

## The Suburban Shopper

**Our History:** The Suburban Shopper is your local direct mail advertiser supporting small businesses since 1959. It is a publication designed to connect residents to local businesses. It is mailed FREE to every business and residence in the local area.

# Suburban Shopper

Local and Trusted

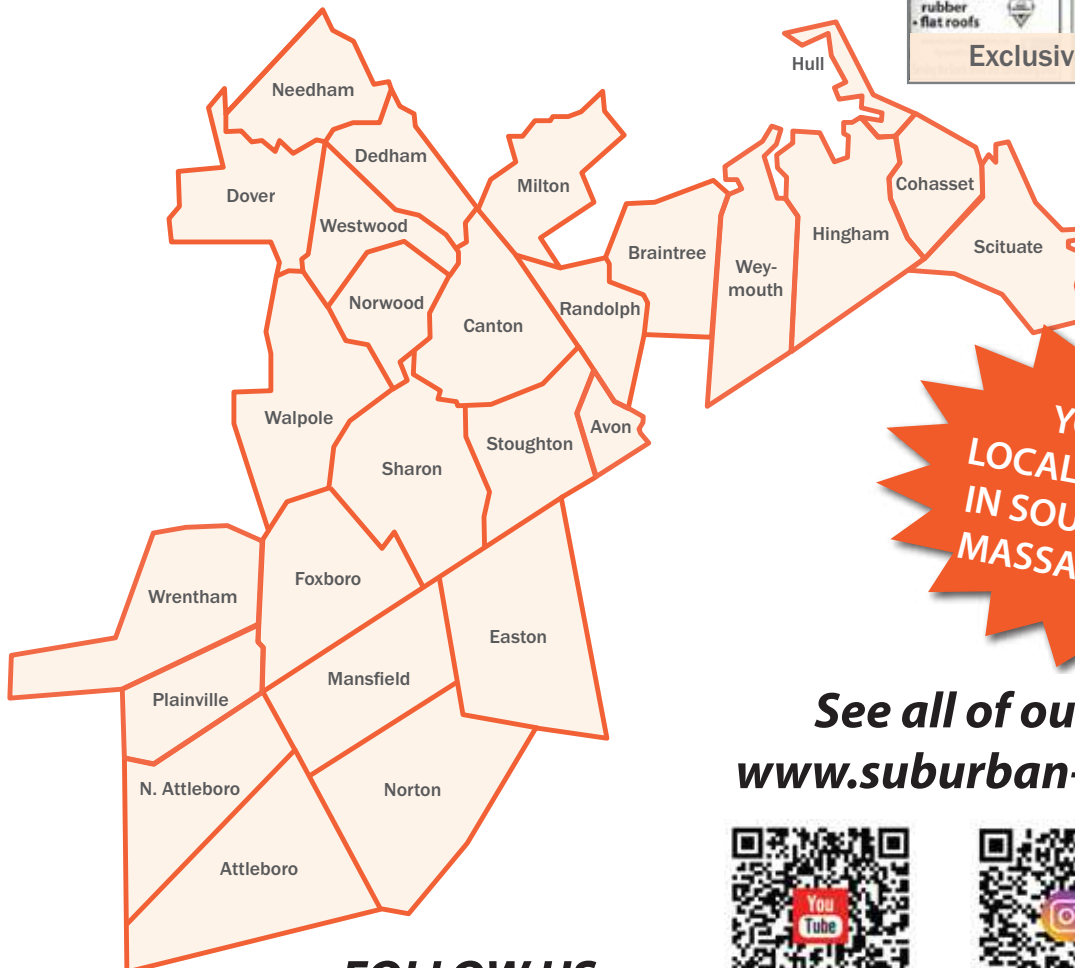
## 2023 Media Kit



Weekly and Monthly Print Editions



Exclusive Oversized Mailers



**YOUR #1  
LOCAL ADVERTISER  
IN SOUTHEASTERN  
MASSACHUSETTS!**

See all of our issues at  
[www.suburban-shopper.com](http://www.suburban-shopper.com)

**FOLLOW US >>>**



# Suburban Shopper SCHEDULE

ISSUE DATE	SHOPPERS DEADLINE	SUBURBAN SHOPPERS - EXCLUSIVE POSTCARDS - COMMUNITY VALUES *POSTCARDS DEADLINE ARE 9 DAYS BEFORE ISSUE DATE
5/24/2023	5/19/2023	Canton, Milton, Sharon, Stoughton, Mansfield, Easton - NORWOOD EXCLUSIVE COLOSSAL CARD
5/31/2023	5/26/2023	Canton, Milton, Sharon, Stoughton, Randolph - WESTWOOD EXCLUSIVE COLOSSAL CARD
6/7/2023	6/2/2023	Canton, Milton, Sharon, Stoughton, Norton - WALPOLE EXCLUSIVE COLOSSAL CARD
6/14/2023	6/9/2023	Canton, Milton, Sharon, Stoughton, Easton - FOXBORO EXCLUSIVE COLOSSAL CARD
6/21/2023	6/16/2023	Canton, Stoughton SPECIAL FULL PAGE ISSUES, Mansfield (Normal Issue) - NORWOOD EXCLUSIVE
6/28/2023	6/23/2023	Canton, Milton, Sharon, Stoughton, Norton, Randolph
7/5/2023	6/30/2023	Canton, Milton, Sharon, Stoughton, Easton - WESTWOODE EXCLUSIVE COLOSSAL CARD
7/12/2023	7/7/2023	NO PAPERS
7/19/2023	7/14/2023	Canton, Milton, Sharon, Stoughton, Easton, Mansfield - WALPOLE EXCLUSIVE COLOSSAL CARD
7/26/2023	7/21/2023	Canton, Milton, Sharon, Stoughton, Norton, Randolph - FOXBORO EXCLUSIVE COLOSSAL CARD
8/2/2023		NO PAPERS
8/9/2023	8/4/2023	Canton, Milton, Sharon, Stoughton, Easton - NORWOOD EXCLUSIVE COLOSSAL CARD
8/16/2023	8/11/2023	Canton, Milton, Sharon, Stoughton, Mansfield - WESTWOOD EXCLUSIVE COLOSSAL CARD
8/23/2023	8/18/2023	Canton, Milton, Sharon, Stoughton, Easton, Norton - WALPOLE EXCLUSIVE COLOSSAL CARD
8/30/2023	8/25/2023	Canton, Milton, Sharon, Stoughton, Randolph - FOXBORO EXCLUSIVE COLOSSAL CARD
9/6/2023	9/1/2023	Canton, Milton, Sharon, Stoughton, Mansfield, Easton - NORWOOD EXCLUSIVE COLOSSAL CARD
9/13/2023	9/8/2023	Canton, Milton, Sharon, Stoughton, Norton - WESTWOOD EXCLUSIVE COLOSSAL CARD
9/13/2023	8/31/2023	COMMUNITY VALUES - Quincy Milton / Braintree Weymouth / Hingham Hull Cohasset Scituate
9/20/2023	9/15/2023	Canton, Milton, Sharon, Stoughton, Easton - WALPOLE EXCLUSIVE COLOSSAL CARD
9/27/2023	9/22/2023	Canton, Milton, Sharon, Stoughton, Randolph - FOXBORO EXCLUSIVE COLOSSAL CARD
10/4/2023	9/29/2023	Canton, Milton, Sharon, Stoughton, Mansfield - NORWOOD EXCLUSIVE COLOSSAL CARD
10/11/2023	10/6/2023	Canton, Milton, Sharon, Stoughton, Easton - WESTWOOD EXCLUSIVE COLOSSAL CARD
10/18/2023	10/13/2023	Canton, Milton, Sharon, Stoughton, Norton - WALPOLE EXCLUSIVE COLOSSAL CARD
10/25/2023	10/20/2023	Canton, Milton, Sharon, Stoughton, Easton, Randolph - FOXBORO EXCLUSIVE COLOSSAL CARD
11/1/2023	10/27/2023	Canton, Milton, Sharon, Stoughton, Mansfield - NORWOOD EXCLUSIVE COLOSSAL CARD
11/8/2023	11/3/2023	Canton, Milton, Sharon, Stoughton, Easton - WESTWOOD EXCLUSIVE COLOSSAL CARD
11/15/2023	11/10/2023	Canton, Milton, Sharon, Stoughton, Norton - WALPOLE EXCLUSIVE COLOSSAL CARD
11/15/2023	11/1/2023	COMMUNITY VALUES - Quincy Milton / Braintree Weymouth / Hingham Hull Cohasset Scituate
11/22/2023	11/17/2023	Canton, Milton, Sharon, Stoughton, Easton, Randolph - FOXBORO EXCLUSIVE COLOSSAL CARD
11/29/2023	11/24/2023	NO PAPERS
12/6/2023	12/1/2023	Canton, Milton, Sharon, Stoughton, Mansfield - NORWOOD EXCLUSIVE COLOSSAL CARD
12/13/2023	12/8/2023	Canton, Milton, Sharon, Stoughton, Norton - WESTWOOD EXCLUSIVE COLOSSAL CARD
12/20/2023	12/15/2023	Canton, Milton, Sharon, Stoughton, Easton - WALPOLE EXCLUSIVE COLOSSAL CARD

\* ALL SIZES ARE IN INCHES

# AD DIMENSIONS

\* ALL SIZES ARE IN INCHES

## SUBURBAN SHOPPER



FRONT OR BACK  
COVER FULL  
7.5 wide by 8.7 high



FRONT OR BACK  
PAGE HALF  
7.5 wide by 4.3 high



FULL PAGE  
INSIDE  
7.5 wide by 9.625 high



HALF PAGE  
INSIDE  
7.5 wide by 4.6 high



ONE - THIRD PAGE  
7.5 wide by 3.0 high



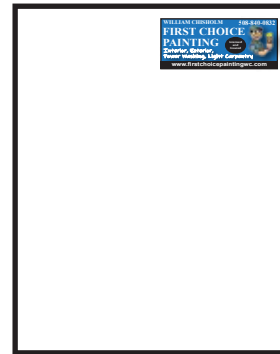
QUARTER PAGE  
3.5 wide by 4.6 high



ONE-SIXTH PAGE  
3.5 wide by 3.0 high



ONE-EIGHTH PAGE  
3.5 wide by 2.3 high



ONE-SIXTEENTH PAGE  
3.5 wide by 1.5 high

## EXCLUSIVE COLOSSAL CARD (8.5 HIGH X 14 WIDE)



LARGE AD (3rd Page)  
4.25 wide by 8.0 high



SMALL AD (6th Page)  
4.25 wide by 3.875 high



COVER AD ( Below Index)  
4.25 wide by 5.5 high

\* ALL SIZES ARE IN INCHES

# AD DIMENSIONS

\* ALL SIZES ARE IN INCHES

## COMMUNITY VALUES



FRONT OR BACK  
COVER FULL  
7.75 wide by 8.3 high



FRONT OR BACK  
PAGE HALF  
7.75 wide by 4.0 high



FULL PAGE  
INSIDE  
7.75 wide by 10.0 high



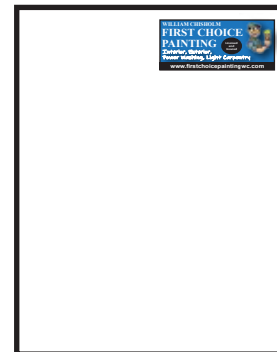
HALF PAGE  
INSIDE  
7.75 wide by 4.875 high



QUARTER PAGE  
3.75 wide by 5.0 high



ONE-EIGHTH PAGE  
3.75 wide by 2.25 high



ONE-SIXTEENTH PAGE  
3.75 wide by 1.8 high

## EXCLUSIVE FLYER (8.5 HIGH X 11 WIDE)



FULL PAGE  
INSIDE  
8.0 wide by 10.0 high



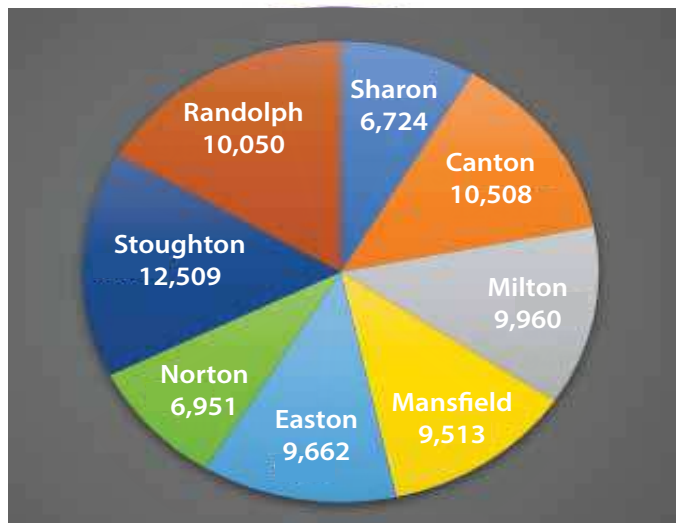
HALF PAGE  
INSIDE  
8.0 wide by 5.0 high



QUARTER PAGE  
3.75 wide by 5.0 high



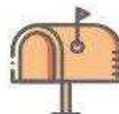
## Direct Mail Circulation



All print issues are promoted through our website and social media channels



## Reach and Influence



Mailed to every home and business in each town.  
(\*Only Randolph is not full saturation)



Print advertising combined with digital marketing is proven to increase brand awareness and ROI.



17% more likely to respond if the ad includes a coupon or offer.



82% of US consumers trust print ads when making a purchase decision, more than any other medium.  
\* marketingsherpa

**ALL OF OUR PUBLICATIONS CAN BE SEEN ON OUR WEBSITE**  
[www.suburban-shopper.com](http://www.suburban-shopper.com)

### 2023 PRICING - RATES PER TOWN / PER MAILING FOR EACH TOWN

AD SIZE >>>>>	Full Page	3/4 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
COLOR	\$359	\$294	\$209	\$124	\$79	\$54
BLACK & WHITE	\$329	\$269	\$189	\$109	\$69	\$49

CLASSIFIED ADS ARE \$30 PER TOWN. Limit 6 lines of text. Must be Pre-Paid.



### COVERS (Limited Availability, Must Call Ahead To Reserve)

Front Page	Back Page	1/2 Front	1/2 Back
\$599	\$549	\$349	\$319

**ADD Social Media To Your Print Campaign**  
**Call Us For Details**  
**781-821-2590**

## Testimonials

"I recently put my ad in the Suburban Shopper, and the very first day it was published I received calls for jobs, by the 2nd week I had made over \$10,000 in profit!"  
- Stern Painting, June 2020

"I'm booked through August, I pulled my ad out of the paper and I'm still getting calls from residents who cut my ad out from older issues."  
- Weekend Handyman, Russ Ward, June 2021

"Suburban Shopper are great people to work with. I'm very happy with the service and results I got from my ads."  
- Aiden H., Landscaper Milton, MA

"Suburban Shopper works! Period! This is one of the best platforms to get new jobs as well as receive additional referrals from those jobs. Not only do I get jobs from it, I get even more referrals!"  
- JLL Masonry

"Suburban Shopper has worked for me over many years and continues to generate new jobs for my chimney business, its been an excellent advertising decision for me."  
- Sunbrite Chimney

"I'm very happy with the results, even surprised at how many calls I received!"  
- Maccini Fence, April 2021

Printed Weekly - Sharon Canton Milton Stoughton  
Printed Monthly - Easton(bi-weekly sporadically) Mansfield Norton Randolph

### 2023 Exclusive Colossal Card Dates

ISSUE DATE	POSTCARD DEADLINE	EXCLUSIVE COLOSSAL CARDS - DEADLINES ARE 9 DAYS BEFORE ISSUE DATE
5/24/2023	5/15/2023	NORWOOD
5/31/2023	5/22/2023	WESTWOOD
6/7/2023	5/29/2023	WALPOLE
6/14/2023	6/5/2023	FOXBORO
6/21/2023	6/12/2023	NORWOOD
6/28/2023	6/19/2023	NO EXCLUSIVES
7/5/2023	6/26/2023	WESTWOOD
7/12/2023	7/3/2023	NO EXCLUSIVES
7/19/2023	7/10/2023	WALPOLE
7/26/2023	7/17/2023	FOXBORO
8/2/2023	7/24/2023	NO EXCLUSIVES
8/9/2023	7/31/2023	NORWOOD
8/16/2023	8/7/2023	WESTWOOD
8/23/2023	8/14/2023	WALPOLE
8/30/2023	8/21/2023	FOXBORO
9/6/2023	8/28/2023	NORWOOD
9/13/2023	9/4/2023	WESTWOOD
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11/15/2023	11/6/2023	WALPOLE
11/22/2023	11/13/2023	FOXBORO
11/29/2023	11/20/2023	NO EXCLUSIVES
12/6/2023	11/27/2023	NORWOOD
12/13/2023	12/4/2023	WESTWOOD
12/20/2023	12/11/2023	WALPOLE



High Gloss 100# coated cover stock

**2500**

**Highest Income  
Targeted  
Addresses  
in Each Town**

FULL AD

(1/3rd Page)

4.25 inches wide

by 8 inches high

\$379



HALF AD

(1/6th Page)

4.25 inches wide

by 3.875 high

\$199

COVER AD

(2/3rd Page)

4.25 inches wide

by 5.25 inches high

\$299



# Community Values

with **Suburban Shopper**  
**LOCAL AND TRUSTED**



## ADVERTISING THAT **DELIVERS** RESULTS!

- ◆ Build or Expand Your Company's Brand & Name Recognition
- ◆ Attract New Customers (Reward Loyal Ones) With Promotions
- ◆ Promote Services, Promotions, Products & Events

# 2023

### SOUTH SHORE NORTH ZONES

Single Zone (One Color on Map)	# of Homes
Quincy, Milton	22,289
Braintree, Weymouth	20,902
Hingham, Hull, Cohasset, Scituate	22,228
<b>Total Mailed to All Zones</b>	<b>65,419</b>



### HIGHLIGHTS

#### FULL COLOR AD

Printed in magazine format on high quality glossy stock paper! Providing a PROFESSIONAL VISUAL IMAGE of your business.

#### MAILED 4 TIMES PER YEAR

As a free standing piece to thousands of local households...the residents closest to you!

#### EXTENDED SHELF LIFE & RESPONSE

In the home 8-12 weeks. Receive more impressions per household for a longer length of time than any other form of print advertising on the market today!

#### LOW COST ADS FOR .5 TO 6 CENTS PER HOUSEHOLD!

Rate includes graphic design and full color!!

**Advertise In One or All Zones!**

### 2023 IMPORTANT DATES

ISSUE	CUT-OFF DATE	IN-HOME DATES
Spring	March 26	April 12
Summer	May 27	June 16
Fall	August 19	September 7
Holiday	October 28	November 16

## **FREE** **DIGITAL EXPOSURE!**

Ads are posted online at  
[www.communityvalues.com](http://www.communityvalues.com)



**Contact 781-821-2590 today to reserve your placement.**

## Call 781-821-2590

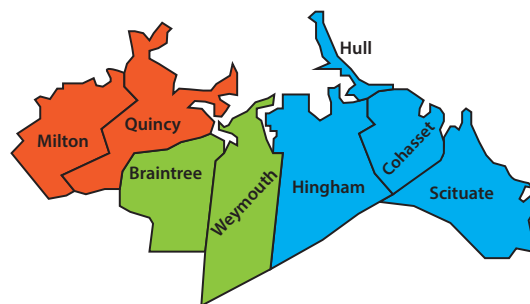
[ads@suburban-shopper.com](mailto:ads@suburban-shopper.com) ♦ [www.communityvalues.com](http://www.communityvalues.com)

# 2023 Community Values Magazine Rates

Least Expensive, Highest Quality, Direct Mail Magazine

## 2023 RATES

2022 Rates	1 Zone	2 Zones	3 Zones
One-Eighth Page	\$265	\$385	\$455
One-Sixth Page	\$325	\$455	\$555
One-Quarter Page	\$425	\$625	\$755
One-Third Page	\$525	\$825	\$955
One-Half Page	\$655	\$1,055	\$1,255
Full Page	\$1,255	\$1,955	\$2,355



Additional Options	Cover Pricing Per Zone
Front Cover	\$1,595
1/2 Front	\$895
Back Cover	\$1,395
1/2 Back	\$795

## Payment Schedule:

First 1/2 of the payment is due when the order is placed. Second 1/2 of the payment is due when the ad proof is approved.

## OTHER REGIONS

### SOUTH SHORE SOUTH

Hanover, Norwell, Abington, Rockland	----- 17,000
Pembroke, Marshfield, Duxbury, Kingston	----- 18,000
East & West Bridgewater, Halifax, Hanson, Whitman, Plympton	----- 19,000
Plymouth, Carver, Middleboro, Lakeville	----- 29,000

### Metrowest South

Dedham & Westwood	----- 17,000
Dover & Needham	----- 15,000
Norwood & Walpole	----- 22,000

### SOUTH SHORE WEST

Sharon & Canton	----- 17,000
Stoughton & Easton	----- 22,000
Mansfield & Norton	----- 16,000

## Community Values of South Shore North

[www.communityvalues.com](http://www.communityvalues.com)

781-821-2590 ♦ [ads@suburban-shopper.com](mailto:ads@suburban-shopper.com)