



NEWS RELEASE

# RRD's Cooperative Mail Program Expands to Hartford, Connecticut Providing Essential Grocery Savings for Consumers

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- RRD's collaboration with the United States Postal Service (USPS) moves weekly distribution entirely to the mailbox, maximizing household reach and reliability.

CHICAGO – July 9, 2026 – **RRD** has launched its national cooperative shared mail program in Greater Hartford, Connecticut, bringing weekly savings to over half a million local households across the market each week. The strategic expansion establishes full regional operations, delivering retail, grocery, restaurant, financial service and other advertisements directly to consumers' doors.

The decision to enter Hartford follows the closure of the local newspaper's Total Market Coverage program, which previously handled insert distribution to non-subscribers. Seeking a dependable alternative to maintain weekly touchpoints with shoppers, multiple regional grocery brands proactively engaged RRD to establish a replacement solution.

Sustaining the critical power of printed circulars

For grocery retailers, the weekly printed circular remains a foundational tool for driving physical store traffic, influencing purchasing decisions and helping families navigate household food costs. RRD's expansion upholds this marketing channel at a time when traditional newspaper distribution models face widespread operational challenges across the country.

RRD provides production and distribution infrastructure that reaches nearly 70 million households weekly and up to 100 million households in a given month. This operational capacity allows regional merchants to target the

specific local geographies that drive their business.

Consumer reliance on physical savings is reflected across RRD's national operations. Of the 2.5 billion direct mail advertising packages distributed by RRD nationally in 2025, 86% contained grocery circulars. On average, the company delivers approximately 120 million grocery circulars per week across the United States, averaging about three circulars in each package. According to RRD's latest Awareness-to-Action Study of more than 1,700 consumers, saving money is the package's defining benefit and most universally acknowledged value with 80% of readers crediting it with helping them save.

"Our expansion into Hartford follows successful programs we established in Phoenix and Washington, D.C., under similar circumstances," said Curtis Tingle, President of Cooperative Print Media and Marketing at RRD. "When local newspaper distribution channels close, regional grocers lose a vital link to their customers and families are left without weekly savings. Our solution bridges the gap at a critical time in our economy where deals and savings are essential."

Partnering with the USPS to drive commerce via the mailbox

RRD's Hartford program moves to a 100% mail delivery model, routing all distribution entirely through the USPS to offer retail clients verified, reliable and accurate weekly delivery to home doorsteps.

This market entry bolsters RRD's century-long relationship with the USPS, which named RRD its 2025 Mail Service Provider of the Year for outstanding excellence in mail management across First-Class Mail and Marketing Mail campaigns. By utilizing the mailbox as the primary engine for local commerce, the new program effectively doubles the volume of the local postal delivery stream for this specific mail category, creating an efficient and unified channel for regional advertisers.

RRD's direct mail package is the largest, highest frequency weekly national cooperative advertising program in America. It delivers exclusive offers and savings weekly to deal-seeking consumers and helps them plan where to shop, what to purchase and how to find savings. To learn more, visit <https://www.rrd.com/services/marketing-and-media/direct-marketing>.

About RRD

RRD provides a complete portfolio of marketing, packaging, print and business services to the world's most respected brands, including 92% of the Fortune 100. The company's proprietary technology, advanced data analytics and established expertise fuel organizational decision-making, from strategy through execution. With operations in 30 countries, global organizations and regulated industries trust RRD to reduce complexity and drive

audience connections across the entire customer journey.