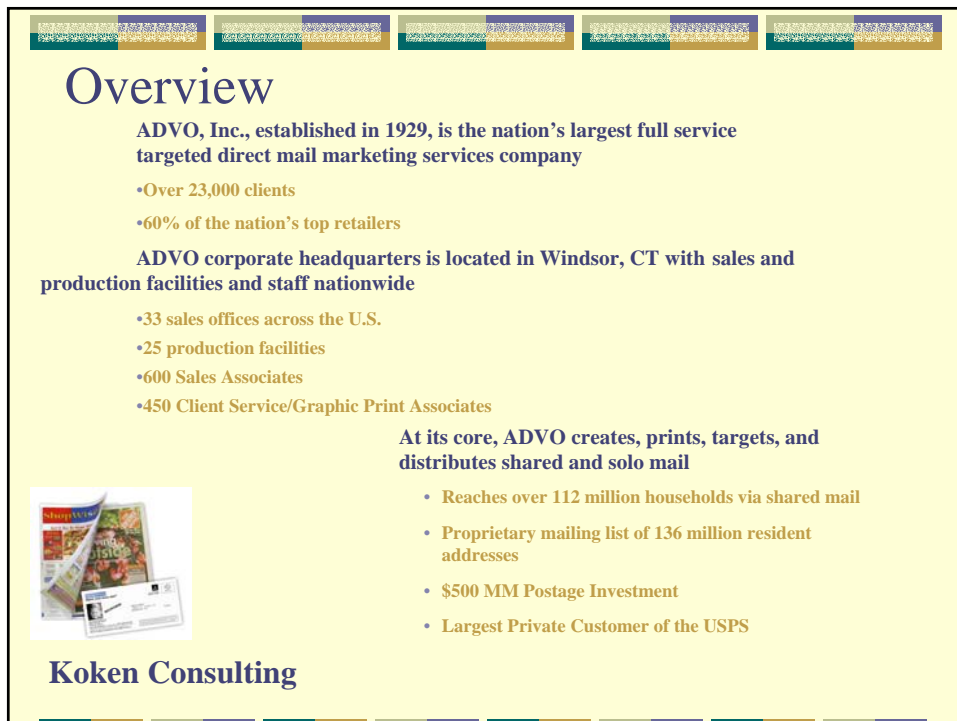


ADVO Overview

SNA Conference
September 21, 2005

Koken Consulting



Overview

ADVO, Inc., established in 1929, is the nation's largest full service targeted direct mail marketing services company


- Over 23,000 clients
- 60% of the nation's top retailers

ADVO corporate headquarters is located in Windsor, CT with sales and production facilities and staff nationwide

- 33 sales offices across the U.S.
- 25 production facilities
- 600 Sales Associates
- 450 Client Service/Graphic Print Associates

At its core, ADVO creates, prints, targets, and distributes shared and solo mail

- Reaches over 112 million households via shared mail
- Proprietary mailing list of 136 million resident addresses
- \$500 MM Postage Investment
- Largest Private Customer of the USPS



Koken Consulting

Selling Against Advo...

Shared Mail

ADVO Turn Key Solutions
Inserts featuring a wide range of options, from single sheets to tabloids and oversized postcard. ADVO can showcase the client products and services with impact.

Pre-Printed Circulars
Client provided print advertising circulars

Single Sheets & Tabs
Client provided inserts

ShopWise™ Label
The Missing Child Card... The most recognized mail in America with over 92% consumer awareness is the address vehicle for the ShopWise package

ShopWise™ Wrap
Four-page, full color multi-client jacket that wraps the clients advertising pieces

Within ADVO's Shared Mail environment, multiple advertisements are all distributed within a four-page wrap

Clients advertising messages can be versioned and targeted by geography, demography or consumer behavioral characteristics

Koken Consulting

Leveraging The Power Of The Mailbox

93% of ADVO Delivery Is U.S. Mail

The "Manager of the Mailbox" brings in the mail virtually every day

- The person doing the sorting makes the shopping decisions

97% of all households review their mail the day it arrives; can newspapers say that?

- 89% read the mail the moment they bring it inside
- 75% expect to get mailed advertising every day
- Women bring in the mail in 66% of households

Source: USPS "Mail Moments" - 2004

Koken Consulting

Luisa Koken, former Senior Vice President of The Newspaper Network

September 21, 2005

Selling Against Advo...

ADVO's National Platform: The Network

- Shared Mail – 112 Million Households
- Solo Mail – 136 Million Households
- ANNE – 35.6 Million Households
(ADVO National Network Extension)
- Weekend Delivery – 18.4 Million Households
- Newspaper Alliance – 9.5 Million Households

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DIRECT MAIL TARGETING CAPABILITIES

- **NATIONAL:** 136 million household solo mail capability
- **MARKET:** Shared Mail in 180+ DMA markets/300+ MSA markets (urban, suburban, rural)
- **ZONE:** Choose from 470+ Shop Wise Markets average 160,000 households
- **ZIP CODE:** 37,000 Zip codes averaging 3,200 households
- **SUB ZIP/ATZ:** ADVO Targeting Zones (ATZ's), 49,000+ zones average 3,500 households designed around local traffic flow, shopping patterns and socio-economic characteristics.
- **CARRIER ROUTE:** 500,000+ routes averaging 240 households
- **HOUSEHOLDS:** Address specific to individual households
- **SATURATION:** 98% household receipt
- **RELIABILITY:** 2-day delivery window
- **EFFICIENCY:** Less than 1/3 cost of solo mail

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Selling Against Advo...

Targeting

Client Centric Solutions




<ul style="list-style-type: none"> ➤ Geographic Where are they? ➤ Demographic Who are they? ➤ Behavioral Data Sets What do they like to do, What are they likely to buy? ➤ Database Marketing Solutions Analysis based on actual customer files 	<ul style="list-style-type: none"> Zip Codes or Mile Radius Incomes over \$50,000 Spent >\$5,000 on home improvement last year People who look like Current Customers
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BEFORE Neighborhood Targeting

Featured below is mailing ZIP Code 89104 located in Las Vegas, NV.



Zip Code	89104
Households.....	16,024
Single-Family Dwellings.....	60.3%
HH's w/ Income \$35K+.....	54.8%
Pop. Age25-54.....	40.7%
Pop. Age <18.....	24.8%
Composite Index.....	83

Upon first appearance, the demographics for this ZIP Code tell you everything you need to know about the residents living in this area.

Luisa Koken, former Senior Vice President of The Newspaper Network

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Selling Against Advo...

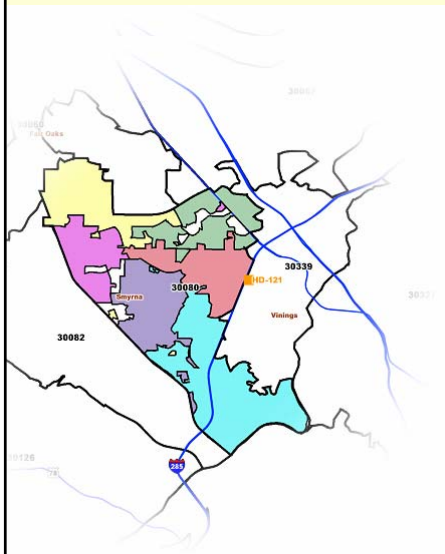
AFTER NEIGHBORHOOD TARGETING

Significant diversity can exist within single ZIP Codes
 ATZ's enable advertisers to minimize waste and maximize results



	HH's	% Single-Family Dwellings	HH's w/ Income \$35K+	% Pop Age 25-54	% Pop Age < 18	Composite Index
F1	5,226	58.5	50.2	40.0	26.9	83
D1	3,562	67.5	41.6	33.4	15.1	67
C1	2,526	56.4	54.6	45.2	20.9	81
B1	4,710	58.8	77.8	44.2	32.0	101

ATZs Target Your Best Customers

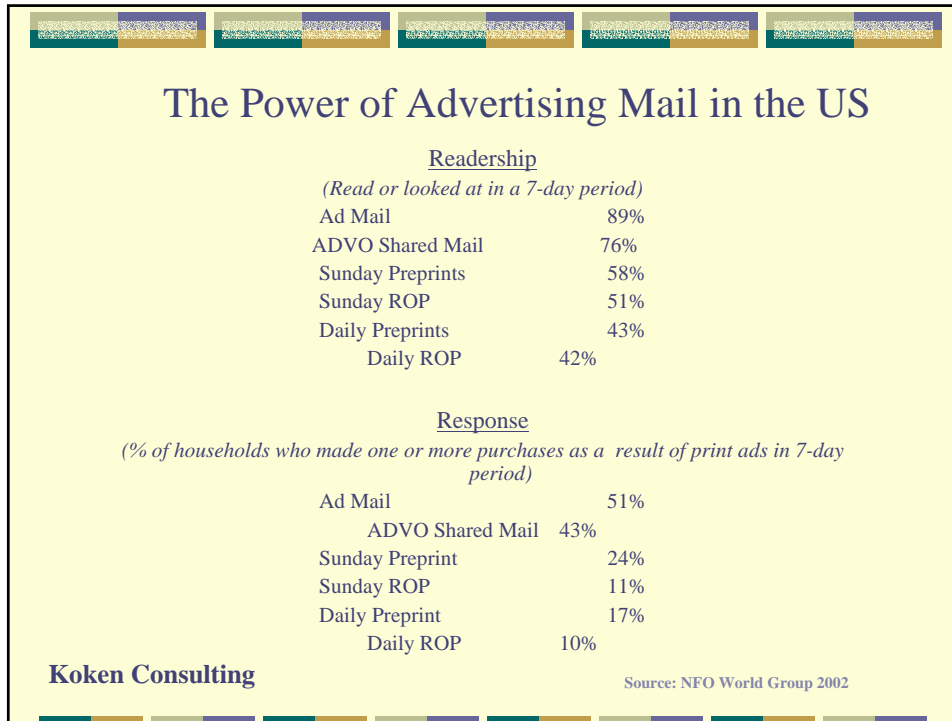


- ZIP Codes are defined by the Postal Service, but are not defined by any particular demographic make-up
- ADVO divides the ZIP Code into carrier routes and overlays demographic summaries based on census data
- Carrier routes are then grouped together based on demographics, ethnicity and local traffic patterns
- The result is a targeting and delivery platform which provides better demographic accuracy than ZIP Code based models

Luisa Koken, former Senior Vice President of The Newspaper Network

September 21, 2005

Selling Against Advo...



- ### Selling Against ADVO
1. Ability to penetrate minimum 95% of trade area
 2. Ability to zone by zip code
 3. Ability to zone around store (neighborhood marketing)
 4. Paid Publications
 5. Direct Mail TMC's
 6. Delivery that coincides with their sales cycle
 7. Competitive preprint CPM
 8. Same preprint CPM for all sizes
 9. Flexible Delivery Deadlines (Friday prior to Wednesday)
 10. Value Added (free ROP, color, advertorial, promotions)
 11. IDEAS!!
 12. Follow up and Follow Through
- Koken Consulting**

Selling Against Advo...

Newspaper Name

	USPS	Daily	Daily		Daily		Sunday	Sunday		Sunday	
Zip Code	Household Counts	Paid	Single Copy	TMC	Total	% of Penetration	Paid	Single Copy	TMC	Total	% of Penetration

Zoning Specifications:

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Questions

Koken Consulting