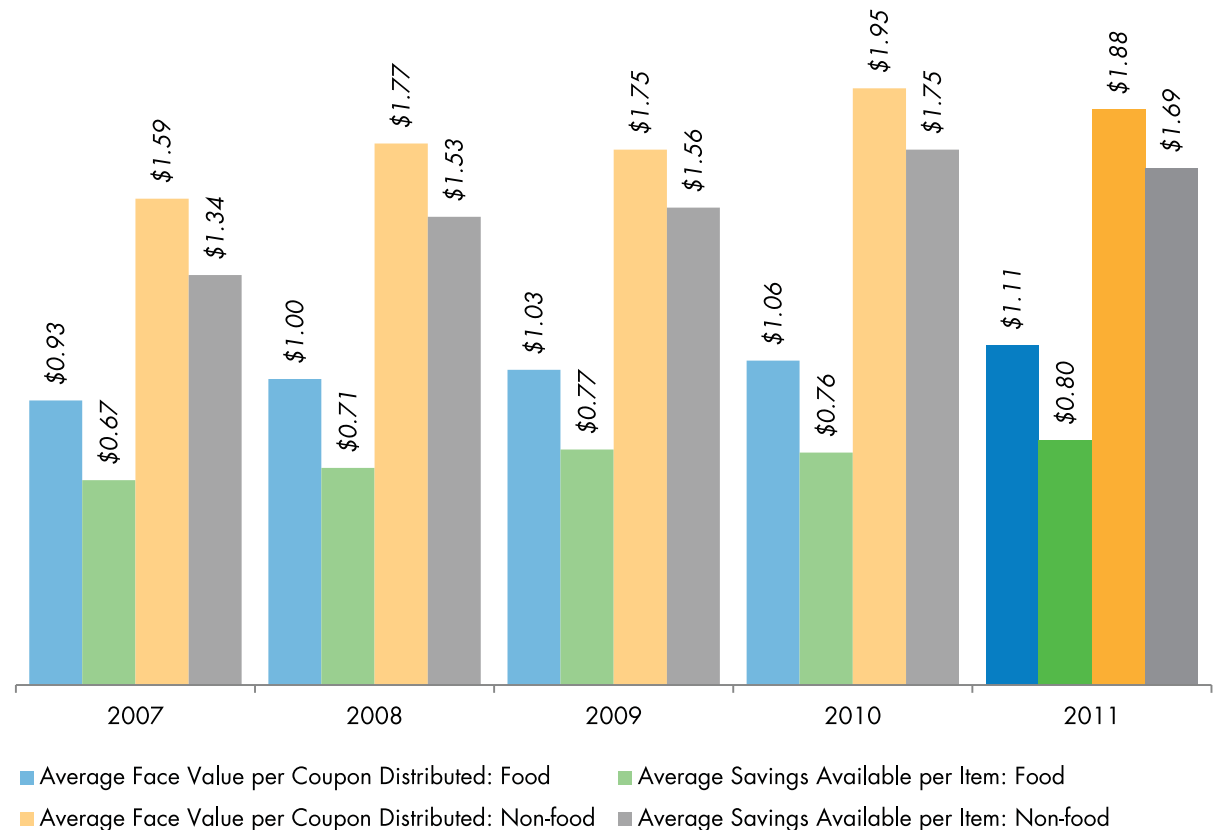


Average Face Value Food vs. Non-food

Average Face Value per Coupon Distributed vs. Average Savings Available per Item

As the average face value per coupon distributed for food products increased, so did the average savings available per item. In 2011, the average face value per coupon distributed for food products was \$1.11, while the average savings available per item was \$0.80, suggesting that marketers in the food category regularly employ multiple-purchase coupons to promote their products.

In the non-food category, the average face value per coupon distributed was down 3.6%, while the average savings available per item was down 3.4%.

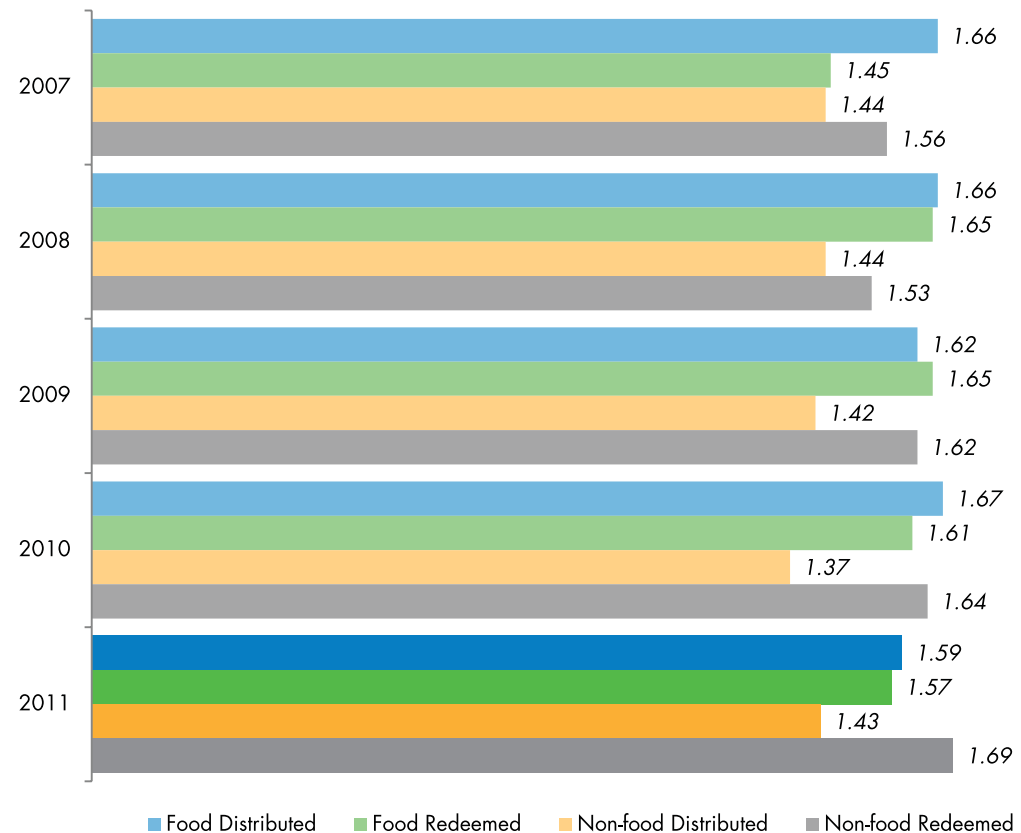


Purchase Requirement (in units) Food vs. Non-food

Average Purchase Requirement for Coupons Distributed and for Coupons Redeemed

In 2011, the average purchase requirement for food coupons distributed, as well as for food coupons redeemed, decreased. The average purchase requirement for food coupons distributed was down 4.8% to 1.59 units, while the average purchase requirement for food coupons redeemed was down 2.5% to 1.57 units.

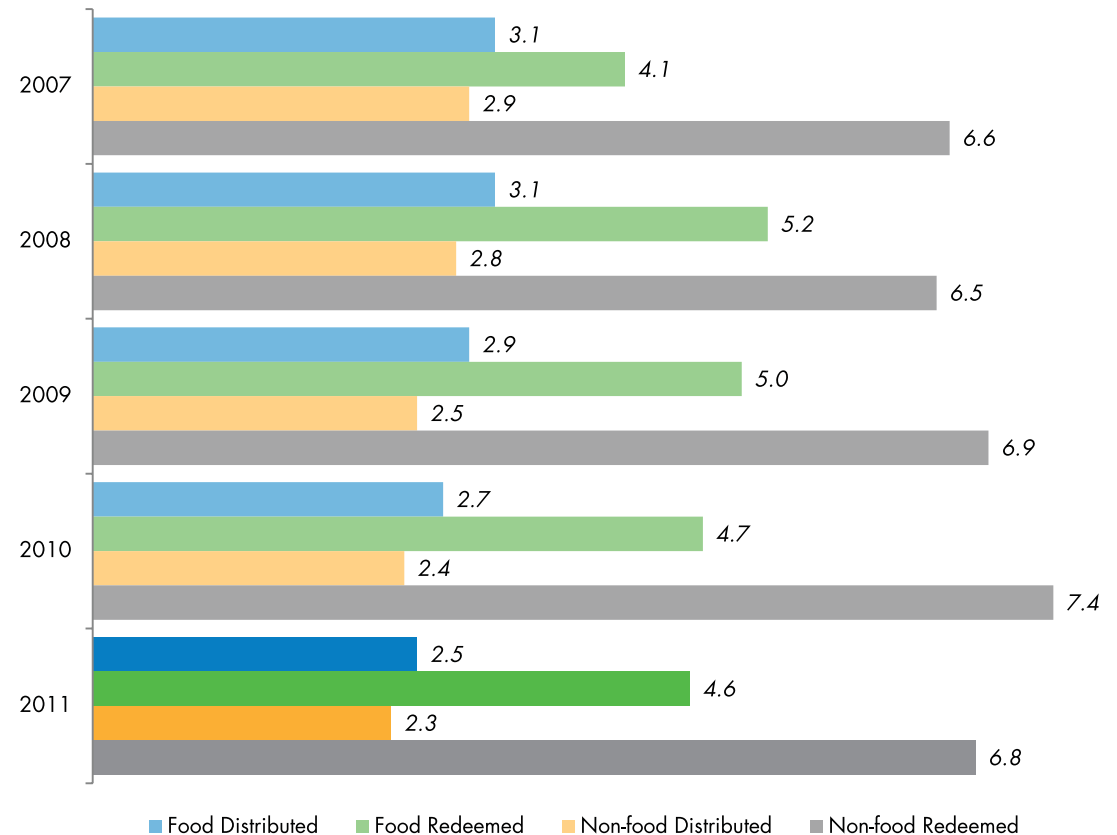
In contrast, the average purchase requirement for non-food coupons distributed and for non-food coupons redeemed both increased. The average purchase requirement for distributed non-food coupons was up 4.4% to 1.43 units and the average purchase requirement for redeemed non-food coupons was up 3.0% to 1.69 units.



Average Redemption Period (in months) Food vs. Non-food

Average Redemption Period for Coupons Distributed and for Coupons Redeemed

The average redemption period for coupons distributed and for coupons redeemed for both food and non-food products decreased in 2011. The average redemption period for food coupons distributed was down 7.4% to 2.5 months, and the average redemption period for food coupons redeemed was down 2.1% to 4.6 months. The average redemption period for distributed non-food coupons was down 4.2% to 2.3 months, and the average redemption period for redeemed non-food coupons was down 8.1%.



Method Codes & Definitions

Method Codes

The following guide lists the methods (exclusive of digital) tracked by Inmar. Each entry includes the method, the method code used by Inmar and the method definition. If you need further assistance selecting a method code, please contact your account team.

Method	Code	Definition
Beginnings Magazine	BEG	A coupon targeted to new mothers that is delivered via direct mail.
Bounceback	BB	A coupon sent in response to a consumer's request, typically requiring proof of purchase.
Color Run-of-press	CRP	A solo, color coupon printed directly on the newspaper page.
Consumer Relations	CR	A coupon sent to the consumer in response to that consumer's written or verbal complaint or concern.
Direct Home Delivery	DHD	A coupon delivered to the consumer's home by methods other than the U.S. Postal Service. Examples include door hangers, leaflets or polybags.
Direct Mail Co-op	DMC	Several coupons, from different manufacturers, in a single envelope delivered directly to the consumer by the U.S. Postal Service.
Direct Mail Solo	DM	A manufacturer's coupon delivered directly to the consumer by the U.S. Postal Service.
Direct Mail with Sample	DMS	A coupon, accompanied by a product sample, delivered directly from the manufacturer to the consumer by the U.S. Postal Service.
Electronic Checkout	EC	A coupon, dispensed electronically at a retail location during checkout, intended for use on a future purchase.
Electronic Kiosk	EK	A coupon printed at a kiosk in a retail store.
Electronic On-cart	EOC	A coupon dispensed by a printer attached to a shopping cart when the cart nears the featured product's location in the store.
Electronic Shelf	ES	An electronic coupon, dispensed from a box attached to the shelf near the product, and intended for immediate use. Also known as an instant coupon machine.
Free-standing Insert	FSI	A four-color coupon appearing in an advertisement inserted loose in the Sunday newspaper.
Handout Co-op	HOC	Several coupons from various manufacturers distributed by hand to a consumer at the store level.
Handout In-store with Sample	HSS	A coupon and product sample distributed by hand to a consumer at the store level.
Handout Off-store Location	HL	A coupon distributed by hand to a consumer at a location other than a retail store (i.e. a food show).
Handout Off-store Location Co-op	HLC	Several coupons from various manufacturers distributed by hand to a consumer at a location other than a retail store (i.e. a food show).
Handout Off-store Location with Sample	HLS	A coupon and product sample distributed by hand to a consumer at a location other than a retail store (i.e. a food show).
Handout Solo	HO	A coupon distributed by hand to consumers at the store level.

Method Codes & Definitions (cont'd)

Method	Code	Definition
Hospital Sample	HS	A coupon, accompanied by a product sample, distributed to patients or expectant mothers at a doctor's office or hospital.
In-ad	IA	A manufacturer-funded coupon issued by the retailer, typically through the retail store circular. It is usually only redeemable at the store that distributed the coupon.
In-pack	IP	A coupon found inside a product's package that is redeemable on a subsequent purchase of the same product.
In-pack Cross Ruff	IPC	A coupon found inside a product's package that is redeemable on a subsequent purchase of a different product.
Instant Redeemable	IR	A coupon attached to a product's package at the factory or in the store that can easily be removed for immediate use at checkout.
Instant Redeemable Cross Ruff	IRC	A coupon attached to a product's package at the factory or in the store that can easily be removed for immediate use at checkout on the purchase of a different product.
Internet Print-at-home	NET	A coupon distributed via the Internet, typically selected online by the consumer and printed using the consumer's computer system. Internet coupons are paper coupons.
Magazine On-page	MOP	A coupon printed on the page in a magazine advertisement.
Magazine Pop-up	MPU	A coupon printed in a special section of a magazine that folds out, or pops up, when the magazine is opened.
Military Handout	MHO	A coupon handed directly to the consumer at a military retail location.
Military Magazine	MMG	A coupon distributed through magazines targeted at military personnel.
Military Shelf Pad	MSP	A pad of coupons placed on a shelf near the featured product in military commissaries.
Newspaper Co-op	NCC	A group of coupons, either black-and-white or color, from different manufacturers, printed together on a newspaper page.
Newspaper Run-of-press	ROP	A solo, black-and-white coupon printed directly on the newspaper page.
On-pack	OP	A coupon printed on a product's package, redeemable on a subsequent purchase of the same product. The product's package must be destroyed to use the coupon.
On-pack Cross Ruff	OPC	A coupon printed on a product's package, redeemable on a subsequent purchase of a different product. The product's package must be destroyed to use the coupon.
Prenatal	PRE	A coupon presented to expectant mothers at the doctor's office or during instructional classes.
Shelf Box	SB	A coupon dispensed from a box attached to the shelf near the product and intended for immediate use.
Shelf Pad	SP	A pad of coupons placed in the store, usually on a shelf near the featured product.
Sunday Comics	SC	A solo coupon printed in the color cartoon section of the Sunday newspaper.
Sunday Supplement	SS	A solo coupon printed in a magazine supplement, such as Parade or USA Weekend, in the Sunday newspaper.



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