



SUBURBAN MEDIA GROUP LLC

2026 Media Kit & Advertising Guide

The Suburban Shopper
27 Glen Street, Unit 12C
Stoughton, MA 02072
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1. PUBLICATION OVERVIEW & TARGET COVERAGE

About The Suburban Shopper

Connecting residents with local businesses **since 1959**. The Suburban Shopper is a premier direct-mail publication delivered **FREE to tens of thousands of homes** weekly.

Designed to maximize response rates for local service providers, retailers, and restaurants with highly targeted, high-income suburban routing.

Distribution Reach & Zones

Original Shopper Towns (6k - 12k Addresses):

Braintree, Canton, Easton, Mansfield, Milton, Sharon, Stoughton, Randolph, Avon

High Household Income Select Routes (2,500 Addresses):

Foxboro, Norfolk, Norwood, Walpole, Westwood, Dedham

2. DISPLAY ADVERTISING RATES & SPECIFICATIONS

Ad Size / Placement	Dimensions (W x H)	Original Towns (Color / B&W)	2,500 Address Towns (Color / B&W)	Gloss Editions (Full Color)
Front or Back Cover Full Page	7.5" x 8.7"	\$699 / \$649	\$399 / \$379	\$429 / \$399
Front or Back Cover Half Page	7.5" x 4.3"	\$399 / \$379	\$249 / \$239	\$249 / \$239
Full Page Inside	7.5" x 9.75"	\$439 / \$414	\$199 / \$179	\$229
Half Page Inside	7.5" x 4.625"	\$279 / \$249	\$139 / \$119	\$149
1/4 Page	3.5" x 4.75"	\$179 / \$154	\$79 / \$69	\$89 (Min. size)
1/6 Page	3.5" x 3.0"	\$139 / \$129	—	—
1/8 Page	3.5" x 2.3"	\$99 / \$94	—	—
1/16 Page	3.5" x 1.5"	\$69 / \$64	—	—
Front Page Teaser Ad	1.875" x 0.85"	\$99 (Color)	—	—

Classified Advertising Options

Standard Classified Ad: \$35 | Box Ad Classified: \$45

Multi-Town & Multi-Week Discounts

Save significantly on bundled frequency! Call **508-369-7282** or **781-821-2590**.

3. DIRECT MAIL & MARKETING SERVICES

Restaurant Menu Inserts

Rate: \$85 per 1,000 Inserts

- Direct mail delivery to targeted local routes.
- **Less than half the cost** of USPS Post Office prices.
- Zero postal paperwork & hassle-free setup.

Giant Oversized Postcards

High-impact, high-gloss standalone postcard mailers delivered throughout New England.

- **Giant Card Stock:** 8.5" x 11" High Gloss
- **Standard Card Stock:** 6.25" x 9" High Gloss
- **Lowest Price Guarantee:** We match any competitor quote!

4. 2026 PUBLICATION SCHEDULE & DEADLINES

Issue Date	Ad Deadline	Target Coverage & Distribution Towns
08/12/2026	08/07/2026	Canton, Sharon, Milton, Stoughton
08/19/2026	08/14/2026	Canton, Milton, Sharon, Stoughton, Easton, Braintree, Norfolk, Avon, Walpole Gloss
08/26/2026	08/21/2026	Canton, Milton, Sharon, Stoughton, Mansfield, Foxboro Gloss, West Bridgewater, Randolph

Issue Date	Ad Deadline	Target Coverage & Distribution Towns
09/02/2026	08/28/2026	Canton, Milton, Sharon, Stoughton, Easton, Braintree, Walpole Gloss
09/09/2026	09/04/2026	Canton, Milton, Sharon, Stoughton, Randolph, Dover Gloss, Foxboro Gloss, Avon Gloss, Westwood
09/16/2026	09/11/2026	Canton, Milton, Sharon, Stoughton, Easton, Braintree, Walpole Gloss, Norfolk
09/23/2026	09/18/2026	Canton, Milton, Sharon, Stoughton, Mansfield, Foxboro Gloss, Dover Gloss
09/30/2026	09/25/2026	Canton, Milton, Sharon, Stoughton, Easton, Braintree, Walpole Gloss
10/07/2026	10/02/2026	Canton, Milton, Sharon, Stoughton, Randolph, Foxboro Gloss, Westwood
10/14/2026	10/09/2026	Canton, Milton, Sharon, Stoughton, Easton, Braintree, Walpole Gloss, Norfolk
10/21/2026	10/16/2026	Canton, Milton, Sharon, Stoughton, Mansfield, Foxboro Gloss
10/28/2026	10/23/2026	Canton, Milton, Sharon, Stoughton, Easton, Braintree, Walpole Gloss
11/04/2026	10/30/2026	Canton, Milton, Sharon, Stoughton, Randolph, Foxboro Gloss, Westwood
11/11/2026	11/06/2026	Canton, Sharon, Stoughton, Easton, Braintree, Walpole Gloss, Norfolk
11/18/2026	11/13/2026	Canton, Milton, Sharon, Stoughton, Mansfield, Foxboro Gloss
11/25/2026	11/20/2026	Canton, Milton, Sharon, Stoughton, Easton, Braintree, Walpole Gloss
12/09/2026	12/04/2026	Canton, Milton, Sharon, Stoughton, Randolph, Foxboro Gloss, Westwood
12/16/2026	12/11/2026	Canton, Sharon, Stoughton, Easton, Braintree, Walpole Gloss, Norfolk
12/23/2026	12/18/2026	Canton, Milton, Sharon, Stoughton, Mansfield, Foxboro Gloss

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