

## Good Savings With Target Weekly Ad

In this day and age, our shopping options are endless. Companies spend millions of dollars catering to different consumer demographics each year. With all of the choice we have, sometimes it is difficult to pick a company or brand to stay loyal to. 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. Print circulars are another strategy that companies use, by rotating weekly sales. 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.

The Target weekly ad is particularly popular because it tailors sales to the customer in many ways. The website version of the Target weekly ad lets a customer type in their particular zip code or city and state in order to individualize the savings to the Target location nearest their home. A circular with local savings appears next, and customers are able to click on items of interest to enlarge them. 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. Different themes appear each week. This week, for instance, there is a baby theme in which all items related to babies are having a sale. From strollers to diapers, the Target weekly ad makes sure that the customer sees them the company as an all inclusive one stop shopping location for their baby needs.

Another method of the Target weekly ad is to focus on seasons and holidays, which just about every store does. Target makes good use of the back to school onslaught for everyone from college freshman to kindergarten. 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. Most company circulars are six to seven pages at most, while the Target weekly ad totals about twenty pages! The fact that the sales change constantly and that there are simply so many things listed on sale, both make for great advertising and big savings. It is a great idea to comparison shop for the best deals among different stores, so that the big savings will carry over to your spending budget.

Reference [Target coupons](#) . [P](#)  
" title="To read more on Gap shopping">[Target ad](#) .

### About the Author

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