

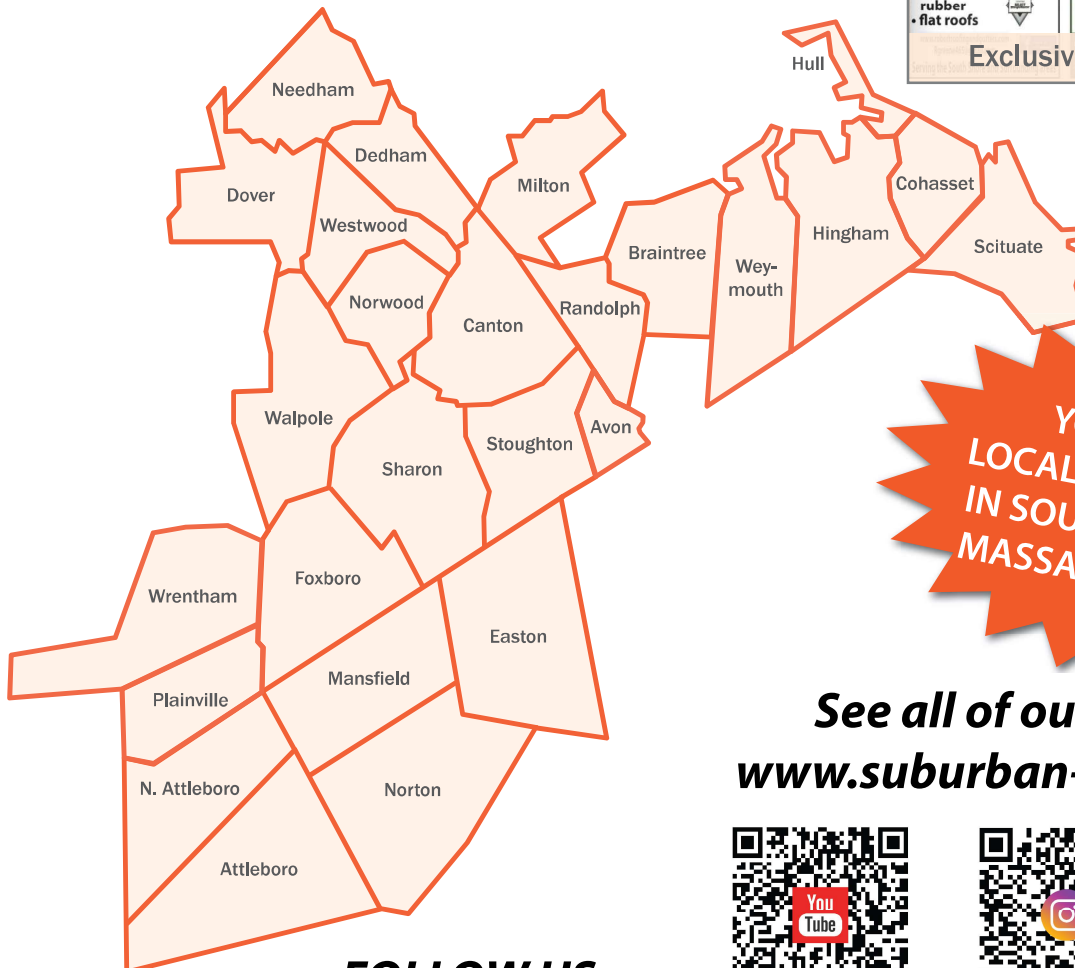
# The Suburban Shopper

**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](http://www.suburban-shopper.com)

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

\* 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



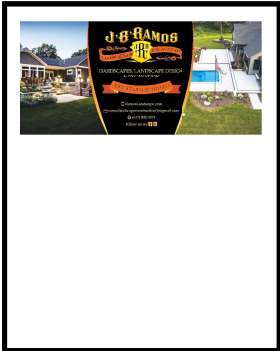
FRONT OR BACK PAGE HALF  
7.5 wide by 4.4 high



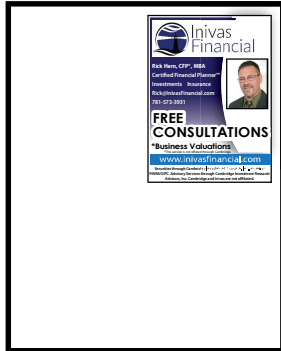
FULL PAGE INSIDE  
7.5 wide by 9.75 high



HALF PAGE INSIDE  
7.5 wide by 4.75 high



ONE - THIRD PAGE  
7.5 wide by 3.0 high



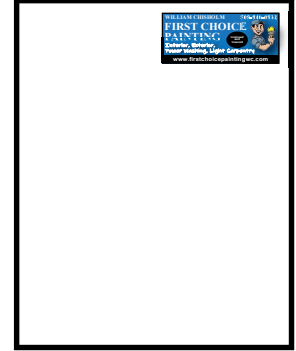
QUARTER PAGE  
3.5 wide by 4.75 high



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 3.875 high



COVER AD ( Below Indecia)  
4.25 wide by 5.5 high

\* ALL SIZES ARE IN INCHES

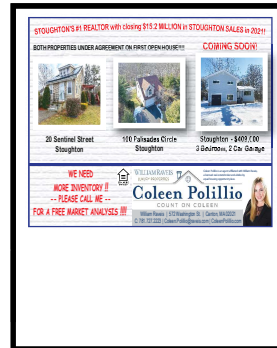
# AD DIMENSIONS

\* ALL SIZES ARE IN INCHES

## GLOSSY & BLAST INSERTS INSIDE SUBURBAN SHOPPERS



FULL PAGE - \$649  
8 wide by 10.25 high



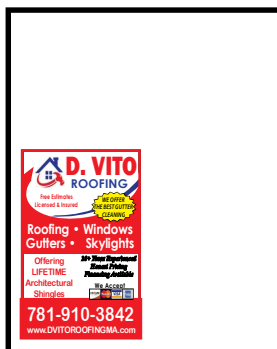
2/3rds PAGE - \$499  
8 wide by 6.75 high



HALF PAGE - \$349  
8 wide by 5.25 high



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

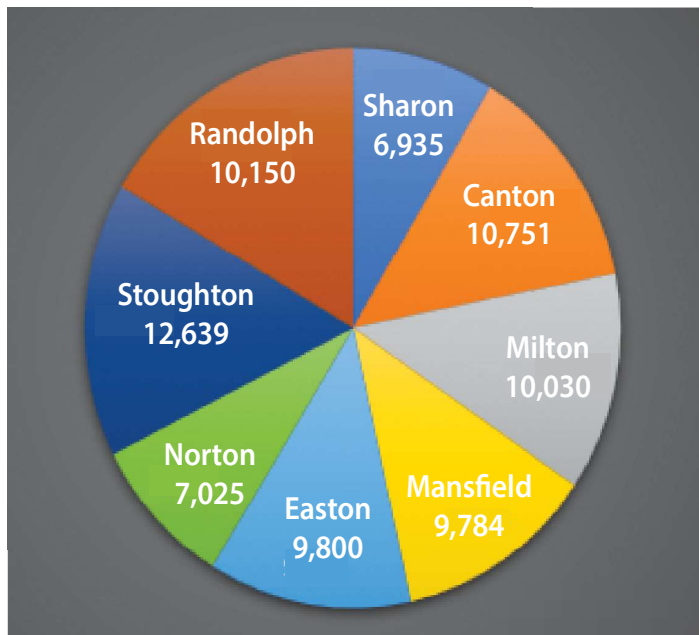


1/3rd PAGE VERTICAL - \$275  
3.75 wide by 6.75 high



QUARTER PAGE - \$199  
3.75 wide by 4.875 high

## 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
<b>COLOR</b>	\$399	\$345	\$237	\$140	\$115	\$89	\$61
<b>BLACK/WHITE</b>	\$369	\$320	\$217	\$125	\$99	\$79	\$56

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