

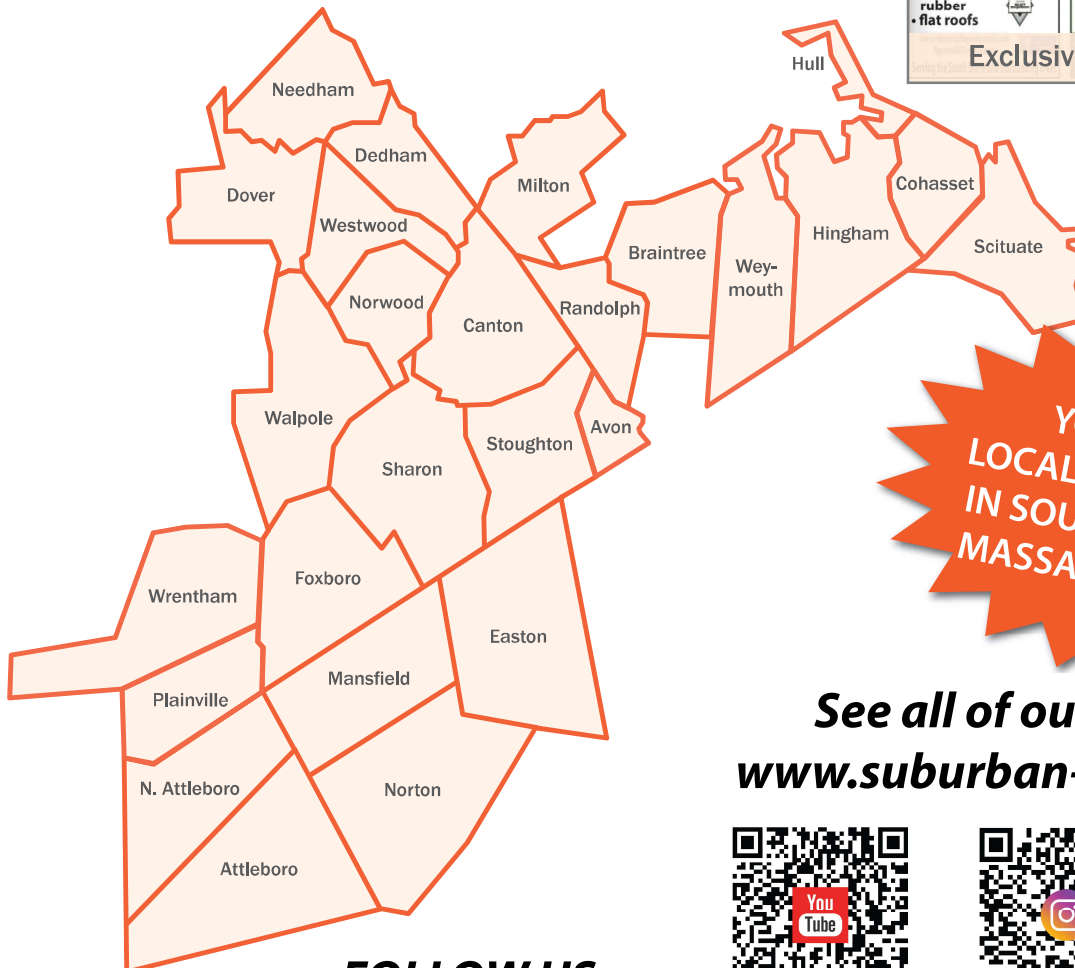
The Suburban Shopper

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

2025 Media Kit



YOUR #1 LOCAL ADVERTISER IN SOUTHEASTERN MASSACHUSETTS!

See all of our issues at www.suburban-shopper.com

FOLLOW US >>>



Suburban Shoppers & Gloss Blast Inserts

2025 SCHEDULE

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

ISSUE DATE	SHOPPERS DEADLINE	SUBURBAN SHOPPERS - BLAST INSERTS
1/15/2025	1/10/2025	Canton, Sharon, Milton, Stoughton
1/22/2025	1/17/2025	Canton, Stoughton
1/29/2025	1/24/2025	Canton, Sharon, Stoughton, Easton - 40,000 BLAST INSERT !!
2/5/2025	1/31/2025	Canton, Sharon, Milton, Mansfield
2/12/2025	2/7/2025	Canton, Sharon, Stoughton, Easton
2/19/2025	2/14/2025	Canton, Sharon, Stoughton,
2/26/2025	2/21/2025	Canton, Sharon, Stoughton, Easton - 40,000 BLAST INSERT !!
3/5/2025	2/28/2025	Canton, Milton, Sharon, Stoughton, Mansfield
3/12/2025	3/7/2025	Canton, Milton, Sharon, Stoughton, Foxboro
3/19/2025	3/14/2025	Canton, Milton, Sharon, Stoughton, Easton, Randolph
3/26/2025	3/21/2025	Canton, Milton, Sharon, Stoughton, Norton, Braintree - 50,000 BLAST INSERT !!
4/2/2025	3/28/2025	Canton, Milton, Sharon, Stoughton, Easton, Mansfield
4/9/2025	4/4/2025	Canton, Milton, Sharon, Stoughton, Foxboro
4/16/2025	4/11/2025	Canton, Milton, Sharon, Stoughton, Easton, Randolph
4/23/2025	4/18/2025	Canton, Milton, Sharon, Stoughton, Norton, Braintree
4/30/2025	4/25/2025	Canton, Milton, Sharon, Stoughton, Easton, Mansfield - 50,000 BLAST INSERT (NOT Mansfield)
5/7/2025	5/2/2025	Canton, Milton, Sharon, Stoughton, Foxboro
5/14/2025	5/9/2025	Canton, Milton, Sharon, Stoughton, Easton, Randolph
5/21/2025	5/16/2025	Canton, Milton, Sharon, Stoughton, Norton, Braintree
5/28/2025	5/23/2025	Canton, Milton, Sharon, Stoughton, Easton, Mansfield - 50,000 BLAST INSERT (NOT Mansfield)
6/4/2025	5/30/2025	Canton, Milton, Sharon, Stoughton, Foxboro
6/11/2025	6/6/2025	Canton, Milton, Sharon, Stoughton, Easton, Randolph
6/18/2025	6/13/2025	Canton, Milton, Sharon, Stoughton, Norton, Braintree
6/25/2025	6/20/2025	Canton, Milton, Sharon, Stoughton, Easton, Mansfield - 50,000 BLAST INSERT (NOT Mansfield)
7/2/2025	6/27/2025	Canton, Milton, Sharon, Stoughton
7/9/2025		
7/16/2025	7/11/2025	Canton, Milton, Sharon, Stoughton, Easton, Randolph, Foxboro
7/23/2025	7/18/2025	Canton, Sharon, Stoughton, Mansfield, Norton
7/30/2025	7/25/2025	Canton, Milton, Sharon, Stoughton, Easton - 50,000 BLAST INSERT
8/6/2025	8/1/2025	Canton, Sharon, Stoughton

Suburban Shoppers & Gloss Blast Inserts

2025 SCHEDULE

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

8/13/2025		
8/20/2025	8/15/2025	Canton, Sharon, Stoughton, Easton , Randolph , Foxboro
8/27/2025	8/22/2025	Canton, Milton, Sharon, Stoughton, Mansfield , Norton
9/3/2025	8/29/2025	Canton, Sharon, Stoughton, Easton
9/10/2025	9/5/2025	Canton, Milton, Sharon, Stoughton, Randolph , Foxboro
9/17/2025	9/12/2025	Canton, Sharon, Stoughton, Easton
9/24/2025	9/19/2025	Canton, Milton, Sharon, Stoughton, Mansfield , Norton
10/1/2025	9/26/2025	Canton, Sharon, Stoughton, Easton
10/8/2025	10/3/2025	Canton, Milton, Sharon, Stoughton, Randolph , Foxboro
10/15/2025	10/10/2025	Canton, Sharon, Stoughton, Easton
10/22/2025	10/17/2025	Canton, Milton, Sharon, Stoughton, Norton , Mansfield
10/29/2025	10/24/2025	Canton, Sharon, Stoughton, Easton
11/5/2025	10/31/2025	Canton, Milton, Sharon, Stoughton, Randolph , Foxboro
11/12/2025	11/7/2025	Canton, Sharon, Stoughton, Easton
11/19/2025	11/14/2025	Canton, Milton, Sharon, Stoughton, Norton , Mansfield
11/26/2025	11/21/2025	Canton, Sharon, Stoughton, Easton
12/3/2025		
12/10/2025	12/5/2025	Canton, Milton, Sharon, Stoughton, Easton
12/17/2025	12/12/2025	Canton, Sharon, Stoughton, Mansfield , Norton
12/24/2025	12/19/2025	Canton, Milton, Sharon, Stoughton, Easton

* 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 8.8 high



FRONT OR BACK PAGE HALF
7.5 wide by 4.4 high



FULL PAGE INSIDE
7.5 wide by 9.75 high



HALF PAGE INSIDE
7.5 wide by 4.75 high



ONE - THIRD PAGE
7.5 wide by 3.0 high



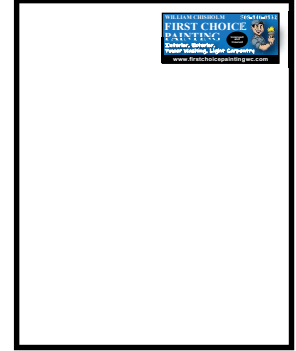
QUARTER PAGE
3.5 wide by 4.75 high



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 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 3.875high



COVER AD (Below Indecia)
4.25 wide by 5.5 high

* ALL SIZES ARE IN INCHES

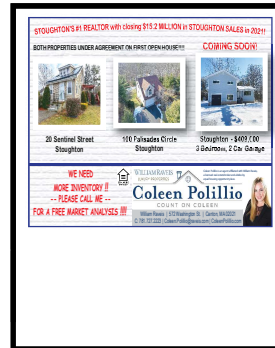
AD DIMENSIONS

* ALL SIZES ARE IN INCHES

GLOSSY & BLAST INSERTS INSIDE SUBURBAN SHOPPERS



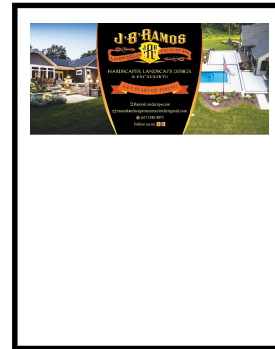
FULL PAGE - \$649
8 wide by 10.25 high



2/3rds PAGE - \$499
8 wide by 6.75 high



HALF PAGE - \$349
8 wide by 5.25 high



1/3rd PAGE HORIZONTAL - \$275
8 wide by 3.25 high



1/3rd PAGE VERTICAL - \$275
3.75 wide by 6.75 high



QUARTER PAGE - \$199
3.75 wide by 4.875 high

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

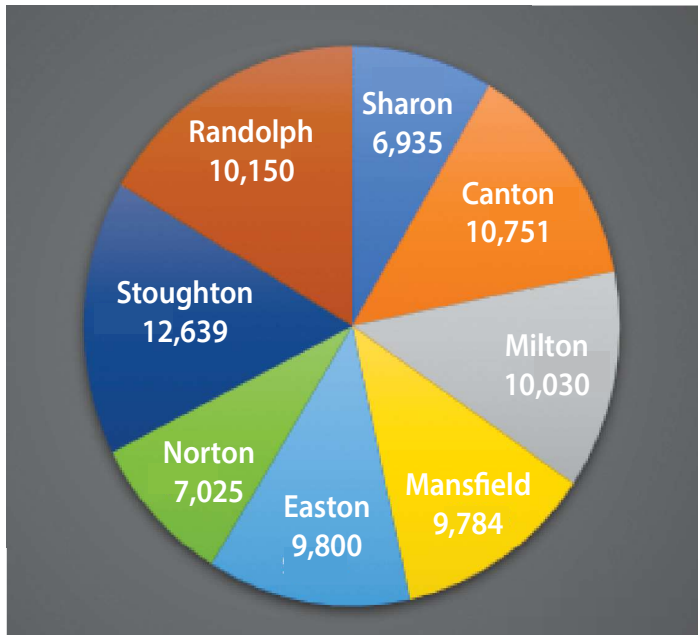
	Full Page	3/4 Page	1/2 Page	1/4 Page	1/6 Page	1/8 Page	1/16 Page
COLOR	\$399	\$345	\$237	\$140	\$115	\$89	\$61
BLACK/WHITE	\$369	\$320	\$217	\$125	\$99	\$79	\$56

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

DISCOUNTS (Weekly)

Buy 1 Town - Pay Full Price	Buy 4 Towns - 15% off
Buy 2 Towns - 5% OFF	Buy 5 Towns - 15% OFF
Buy 3 Towns - 10% OFF	and 2 Towns Size Upgrade

Direct Mail Circulation



All print issues are promoted through our social media channels.

* Address counts are subject to change

Multi-Week Discounts

PREPAY ONLY

Minimum 3 Towns

***12 Weeks - 10% Off**

***Also Gets 2 FREE Size Upgrades**

8 Weeks - 8% Off

4 Weeks - 5% Off

**Call or Text
781-821-2590**

Sharon

Easton

Mansfield

Randolph

Canton

Stoughton

Norton

Milton

	Full Page	3/4 Page	1/2 Page	1/4 Page	1/6 Page	1/8 Page	1/16 Page
COLOR	\$399	\$345	\$237	\$140	\$115	\$89	\$61
BLACK/WHITE	\$369	\$320	\$217	\$125	\$99	\$79	\$56

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