

## Target Weekly Ad Advertises Good Savings

In this day and age, our shopping options are endless. Companies spend millions of dollars catering to different consumer demographics each year. It is often difficult or impossible to pick one company to shop loyally with, because of the vast array of choices we are faced with. Companies are very aware of supply and demand, and since there is so much to choose from, the results are beneficial to the consumer. Price reduction promotions and the onslaught of sales are ways that the consumer benefits handsomely from companies competing for business.

Coupons are one incentive that companies use to reel customers in. Another strategy is the use of rotating weekly sales, advertised in print circulars. Print circulars are pamphlets that advertise all of the things stores have marked down for that particular week. These are also called weekly ads. Many stores have such promotions, but one of the most famous is the Target weekly ad.

Since the Target weekly ad caters to the customer in many ways, it is very popular. In order to apply savings for the customer depending on their specific location, the Target website lets you type in your zip code or city and state. Once this is done, the weekly ad appears and customers are able to click to enlarge an item of interest. Not only does the item then appear larger, but the price, quantity, and department where the item can be found are all listed.

The Target weekly ad is also successful in the genius organization method. Each week, there are different themes. This week, for instance, there is a baby theme in which all items related to babies are having a sale. The Target weekly ad makes sure the customer views them as a one stop shopping location for all of their baby needs, from diapers to strollers.

Another method of the Target weekly ad is to focus on seasons and holidays, which just about every store does. From kindergarten to college freshman, Target makes good use of the back to school season to promote certain savings. All ages and genders can be enticed by the stylish book bags, computer software and soft dorm pillows, all on sale.

One thing that seems unique to Target is the sheer length of its weekly ad. While most company circulars are limited to six or seven pages, the Target weekly ad can be twenty pages or more! The ever changing sales and large volume of items offered at a discount both make for great advertising, and you guessed it, big savings! Your spending budget can truly benefit from comparison shopping store to store via weekly ads.

## About the Author

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