

# ACT NATIONALLY, REACH LOCALLY – **ACCOMPLISH BOTH.**

*Reach Consumers Where It Matters Most.*

DistribuTech offers the opportunity to place unique marketing materials in the nation's premier retailers. Our footprint encompasses 12,000 total retail locations in 66 markets nationwide covering 35 states.

We are dedicated to working with you to build a national or regional advertising program that works best for you or your brand. Our national reach is ideal for launching new products, growing established brands or communicating seasonal promotions. The ability to target local consumers on a national basis and customize that reach offers you a greater return on investment for your ad spend.

Advertising is available on our Premium Billboards, Side Billboards and our Take One programs. Creative can be provided by you or customized by our graphic designers to fit your budget and overall advertising needs.

## **Demographics**

No matter what your advertising and marketing needs are, DistribuTech has the demographic reach that is right for you – Grocery Stores, Convenience Stores, Video Stores, Drug Stores and Big Box Retail.



E-mail [advertise@distributech.net](mailto:advertise@distributech.net) for more information or visit [www.distributech.net](http://www.distributech.net).

## GROCERY STORES

- Average Income: \$48,000
- 65% female and 35% male
- 37% between ages 35-54
- Average foot traffic: 8,000-12,000 per week
- Shoppers average 2.1 visits to the grocery store each week

## CONVENIENCE STORES

- Average Income: \$34,000
- 30% female and 70% male
- 40% between ages 35-54
- 51% between ages 18-34
- Average foot traffic: 2,000-3,000 per week

## VIDEO STORES

- Average Income: \$50,000
- 50% female and 50% male
- 42% between ages 35-54
- 43% between ages 18-34
- Average foot traffic: 5,000-7,000 per week

*SOURCE: Visitor demographics are averages based on third party research conducted on national stores.*

## DRUG STORES

- 69.4% have an income of \$30,000+
- 58% female and 42% male
- 45% between ages 35-54
- 23% between ages 18-34
- Average foot traffic: 1,000-2,000 per week

## Demographics

- Targeted Marketing
- Repetitive High Traffic Exposure
- Premium Product Placement
- Cost Effective Advertising
- Easy Access to Top Retailers
- Proven Distribution

## National Advertisers

These are a sample of previous and/or current national advertisers.

- AARP
- AOL
- Chadwick
- Equifax
- GEICO
- Pace Butler
- People PC
- Proactive
- Yellowbook



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