



The Family Coupons Magazine -
Giving You the Opportunity
to Experience More

As West Michigan's premier direct-mail advertising medium, we recognize that the world of marketing is continuously evolving—with the need to deliver high-quality content and incentives like never before, we continuously look at fresh marketing strategies that will be valuable to you.


Our goal is simple: grow your business by delivering a high-quality advertisement to thousands of businesses and homeowners in our community, an area we know well, and continue to take pride in being a part of. A portion of advertising sales are donated back to local charities that continuously strive to build a better tomorrow for the community in which we work, live and play.

We are giving you the opportunity to experience more out of your business. Now is the time to work together—for a better tomorrow, for a better community.

We look forward to partnering with you on this endeavor.

Sincerely,

Brandon & Sara
and our team at the Family Coupons Magazine



Coupons received in the mail are redeemed 2-8 times more often than those in other media.

A.C. Nielsen - Clearing House



87%

of all consumers use print coupons they receive in the mail.

77%

of consumers select their stores based on where they can use paper coupons.

Mail Dates

December 5, 2018
February 13, 2019
April 17, 2019
June 19, 2019
August 14, 2019
October 16, 2019
December 4, 2019

Deadlines

November 9, 2018
January 18, 2019
March 22, 2019
May 24, 2019
July 19, 2019
September 20, 2019
November 8, 2019

See What People Have to Say

WOW...you are worth every penny, nickle, dime, quarter...I spend with you. Anybody who doesn't advertise with you, have them call me. I will change their mind!

Jerry, Van's Car Wash and Automotive Repair

My restaurant has been advertising with Family Coupons for as long as I can remember. We get coupons back by the thousands throughout the year. The really crazy thing is the longevity of the magazines. We experience our patrons bringing in the coupons for two full months. In today's economy you must pick an advertising medium that delivers results at a fair price.

Steve, Great Lakes Chili Dogs

Sport Clips has been advertising with Family Coupons for years. Based on my previous experience, they out perform and provide better customer service than their local competitors. I would recommend them to any business looking to grow along the Lakeshore.

Stacey, Sport Clips

We are very pleased with the response that Family Coupons have brought us. We have been advertising with them for over 10 years. We wanted to build our retail traffic and they helped us do that. They mail every two months so we can fine tune the ad to the season we are trying to promote around it.

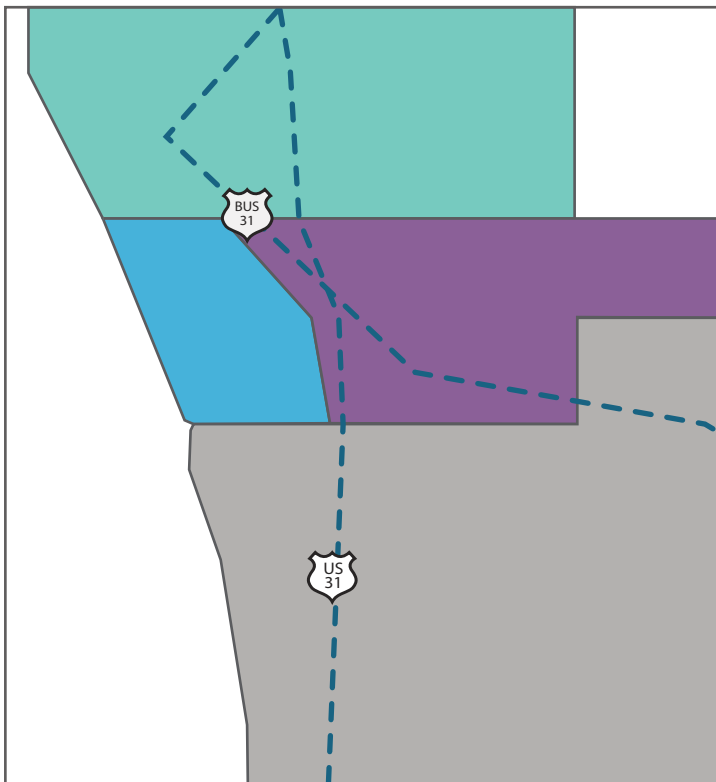
Matt, The Meat Block

Family Coupons™ *Valuable Savings*

- ▶ 93,000 magazines distributed every 2 months through the USPS
- ▶ 6 issues per year in 4 targeted zones
- ▶ Full color on 8.5" x 11" gloss paper
- ▶ Over 22 years of experience
- ▶ Locally owned and operated



Northern Lakeshore Zones



North Muskegon Zone
21,000 Homes & Businesses
North Muskegon, Whitehall,
Montague, & Twin Lake

Norton Shores Zone
18,000 Homes & Businesses
Norton Shores, Roosevelt Park,
Lakeside, & Glenside

East Muskegon Zone
26,000 Homes & Businesses
Muskegon, Fruitport, & Ravenna

Grand Haven Zone
29,000 Homes & Businesses
Grand Haven, Spring Lake, Ferrysburg,
Nunica, & West Olive