

# Advantages For Restaurants To Carry Coffee News®

1. **Customers** have something pleasurable to read while waiting for their order.
2. **Coffee News®** gives a single customer something to do besides stare in another customer's direction.
3. **Coffee News®** gives the shy customers some interesting facts to share.
4. **Coffee News®** is short and sweet. Not as messy as other publications.
5. **Format** is easy to handle with one hand so as not to spill or take up space.
6. **It's popular**, customers come back and enjoy more issues and increase the restaurant's steady client base.
7. **Sales and Tips** can be increased if the wait person gives a customer **Coffee News®** "to enjoy while you wait."
8. **Restaurant** patrons love **Coffee News®** and will patronize those restaurants where it can be enjoyed.
9. **Coffee News®** does not advertise your competition; only your potential customers.
10. **Coffee News®** is highly professional and distinctive.
11. It's **FREE!!**



## Coffee News®

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# Coffee News® Louisville

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**PEG Publishing**

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**"If You Want Your Ad To Get  
The Most Views, Advertise In  
Coffee News®"**

# What Is Coffee News®?

- **Coffee News®** is one of the most potent, yet affordable advertising publications ever produced. It has grown from a single edition, first published in 1988, to become the largest franchised restaurant publication in the world. With close to 800 franchise locations in 12 countries, **Coffee News®** is read by more than eight million people every week!
- **Coffee News®** is a free publication, published weekly and distributed to restaurants, coffee shops, convenience stores, workplaces, hotels, senior centers, hair salons, physicians' offices, hospitals, you name it...our goal is to be "everywhere" within the community to maximize enjoyment for our readers and exposure for our advertisers.
- **Coffee News®** has the weeks' funniest and most unusual news stories, jokes, trivia, amazing facts, horoscopes, desirable contests and promotions...plus a whole section dedicated to listing local events taking place throughout our community. Everything in it is fun, positive, and entertaining...

something that makes people

## SMILE!

It's intended to be a breath of fresh air for millions of readers who are tired of reading only bad news.

# What We Can Do For You...

- **Coffee News®** is committed to serving the diverse needs of our clients by creating results-focused marketing programs, which over the long-term educate the customer and help build brand awareness, setting your business apart from the competition.
- **Coffee News®** advertising will target thousands of readers every week. Your ads will be seen by local residents, people moving into the area & by thousands of tourists throughout the year.
- **Coffee News®** is designed to cut through typical advertising "clutter." Your ad will always be on the Front page or Back page, never lost somewhere in the middle and NEVER next to your competition! **Coffee News®** advertisers are guaranteed EXCLUSIVITY...you "own" your business category and lock out your competition!
- **Coffee News®** is distributed to more than 300 locations in Louisville. Please visit our website for a complete list of places where **Coffee News®** can be found. If you are a restaurant owner, coffee shop, doctor's office or any other business that requires people to wait and you wish to offer **Coffee News®**, please contact us and we will add you to our list.

# Coffee News®

## Edition Areas

### The Highlands - St. Matthews - Louisville East End-

(other available area's; J-town, Fern Creek, Okalona, Dixie, Highview, Oldham Co., Clarksville, Jeffersonville & New Albany)



TO ADVERTISE IN  
**Coffee News®** OR TO  
HAVE **Coffee News®**  
DELIVERED TO YOUR  
RESTAURANT CALL,  
TEXT OR EMAIL US  
TODAY!!

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