

Who we reach

Audience Demographics

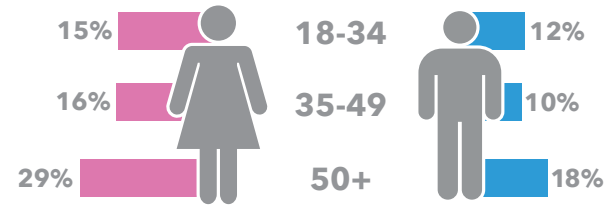
Circulation: Approx. 560,000+

Target Market: Women, homeowners

Distribution: Direct mail, 18 market editions – Cache County to Utah County

\$4.7 BILLION
in spending power

560,000+
circulation



83%
ARE HOMEOWNERS



AVERAGE HOUSEHOLD
INCOME
\$77k



MARKET VALUE
OF HOME
\$314k

AVERAGE
HOUSEHOLD SIZE
3



AVERAGE AGE
48



WOMEN
60%



Hometown Values™

Advertising solutions

Hometown Values has a proven record of helping businesses grow and succeed through targeted market-driven advertising. Our monthly magazines help consumers save money and help local businesses grow their bottom line by increasing the exposure of their brands.

Solutions to Grow Your Customer Base

Direct, in-home, marketing solutions with the magazine, mobile app, event engagement and more

Advertising solutions

2018 Publication Schedule

PUBLICATION ISSUE	IN-HOME BY END OF WEEK	SPACE RESERVATION	CAMERA-READY ART DUE
Healthy Lifestyles	January 6, 2018	December 4, 2017	December 11, 2017
Romancing the Heart	February 3, 2018	January 8, 2018	January 15, 2018
Early Spring	March 3, 2018	February 5, 2018	February 12, 2018
Spring Home & Garden	April 7, 2018	March 9, 2018	March 19, 2018
Mother's Day	May 5, 2018	April 9, 2018	April 16, 2018
Father's Day	June 2, 2018	May 7, 2018	May 14, 2018
Summer Fun	June 30, 2018	June 4, 2018	June 11, 2018
Back to School	August 4, 2018	July 9, 2018	July 16, 2018
Fall Fun & Recreation	September 1, 2018	August 6, 2018	August 13, 2018
Fall Home & Garden	October 6, 2018	September 10, 2018	September 17, 2018
Early Holiday	November 3, 2018	October 8, 2018	October 15, 2018
The Holidays	December 1, 2018	November 7, 2018	November 12, 2018

Attached/Detached Marketing

(Rides along outside the magazine)

DML cards are postcards that are mailed with Hometown Values Magazine – not attached or inserted. Short Cover ads/cards are attached to the front and back of the magazine.

DML (Detached mailing label)

- Targeted By Zone
- Free Standing 9" x 5" Post Card
- One Per Zone



Short Covers

- Targeted By Zone
- Front/Back or Both
- Attached – 8" x 5" Cards



Events

- Hometown Living Expo
- What a Woman Wants Expo
- Home & Health Expo
- Holiday Boutique



Specialty

- Content Marketing
- Event Management
- Event Ticketing



Hometown Values

App

- Android/iOS



Digital

- Online ads
- Streaming Radio (Pandora, Spotify, Apple Radio Stations)
- Social Media



Magazine Targeted Mailer

(Inserted inside the magazine)

Unique mailing opportunity to utilize Hometown Values Magazine as a host to significantly reduce postage costs.

Blow-in Cards (Print and Deliver)

- Targeted By Zone
- Magnet/Scratch-offs
- 6 1/4" x 8 3/8"
- Saturation



Custom/Client Inserts (Delivery Only)

- Your Piece Inserted in the Magazine
- Saturation
- Targeted By Zone



Mini Mags

- Custom Stand-alone
- Saturation
- Inserted/Attached



Printing Services

Hometown Values can provide any kind of commercial printing services. Whether its a magazine, catalog, brochure, booklet, flier, envelope or magnet. We can provide you with the services to handle all of your business printing needs.

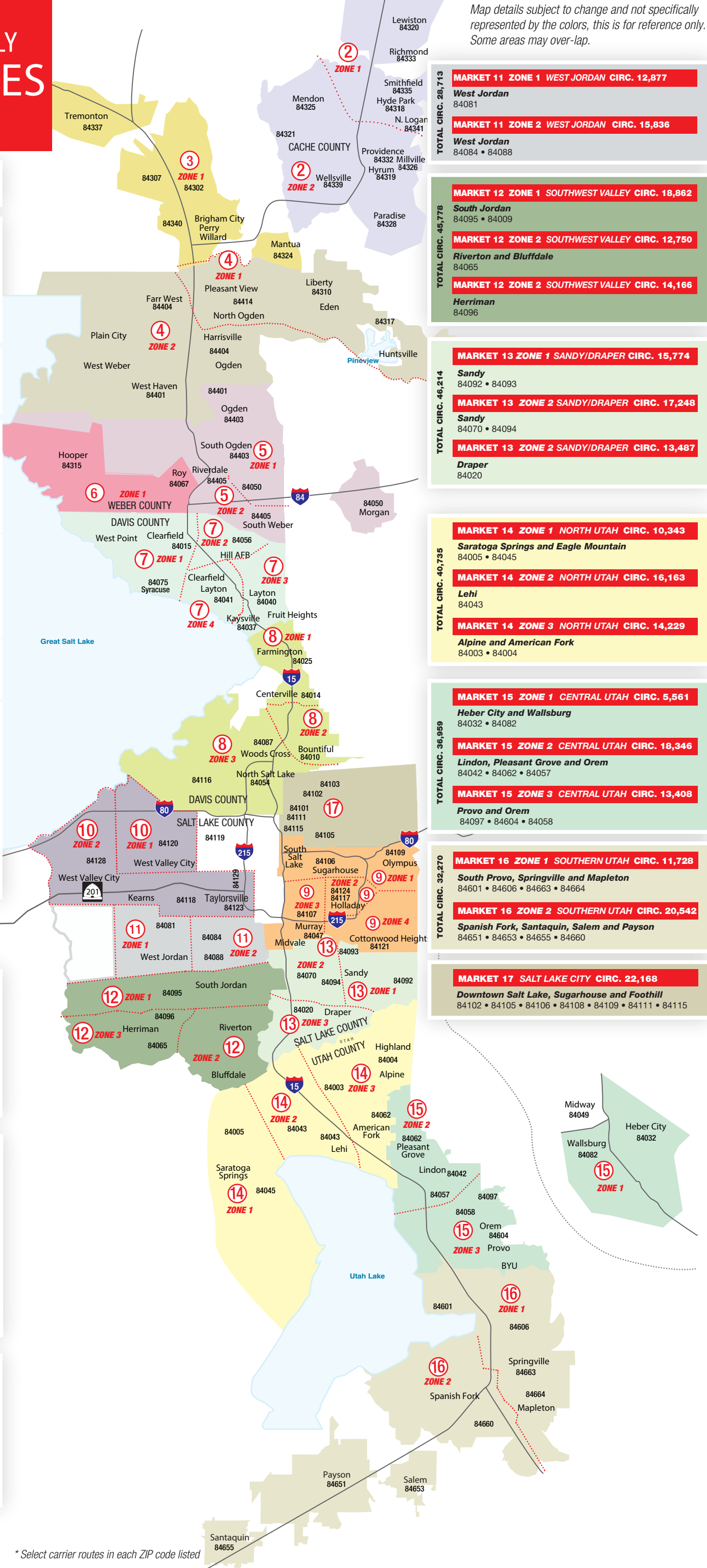
- Magazine
- Brochure
- Booklet
- Custom



TARGET APPROXIMATELY 560,000+ HOMES

17 INDIVIDUAL GEO-ZONES OR TAKE ADVANTAGE OF FULL DISTRIBUTION

Map details subject to change and not specifically represented by the colors, this is for reference only. Some areas may over-lap.



MARKET 1 INSERT CIRCULATION 562,680
Full distribution. All markets with or without tab option

MARKET 2 ZONE 1 CACHE VALLEY CIRC. 13,979
North Logan, Smithfield, Richmond, Hyde Park and Lewiston
84318 • 84320 • 84333 • 84335 • 84341

MARKET 2 ZONE 2 CACHE VALLEY CIRC. 19,725
Wellsville, Hyrum, Paradise, Providence, Logan, Millville and Mendon
84319 • 84321 • 84326 • 84328 • 84332 • 84339 • 84325

MARKET 3 ZONE 1 BOX ELDER CIRC. 13,410
Brigham City, Perry, Corinne, Mantua, Tremonton and Willard
84302 • 84307 • 84324 • 84337 • 84340

MARKET 4 ZONE 1 NORTH WEBER CIRC. 12,889
North Ogden, Pleasant View, Huntsville, Eden and Liberty
84414 • 84317 • 84310

MARKET 4 ZONE 2 NORTH WEBER CIRC. 25,472
Ogden, Farr West, Plain City, West Haven and Harrisville
84401 • 84404

MARKET 5 ZONE 1 SOUTH WEBER CIRC. 12,470
Ogden and South Ogden
84401 • 84403

MARKET 5 ZONE 2 SOUTH WEBER CIRC. 14,164
South Ogden, South Weber, Riverdale and Morgan
84405 • 84050

MARKET 6 ZONE 1 ROY HOOPER CIRC. 15,022
Roy and Hooper
84067 • 84315

MARKET 7 ZONE 1 NORTH DAVIS CIRC. 19,863
Syracuse, Clearfield
84015 • 84075

MARKET 7 ZONE 2 NORTH DAVIS CIRC. 10,816
Kaysville
84037

MARKET 7 ZONE 3 NORTH DAVIS CIRC. 7931
Layton
84040

MARKET 7 ZONE 4 NORTH DAVIS CIRC. 16,731
Layton
84041

MARKET 8 ZONE 1 SOUTH DAVIS CIRC. 11,781
Centerville and Farmington
84014 • 84025

MARKET 8 ZONE 2 SOUTH DAVIS CIRC. 14,816
Bountiful and Woods Cross
84010

MARKET 8 ZONE 3 SOUTH DAVIS CIRC. 11,628
North Salt Lake and Woods Cross
84054 • 84087 • 84116

MARKET 9 ZONE 1 EASTSIDE CIRC. 12,759
Sugarhouse and Olympus
84106 • 84109

MARKET 9 ZONE 2 EASTSIDE CIRC. 14,705
Holladay
84117 • 84124

MARKET 9 ZONE 3 EASTSIDE CIRC. 4,674
Midvale and Murray
84047 • 84107

MARKET 9 ZONE 4 EASTSIDE CIRC. 12,911
Cottonwood
84121

MARKET 10 ZONE 1 WEST VALLEY/TOOELE CIRC. 9,426
West Valley City
84120

MARKET 10 ZONE 2 WEST VALLEY/TOOELE CIRC. 14,217
Taylorsville, Kearns, West Valley City
84118 • 84128

MARKET 10 ZONE 3 WEST VALLEY/TOOELE CIRC. 20,454
Grantsville, Rush Valley, Stockton, Tooele and Stansbury Park
84029 • 84069 • 84071 • 84074

MARKET 11 ZONE 1 WEST JORDAN CIRC. 12,877
West Jordan
84081

MARKET 11 ZONE 2 WEST JORDAN CIRC. 15,836
West Jordan
84084 • 84088

TOTAL CIRC. 28,713

MARKET 12 ZONE 1 SOUTHWEST VALLEY CIRC. 18,862
South Jordan
84095 • 84009

MARKET 12 ZONE 2 SOUTHWEST VALLEY CIRC. 12,750
Riverton and Bluffdale
84065

MARKET 12 ZONE 2 SOUTHWEST VALLEY CIRC. 14,166
Herriman
84096

TOTAL CIRC. 45,778

MARKET 13 ZONE 1 SANDY/DRAPER CIRC. 15,774
Sandy
84092 • 84093

MARKET 13 ZONE 2 SANDY/DRAPER CIRC. 17,248
Sandy
84070 • 84094

MARKET 13 ZONE 2 SANDY/DRAPER CIRC. 13,487
Draper
84020

TOTAL CIRC. 46,214

MARKET 14 ZONE 1 NORTH UTAH CIRC. 10,343
Saratoga Springs and Eagle Mountain
84005 • 84045

MARKET 14 ZONE 2 NORTH UTAH CIRC. 16,163
Lehi
84043

MARKET 14 ZONE 3 NORTH UTAH CIRC. 14,229
Alpine and American Fork
84003 • 84004

TOTAL CIRC. 40,735

MARKET 15 ZONE 1 CENTRAL UTAH CIRC. 5,561
Heber City and Wallsburg
84032 • 84082

MARKET 15 ZONE 2 CENTRAL UTAH CIRC. 18,346
Lindon, Pleasant Grove and Orem
84042 • 84062 • 84057

MARKET 15 ZONE 3 CENTRAL UTAH CIRC. 13,408
Provo and Orem
84097 • 84604 • 84058

TOTAL CIRC. 36,989

MARKET 16 ZONE 1 SOUTHERN UTAH CIRC. 11,728
South Provo, Springville and Mapleton
84601 • 84606 • 84663 • 84664

MARKET 16 ZONE 2 SOUTHERN UTAH CIRC. 20,542
Spanish Fork, Santaquin, Salem and Payson
84651 • 84653 • 84655 • 84660

TOTAL CIRC. 32,270

MARKET 17 SALT LAKE CITY CIRC. 22,168
Downtown Salt Lake, Sugarhouse and Foothill
84102 • 84105 • 84106 • 84108 • 84109 • 84111 • 84115

* Select carrier routes in each ZIP code listed