

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

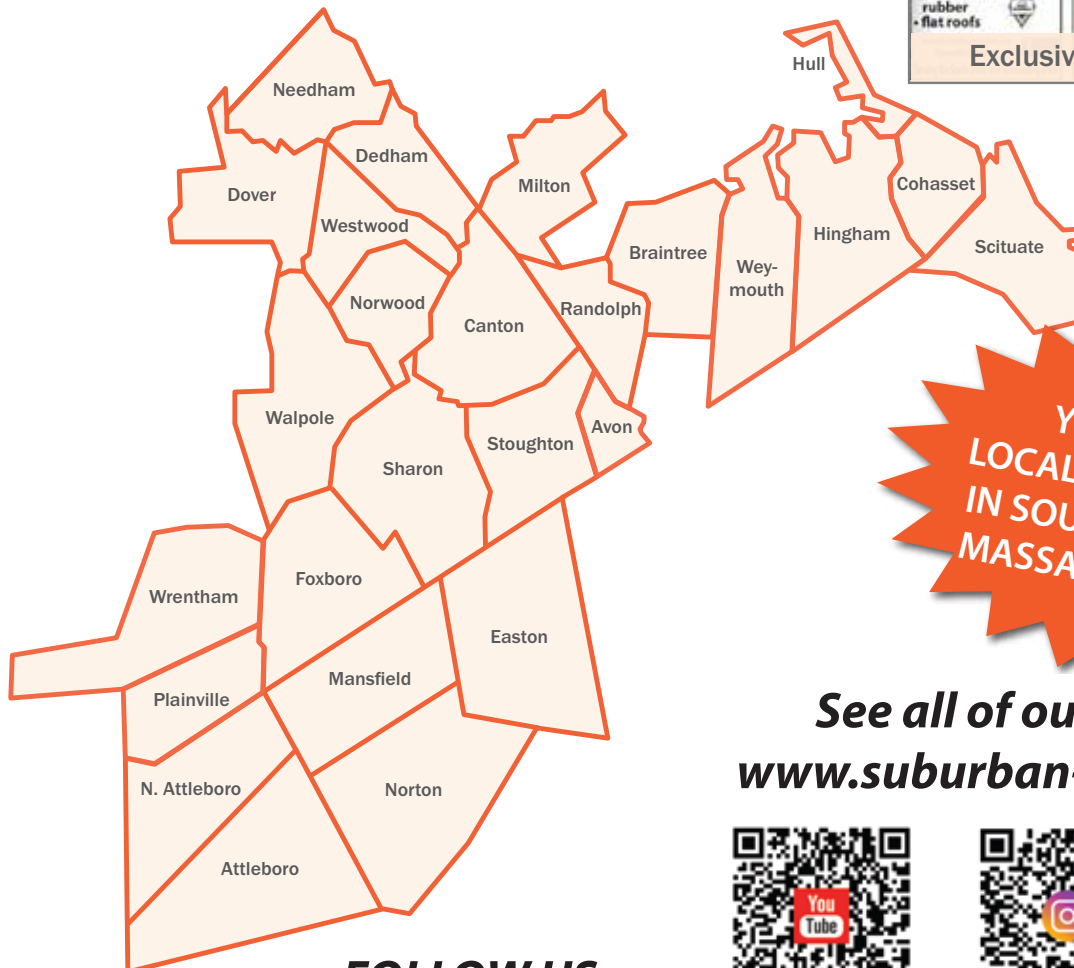
2024 Media Kit



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



FOLLOW US >>>

* ALL SIZES ARE IN INCHES

AD DIMENSIONS

* ALL SIZES ARE IN INCHES

SUBURBAN SHOPPER & COMMUNITY VALUES



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
3.75 wide by 4.875 high



ONE-SIXTH PAGE
3.75 wide by 3.0 high



ONE-EIGHTH PAGE
3.75 wide by 2.3 high



ONE-SIXTEENTH PAGE
3.75 wide by 1.5 high

EXCLUSIVE POSTCARD 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

Suburban Shoppers & Exclusive Postcards

2024 SCHEDULE

*** Postcard Deadlines
are 9 days prior to
issue date.

ISSUE DATE	SHOPPERS DEADLINE	SUBURBAN SHOPPERS	EXCLUSIVE POSTCARDS
1/10/2024	1/4/2024	Canton, Milton, Sharon, Stoughton	Walpole
1/17/2024	1/11/2024	Canton, Stoughton	
1/24/2024	1/18/2024	Canton, Milton, Sharon, Stoughton, Easton	Foxboro
1/31/2024	1/25/2024	Canton, Stoughton	
2/7/2024	2/1/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Norwood
2/14/2024	2/8/2024	Canton, Stoughton	
2/21/2024	2/15/2024	Canton, Milton, Sharon, Stoughton, Easton	Westwood
2/28/2024	2/22/2024	Canton, Stoughton	
3/6/2024	2/29/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Walpole
3/13/2024	3/7/2024	SPECIAL HALF & FULL PAGE ISSUES- Canton, Sharon, Stoughton, Easton	Foxboro
3/20/2024	3/14/2024	Canton, Milton, Sharon, Stoughton, Randolph	Norwood
3/27/2024	3/21/2024	Canton, Sharon, Stoughton, Easton, Norton	Westwood
4/3/2024	3/28/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Walpole
4/10/2024	4/4/2024	Canton, Sharon, Stoughton, Easton	Foxboro
4/17/2024	4/11/2024	Canton, Milton, Sharon, Stoughton, Randolph	Norwood
4/24/2024	4/18/2024	Canton, Sharon, Stoughton, Easton, Norton	Westwood
5/1/2024	4/25/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Walpole
5/8/2024	5/2/2024	Canton, Sharon, Stoughton, Easton	Foxboro
5/15/2024	5/9/2024	Canton, Milton, Sharon, Stoughton, Randolph	Norwood
5/22/2024	5/16/2024	Canton, Sharon, Stoughton, Easton, Norton	Westwood
5/29/2024	5/23/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Walpole
6/5/2024	5/30/2024	SPECIAL HALF & FULL PAGE ISSUES- Canton, Sharon, Stoughton, Easton	Foxboro
6/12/2024	6/6/2024	Canton, Milton, Sharon, Stoughton, Randolph	Norwood
6/19/2024	6/13/2024	Canton, Sharon, Stoughton, Easton, Norton	Westwood
6/26/2024	6/20/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Walpole
7/3/2024	6/27/2024	Canton, Sharon, Stoughton, Easton	Foxboro
7/17/2024	7/11/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Norwood
7/24/2024	7/18/2024	Canton, Stoughton	Westwood
7/31/2024	7/25/2024	Canton, Milton, Sharon, Stoughton, Easton, Randolph	Walpole

Suburban Shoppers & Exclusive Postcards

2024 SCHEDULE

*** Postcard Deadlines
are 9 days prior to
issue date.

8/14/2024	8/8/2024	Canton, Milton, Sharon, Stoughton, Easton	Foxboro
8/21/2024	8/15/2024	Canton, Stoughton	
8/28/2024	8/22/2024	Canton, Milton, Sharon, Stoughton, Mansfield, Randolph	Norwood
9/4/2024	8/29/2024	Canton, Sharon, Stoughton, Easton, Norton	Westwood
9/11/2024	9/5/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Walpole
9/18/2024	9/12/2024	Canton, Sharon, Stoughton, Easton	Foxboro
9/25/2024	9/19/2024	Canton, Milton, Sharon, Stoughton, Randolph	Norwood
10/2/2024	9/26/2024	Canton, Sharon, Stoughton, Easton	Westwood
10/9/2024	10/3/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Walpole
10/16/2024	10/10/2024	Canton, Sharon, Stoughton, Easton, Norton	Foxboro
10/23/2024	10/17/2024	Canton, Milton, Sharon, Stoughton, Randolph	Norwood
10/30/2024	10/24/2024	Canton, Sharon, Stoughton, Easton	Westwood
11/6/2024	10/31/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Walpole
11/13/2024	11/7/2024	Canton, Sharon, Stoughton, Easton, , Norton	Foxboro
11/20/2024	11/14/2024	Canton, Milton, Sharon, Stoughton, Randolph	Norwood
11/27/2024	11/21/2024	Canton, Sharon, Stoughton, Easton	Westwood
12/11/2024	12/5/2024	Canton, Milton, Sharon, Stoughton, Mansfield	Walpole
12/18/2024	12/12/2024	Canton, Sharon, Stoughton, Easton, Norton	Foxboro

2024 PRICING - RATES PER TOWN / PER MAILING FOR EACH TOWN



PREMIUM SPOTS



COVERS (Limited Availability, Must Call Ahead To Reserve)

Front Page	Back Page	1/2 Front	1/2 Back
\$599	\$549	\$379	\$349

PAGE 3 (Limited Availability, Must Call Ahead To Reserve)

\$449 Full Page - * Includes Small Callout Banner on Front Page
\$299 Half Page

Call or Text
781-821-2590

DISPLAY ADS

Call or Text
781-821-2590

	Full Page	3/4 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
COLOR	\$399	\$345	\$237	\$140	\$89	\$61
BLACK/WHITE	\$369	\$320	\$217	\$125	\$79	\$56

CLASSIFIED ADS ARE \$35 PER TOWN. Limit 6 lines of text. Must be Pre-Paid.

DISCOUNTS (Weekly)

Buy 1 Town - Pay Full Price
Buy 2 Towns - 5% OFF
Buy 3 Towns - 10% OFF

Buy 4 Towns - 15% off
Buy 5 Towns - 15% OFF
and 2 Towns Size Upgrade

2024 Exclusive Postcard Card Dates

FULL	COVER	HALF
\$379	\$299	\$199

ISSUE DATE	EXCLUSIVE POSTCARDS	DEADLINE
1/10/2024	Walpole	1/1/2024
1/24/2024	Foxboro	1/15/2024
2/7/2024	Norwood	1/29/2024
2/21/2024	Westwood	2/12/2024
3/6/2024	Walpole	2/26/2024
3/13/2024	Foxboro	3/4/2024
3/20/2024	Norwood	3/11/2024
3/27/2024	Westwood	3/18/2024
4/3/2024	Walpole	3/25/2024
4/10/2024	Foxboro	4/1/2024
4/17/2024	Norwood	4/8/2024
4/24/2024	Westwood	4/15/2024
5/1/2024	Walpole	4/22/2024
5/8/2024	Foxboro	4/29/2024
5/15/2024	Norwood	5/6/2024
5/22/2024	Westwood	5/13/2024
5/29/2024	Walpole	5/20/2024
6/5/2024	Foxboro	5/27/2024
6/12/2024	Norwood	6/3/2024
6/19/2024	Westwood	6/10/2024
6/26/2024	Walpole	6/17/2024
7/3/2024	Foxboro	6/24/2024
7/17/2024	Norwood	7/8/2024
7/31/2024	Westwood	7/22/2024

Feature your business
Exclusively. You are the
only ad in your business
category

High Gloss
14 inches x 8.5 inches
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

2024 Exclusive Postcard Card Dates

FULL	COVER	HALF
\$379	\$299	\$199



High Gloss
14inches x 8.5 inches
100# coated cover stock

2500 Highest Income
Targeted Addresses
in Each Town

ISSUE DATE	EXCLUSIVE POSTCARDS	DEADLINE
8/14/2024	Walpole	8/5/2024
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9/11/2024	Westwood	9/2/2024
9/18/2024	Walpole	9/9/2024
9/25/2024	Foxboro	9/16/2024
10/2/2024	Norwood	9/23/2024
10/9/2024	Westwood	9/30/2024
10/16/2024	Walpole	10/7/2024
10/23/2024	Foxboro	10/14/2024
10/30/2024	Norwood	10/21/2024
11/6/2024	Westwood	10/28/2024
11/13/2024	Walpole	11/4/2024
11/20/2024	Foxboro	11/11/2024
11/27/2024	Norwood	11/18/2024
12/11/2024	Westwood	12/2/2024
12/18/2024	Walpole	12/9/2024

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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

Call or Text Now
781-821-2590

ads@suburban-shopper.com

Community Values

with *Suburban Shopper*
LOCAL AND TRUSTED



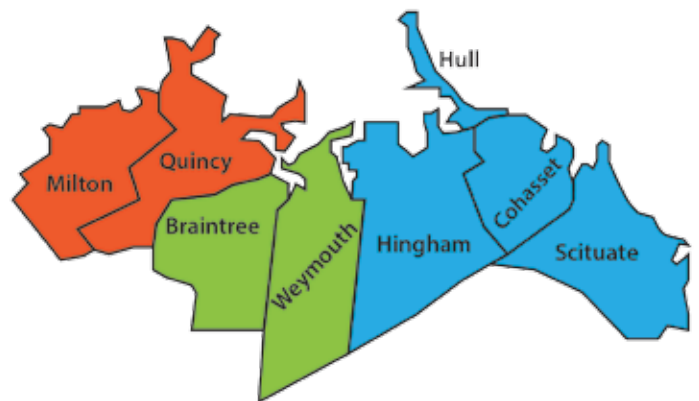
ADVERTISING THAT **DELIVERS** RESULTS!

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

2024

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
Total Mailed to All Zones	65,419



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 10
Summer	May 27	June 14
Fall	August 19	September 5
Holiday	October 28	November 14

FREE DIGITAL EXPOSURE!

Ads are posted online at
www.communityvalues.com



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

Call 781-821-2590

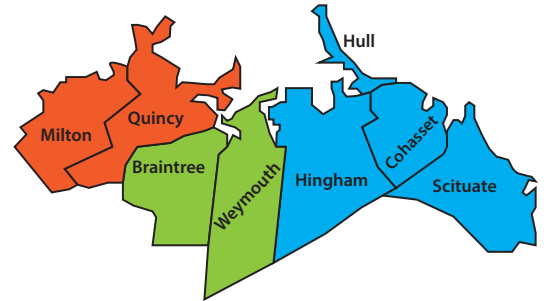
ads@suburban-shopper.com ◆ www.communityvalues.com

2024 Community Values Magazine Rates

Least Expensive, Highest Quality, Direct Mail Magazine

2024 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	\$1055	\$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

781-821-2590 ♦ ads@suburban-shopper.com