

clipper advantage

A local success... nationwide.

At present, Clipper readership exceeds 230 million homes annually. It mails to 50,000 homes each week in over 500 cities and towns in over 27 states. And it gets repeat readership—making it part of the community.

Professional design, magazine format.

Each professionally designed full-color ad in Clipper Magazine catches the eye. Presents the offer. Makes the sale. And the easy-to-use magazine format ensures that every ad gets noticed.

Longer shelf life.

On average, consumers keep Clipper Magazine six to eight weeks and use it repeatedly. They keep it in plain sight. They consult it when looking for a restaurant, a beauty salon, a fitness center...you name it. And...as a result, they see your ad again and again. So, you get extra time to make the sale.

Readers with real buying power.

Our research shows that these “prospects” are the people you really want. They live in higher-income neighborhoods. Have more money to spend. And are more predisposed to buy.

Easy to use.

Newspapers make you dig through page after page to find good offers. By comparison, Clipper Magazine is instant gratification. Consumers find great offers on every page of every issue.

“It’s an unbeatable combination: high quality, low cost and strong selling power.”

Guaranteed delivery.

Newspapers, FSI’s and newsstand magazine inserts can’t guarantee that readers will see your offer. On the other hand, Clipper can—because each issue is delivered by the U.S. Postal Service.

Everything you need for great results.

Clipper offers you:

1. Vivid color.
2. Professional photography.
3. Expertly designed layouts.
4. Help with creating outstanding offers.
5. Assistance with logo design.

More cost-effective than solo mailers.

A colorful magazine format. Reliable direct-mail delivery. Together, they give your offer the impact of a solo mailer... without a solo mailer price tag. We’re talking pennies per household.

Low overhead, for lower ad rates.

Expertise in high-efficiency printing—and strong relationships with great printers—keep Clipper’s production costs low. That’s why we can offer you very cost-effective ad rates.

Specially trained artists. High-tech equipment.

We combine state-of-the-art computer graphics technology with talented artists specially trained in “The Clipper Way.” This means you get a hard-selling ad that also enhances your image.

Currently distributed in AL, AZ, CA, CO, CT, DE, FL, GA, IL, KY, LA, MA, MD, MI, MS, NC, NJ, NM, NV, NY, OR, PA, SC, TN, TX, VA and WI.



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