

# WHY FRIDGE MAGNETS?

**foremost**  
**magnets**



## REPETITION

The average person looks at their fridge around



**KITCHEN (91%)**

**WORKSPACE (74%)**

**BEDROOM (55%)**

Consumers have at least one promotional product in these rooms



**THE FRIDGE**

is considered to be the most  
**EXPLORED**  
and visited appliance in the  
**HOUSEHOLD**



**THE FRIDGE IS KEPT IN THE**



**OF THE HOME**

**82%**

of people who received a promotional product or gift made



**A PURCHASE**

FROM THAT COMPANY



Fridge magnets are light, flat and unbreakable

## EASILY DISTRIBUTED

## 6 OUT OF 10

people keep promotional products for up to

**PERFECT FOR MAIL OUTS**



Fridge magnets are a **COST EFFECTIVE** advertising & marketing tool



## 8/10

REMEMBER THE COMPANY THEY RECEIVED A PROMOTIONAL PRODUCT FROM

## 2 YEARS!



**OF PEOPLE WHO**

Promotional products are known to draw **500x MORE RESPONSES** than a letter

received promotional items researched

## BRAND THE