SUBURBAN MEDIA GROUP LLC

2026 Media Kit & Advertising Guide

The Suburban Shopper
27 Glen Street, Unit 12C
Stoughton, MA 02072
Tel: 508-369-7282 / 781-821-2590
Email: ads@suburban-shopper.com
Web: www.suburban-shopper.com

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 (2k - 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)	High Household Select Routes (Color / B&W)
Front or Back Cover Full Page	**7.5" x 8.7"**	**$699 / $649**	**$429 / $399**
Front or Back Cover Half Page	**7.5" x 4.3"**	**$399 / $379**	**$249 / $239**
Full Page Inside	7.5" x 9.75"	$439 / $414	**$229 / $209**
Half Page Inside	7.5" x 4.625"	$279 / $249	**$139 / $119**
1/4 Page	3.5" x 4.75"	$179 / $154	**$89 / $79**
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!

ISSUE DATE	SHOPPERS DEADLINE	SUBURBAN SHOPPERS - TARGET COVERAGE & TOWN DISTRIBUTION
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
12/2/2026	11/27/2026	Avon Gloss, Canton
12/9/2026	12/4/2026	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

ISSUE DATE	SHOPPERS DEADLINE	SUBURBAN SHOPPERS - TARGET COVERAGE & TOWN DISTRIBUTION
1/13/2027	1/8/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro
1/27/2027	1/22/2027	Canton, Sharon, Milton, Stoughton, Mansfield, Braintree, Walpole
2/10/2027	2/5/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro
2/24/2027	2/19/2027	Canton, Sharon, Milton, Stoughton, Mansfield, Braintree, Walpole
3/3/2027	2/26/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro, Westwood
3/10/2027	3/5/2027	Canton, Sharon, Milton, Stoughton, Braintree, Walpole, Norfolk
3/17/2027	3/12/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro
3/24/2027	3/19/2027	Canton, Sharon, Milton, Stoughton, Mansfield, Braintree, Walpole
3/31/2027	3/26/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro, Westwood
4/7/2027	4/2/2027	Canton, Sharon, Milton, Stoughton, Braintree, Walpole, Norfolk
4/14/2027	4/9/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro
4/21/2027	4/16/2027	Canton, Sharon, Milton, Stoughton, Mansfield, Braintree, Walpole
4/28/2027	4/23/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro, Westwood
5/5/2027	4/30/2027	Canton, Sharon, Milton, Stoughton, Braintree, Walpole, Norfolk
5/12/2027	5/7/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro
5/19/2027	5/14/2027	Canton, Sharon, Milton, Stoughton, Mansfield, Braintree, Walpole
5/26/2027	5/21/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro, Westwood
6/2/2027	5/28/2027	Canton, Sharon, Milton, Stoughton, Braintree, Walpole, Norfolk
6/9/2027	6/4/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro
6/16/2027	6/11/2027	Canton, Sharon, Milton, Stoughton, Mansfield, Braintree, Walpole
6/23/2027	6/18/2027	Canton, Sharon, Milton, Stoughton, Easton, Foxboro, Westwood
6/30/2027	6/25/2027	Canton, Sharon, Milton, Stoughton, Braintree, Walpole, Norfolk
7/7/2027		