



THE C-STORE POSTER PROGRAM

FACTS!



Better

Gateway Outdoor's GO Media c-store one-sheet posters offer the only national ad media program that grabs the attention of consumers at the c-store point of purchase, where they spend more than \$337 billion annually.

Younger

There has been an increase in the number of young adults 18-29 who shop in the c-store and a decline in those who are 55+. 63% of those 18-29 shop in a c-store more than once a week with 10% there every day.

Higher Income

The income of all adults 18+ who have shopped in a c-store in the past month — 35% have an income of \$75,000+ and 21% earn \$50,000-\$74,999.

The Majority Rules

75% of all teens have shopped at a c-store in the past month. 65% of all men and 55% of all women shop at least once a week. The top reasons to stop? Beverages. Snacks. Needed items. Impulse buys

Spending More

The average amount spend inside a c-store per visit is \$7.60 for adults (with women spending \$9.14) and \$9.10 for teens. The majority of both groups purchased 2-3 items.

Larger

62% of all U.S. c-stores are independently owned, one-store business. In major markets Gateway Outdoor's GO Media covers more than 90% of these independents.

Stronger

When you bring GO Media's c-store poster program to your ad campaign, you significantly increase market penetration and reduce overall CPM.

For more information, please contact us at GOMedia@gatewayoutdoor.com or 724-863-7559.

Source: National Association of Convenience Stores, Convenience Store News and GO Media Research