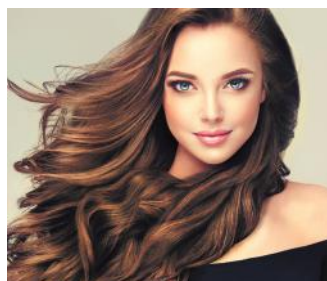


2024 TWIN CITIES MEDIA KIT & MAP





Who We Are...

SaveOn® is a comprehensive direct mail/digital marketing company specializing in providing solutions through a variety of products.

Our direct mail magazine is distributed monthly to over four million homes in the Chicago, Detroit, Jacksonville, South Florida and Minneapolis/St. Paul areas - all supported by our platinum digital products.

In addition, we offer a full comprehensive suite of digital products to fit your unique business needs!

With its 43 years in business, you can count on SaveOn® to provide the best in marketing solutions.

What We Do...

Together, with our trusted business partners, we are dedicated to helping Savers live life for less by saving them time and money. We are passionate about the growth of our team, business partners, and the communities we call home.

SaveOn's 100% Customer Satisfaction Guarantee*

If you advertise for six months with SaveOn and are not getting the response you believe justifies the investment, we will run the next two months for free.

*Must use call tracking and fill out customer expectation form. Ask rep for details.

TOTAL MARKETING

An Advertising

Print Offerings:

- SaveOn® Magazine
- Inserts/Flyers
- Postcards
- Solo Mail
- 4-Page Circulars
- Call Tracking
- Campaign Performance Report

Custom Digital Campaigns:

- Email Marketing
- Mobile Friendly
- TV Streaming
- Websites/Microsites
- Contextual Targeting
- Behavioral Targeting
- Retargeting
- Social Advertising (Facebook & Instagram)
- Native Advertising
- Pay-Per-Click (PPC)
- Geofencing
- Event Targeting
- Addressable Geofencing
- Over 25 Digital Offerings
- & More!

CHICAGO | DETROIT | JACKSONVILLE

MARKETING SOLUTIONS

Campaign That Creates Results.



Customers Respond to Direct Mail Ads



of consumers open direct mail immediately



read all their mail at some point

What Action Are They Taking?

- 43% visited the advertiser's website
- 31% bought an advertised product or service
- 31% visited the advertiser's retail locations
- 28% conducted a search on the advertiser, product or service online
- 26% looked up reviews about the advertiser, product or service

80% of these actions are done online! With direct mail ads, you get all the benefits you associate with digital advertising.

Source: <https://salesfuel.com/62-of-consumers-still-react-to-direct-mail-ads/>

DELIVERING RESULTS.



Digital & Print Advertising Go Hand-In-Hand!

SaveOn[®] helps businesses like yours reach their target audience across different platforms and devices.



Businesses who leverage on and offline engagement retain on average 89% of their customers.



The average American adult spends more than 11 hours a day consuming digital media.¹



Marketing campaigns that used direct mail & one or more digital media experience a 118% lift in response rate.²



80% of smartphone users want ads customized to their location.³

We have a team of marketing specialists that will build a customized, affordable, targeted digital and print campaign that supports your overall marketing plans and business goals.

Sources: ¹The Total Audience Report: Q4 2014, Nielsen, 2015. ²<https://merkleinc.com/>; ³"Understanding Consumers' Local Search Behavior," Google, 2014.

**CALL US TODAY FOR A
CUSTOMIZED MARKETING CAMPAIGN FOR YOUR BUSINESS**

5775 WAYZATA BLVD. STE. 723, ST. LOUIS PARK, MN 55416 | 800-495-5464 | SaveOn.com[®]