

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

2025 SCHEDULE

CALL 508-369-7282 • ads@suburban-shopper.com • www.suburban-shopper.com

6/18/2025	6/13/2025	Canton, Milton, Sharon, Stoughton, Norton, Braintree, Dedham 2500,
6/25/2025	6/20/2025	Canton, Milton, Sharon, Stoughton, Easton, Mansfield, Walpole 2500, Raynham 2500
7/2/2025	6/27/2025	Canton, Milton, Sharon, Stoughton, Braintree, Medfield 2500, South Weymouth 2500
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, Braintree
7/30/2025		
8/6/2025	8/1/2025	Canton, Sharon, Stoughton, Braintree, Milton, Easton
8/13/2025		
8/20/2025	8/15/2025	Canton, Sharon, Stoughton, Easton, Randolph, Foxboro, Braintree
8/27/2025	8/22/2025	Canton, Milton, Sharon, Stoughton, Mansfield, Norton
9/3/2025	8/29/2025	Canton, Sharon, Stoughton, Easton, Braintree, Norwood 2500, Needham 2500
9/10/2025	9/5/2025	Canton, Milton, Sharon, Stoughton, Randolph, Foxboro, Norfolk 2500, Dover 1984, Weswood 2500
9/17/2025	9/12/2025	Canton, Sharon, Stoughton, Easton, Braintree, Dedham 2500, Sherborn 1584
9/24/2025	9/19/2025	Canton, Milton, Sharon, Stoughton, Mansfield, Norton, Walpole 2500, Raynham 2500
10/1/2025	9/26/2025	Canton, Sharon, Stoughton, Easton, Braintree, Medfield 2500, South Weymouth 2500
10/8/2025	10/3/2025	Canton, Milton, Sharon, Stoughton, Randolph, Foxboro, Needham 2500, Norwood 2500
10/15/2025	10/10/2025	Canton, Sharon, Stoughton, Easton, Braintree, Norfolk 2500, Dover 1984 Westwood 2500
10/22/2025	10/17/2025	Canton, Milton, Sharon, Stoughton, Norton, Mansfield, Dedham 2500, Sherborn 1584
10/29/2025	10/24/2025	Canton, Sharon, Stoughton, Easton, Braintree, Walpole 2500, Raynham 2500
11/5/2025	10/31/2025	Canton, Milton, Sharon, Stoughton, Randolph, Foxboro, Medfield 2500, South Weymouth 2500
11/12/2025	11/7/2025	Canton, Sharon, Stoughton, Easton, Braintree, Needham 2500, Norwood 2500
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

Direct Mailed to # of addresses

Sharon(6,935) Canton(10,750) Easton(9,828) Mansfield(9,700)
Milton(10,100) Stoughton(12,750) Norton(6,951) Randolph(10,100)
Braintree (10,100) Foxboro

DISPLAY ADS

\$649 / \$599



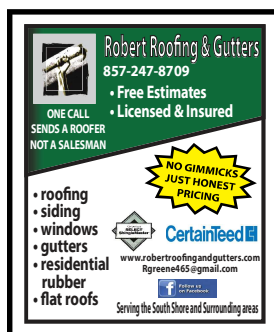
FRONT OR BACK
COVER FULL
7.5 wide by 8.7 high

\$379 / \$349



FRONT OR BACK
COVER HALF
7.5 wide by 4.3 high

\$399



FULL PAGE
INSIDE
7.5 wide by 9.625 high

\$237



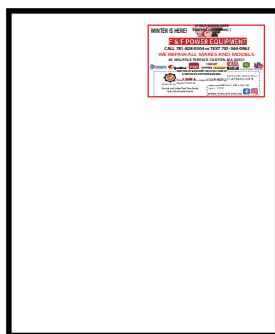
HALF PAGE
INSIDE
7.5 wide by 4.6 high

\$140



QUARTER PAGE
3.5 wide by 4.875 high

\$89



ONE-EIGHTH PAGE
3.75 wide by 2.3 high

\$61



ONE-SIXTEENTH PAGE
3.75 wide by 1.5 high

DISCOUNTS

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

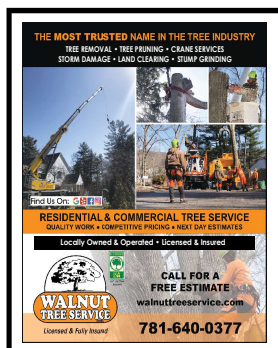
Buy 4 Towns - 15% off
Buy 5 Towns - 15% OFF
and 2 Towns Size Upgrade

* ALL SIZES ARE IN INCHES

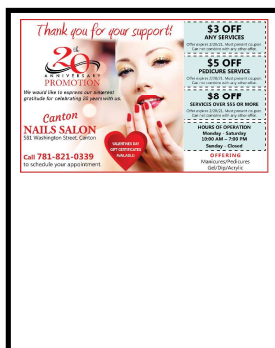
AD DIMENSIONS

* ALL SIZES ARE IN INCHES

GLOSSY & BLAST INSERTS INSIDE SUBURBAN SHOPPERS



FULL PAGE - \$649
8 wide by 10.25 high



HALF PAGE - \$349
8 wide by 5.25 high



QUARTER PAGE - \$199
3.75 wide by 4.875 high

POSTCARDS

6.25 X 9 POSTCARDS



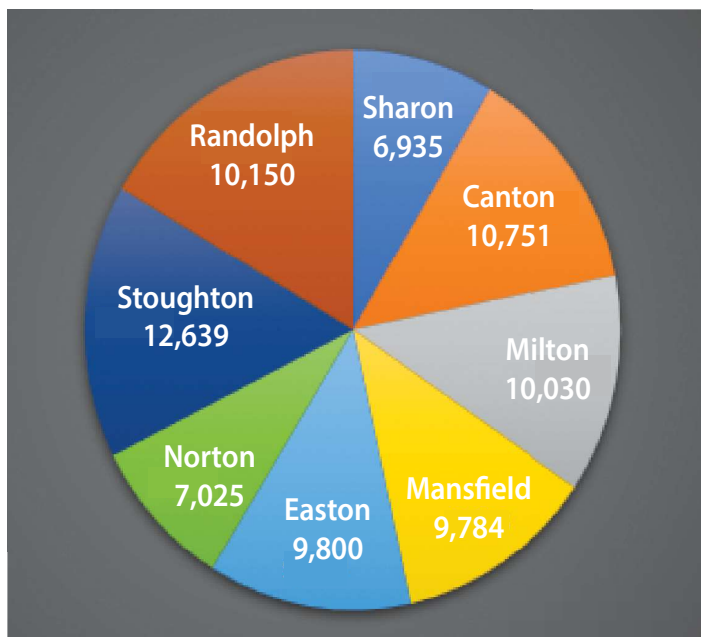
FULL SIDE
8.5 wide by 5.75 high
*Leaves Quarter Inch
Frame Around Ad

8.5 X 11 POSTCARDS



HALF PAGE - \$349
8 wide by 10.5 high
*Leaves Quarter Inch
Frame Around Ad

Direct Mail Circulation



All print issues are promoted through our social media channels.

* Address counts are subject to change

PREPAY ONLY

Multi-Week Discounts

***12 Weeks - 10% Off**

8 Weeks - 8% Off

4 Weeks - 5% Off

Covers Are Not Discounted

Multi-Town Discounts

Buy 2 Towns - 5% OFF

Buy 3 Towns - 10% OFF

Buy 4 Towns - 15% off

Buy 5 Towns - 15% OFF

*** Discounts cannot be combined**

**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.

DESIGN, PRINT & DELIVERY OF DIRECT MAIL GIANT POSTCARDS

"I am a GIANT 8.5 x 11
High Gloss Card Stock"
Postcard

"I am a 6.25 inch x 9 inch
High Gloss Card Stock
Postcard"

SERVING ALL OF NEW ENGLAND



Suburban Shopper Media LLC
27 Glen Street, Unit 12C - Stoughton, MA 02072
ads@suburban-shopper.com • 781-821-2590

*Our Lowest Price Guarantee ensures you the lowest price on any comparable quality products.
Prior to purchase, forward us an official quote for products of similar or higher quality from any
Reputable Provider and we will match the quoted price.

*Suburban
Shopper*
TRUSTED AND
LOCAL

Hey Restaurant Owners!

THE SUBURBAN SHOPPER MENU INSERT

- SAVE TIME & MONEY
WITH OUR DIRECT MAIL SERVICE
- NO USPS PAPERWORK
- NO WASTED TIME
DROPPING MENUS AT PO

LESS THAN HALF THE POST OFFICE PRICE !!!

CURRENT RESTAURANTS THAT WORK WITH US

Mr. CHEF's
CHINESE & JAPANESE RESTAURANT



Direct Mail to every address or choose the routes you want

FULL TOWN SATURATION PRICING

MENU INSERT PRICING **PRINTING INCLUDED**

FULL TOWN SATURATION PRICING (\$75 PER 1,000)

**COST
PER
PIECE**

**TOTAL
PRICE**

SHARON	7,000 ADDRESSES
CANTON	10,750 ADDRESSES
STOUGHTON	12,750 ADDRESSES
MILTON	10,100 ADDRESSES
EASTON	9,850 ADDRESSES
MANSFIELD	9,750 ADDRESSES
NORTON	6,950 ADDRESSES
FOXBORO	8,200 ADDRESSES

\$1395
\$2098
\$2478
\$1968
\$1922
\$1903
\$1355
\$1592

.199
.195
.194
.195
.195
.195
.194
.194

From start to finish, we handle it all

Do you want to target specific mail routes?
You can pick the towns and the specific mail routes

*** Individual Routes or less than whole town is \$95 per Thousand**



Suburban Shopper Media LLC
1044 Central St., Stoughton, MA 02072
781-821-2590

*** Prices and address counts subject to change**

MENU PRINT & INSERT DIRECT MAIL

CHOOSE

THE TOWNS:

☐ SHARON ☐ CANTON

☐ STOUGHTON ☐ MILTON

☐ EASTON ☐ MANSFIELD ☐ NORTON

☐ FOXBORO

15K

- 15,000 Printed Menus
- 15,000 Total Addresses
- Total Price: \$2,475
- Cost Per Piece: 16.5

20K

- 20,000 Printed Menus
- 20,000 Total Addresses
- Total Price: \$3,100
- Cost Per Piece: 15.5

25K

- 25,000 Printed Menus
- 25,000 Total Addresses
- Total Price: \$3,675
- Cost Per Piece: 14.7

50K

- 50,000 Printed Menus
- 50,000 Total Addresses
- Total Price: \$7,050
- Cost Per Piece: 14.1

NO HASSLE PROCESS
From start to finish, we handle it all

- You pick the routes
- You pick delivery dates. (We suggest Quarterly mailings)

11x17 tri-fold
80# text
high gloss
stock



Suburban Shopper Media LLC
27 Glen Street, Unit 12C - Stoughton, MA 02072
ads@suburban-shopper.com • 781-821-2590

* Prices and address counts subject to change