

Who we reach

Audience Demographics

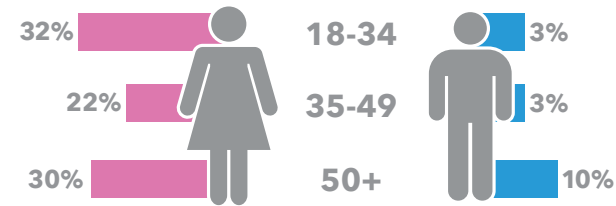
Circulation: Approx. 552,000+

Target Market: Women, homeowners

Distribution: Direct mail, 14 market editions – Cache County to Utah County

\$4.7 BILLION
in spending power

1,309,000+
readers monthly



83% ARE HOMEOWNERS	AVERAGE HOUSEHOLD INCOME \$87k	MARKET VALUE OF HOME \$282k
AVERAGE HOUSEHOLD SIZE 4	AVERAGE AGE 45	WOMEN 84%

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

2017 Publication Schedule

PUBLICATION ISSUE	IN-HOME BY END OF WEEK	SPACE RESERVATION	CAMERA-READY ART DUE
Healthy Lifestyles	January 7, 2017	December 5, 2016	December 12, 2016
Romancing the Heart	February 4, 2017	January 9, 2017	January 16, 2017
Early Spring	March 4, 2017	February 6, 2017	February 13, 2017
Spring Home & Garden	April 8, 2017	March 10, 2017	March 20, 2017
Mother's Day	May 6, 2017	April 10, 2017	April 17, 2017
Father's Day	June 3, 2017	May 8, 2017	May 15, 2017
Summer Fun	July 1, 2017	June 5, 2017	June 12, 2017
Back to School	August 5, 2017	July 10, 2017	July 17, 2017
Fall Fun & Recreation	September 2, 2017	August 7, 2017	August 14, 2017
Fall Home & Garden	October 7, 2017	September 11, 2017	September 18, 2017
Early Holiday	November 4, 2017	October 9, 2017	October 16, 2017
The Holidays	December 2, 2017	November 6, 2017	November 13, 2017

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



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 3/4"
- 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



Hometown Values

TARGET APPROXIMATELY 552,000+ HOMES

14 INDIVIDUAL GEO-ZONES OR TAKE
ADVANTAGE OF FULL DISTRIBUTION

MARKET 1 INSERT CIRCULATION 552,233
Full distribution. All markets with or without tab option

MARKET 2 ZONE 1 CACHE VALLEY CIRC. 13,863
*North Logan, Smithfield, Richmond, Hyde Park and
Lewiston*

MARKET 2 ZONE 2 CACHE VALLEY CIRC. 19,678
*Wellsville, Hyrum, Paradise, Providence, Logan,
Millville and Mendon*

84318 • 84320 • 84333 • 84335 • 84341
84319 • 84321 • 84326 • 84328 • 84332 • 84339 • 84325

MARKET 3 ZONE 1 NORTH WEBER CIRC. 12,603
*Brigham City, Perry, Corinne, Mantua,
Tremonton and Willard*

84302 • 84307 • 84324 • 84337 • 84340

MARKET 3 ZONE 2 NORTH WEBER CIRC. 12,524
*North Ogden, Pleasant View, Huntsville,
Eden and Liberty*

84414 • 84317 • 84310

MARKET 3 ZONE 3 NORTH WEBER CIRC. 17,949
Ogden, Farr West, Plain City, West Haven and Harrisville

84401 • 84404

MARKET 4 ZONE 1 SOUTH WEBER CIRC. 12,388
Ogden and South Ogden

84401 • 84403

MARKET 4 ZONE 2 SOUTH WEBER CIRC. 13,977
South Ogden, South Weber, Riverdale and Morgan

84405 • 84050

MARKET 4 ZONE 3 SOUTH WEBER CIRC. 14,850
Roy and Hooper

84067 • 84315

MARKET 5 ZONE 1 NORTH DAVIS CIRC. 20,097
Syracuse, Clearfield, Clinton and West Point

84015 • 84075

MARKET 5 ZONE 2 NORTH DAVIS CIRC. 18,496
Layton, Kaysville and Fruit Heights

84037 • 84040

MARKET 5 ZONE 3 NORTH DAVIS CIRC. 16,537
Layton

84041

MARKET 6 ZONE 1 SOUTH DAVIS CIRC. 11,744
Centerville and Farmington

84014 • 84025

MARKET 6 ZONE 2 SOUTH DAVIS CIRC. 14,824
Bountiful and Woods Cross

84010

MARKET 6 ZONE 3 SOUTH DAVIS CIRC. 11,779
North Salt Lake and Woods Cross

84054 • 84087 • 84116

MARKET 7 ZONE 1 EASTSIDE CIRC. 12,825
Sugarhouse and Olympus

84106 • 84109

MARKET 7 ZONE 2 EASTSIDE CIRC. 14,722
Holladay

84117 • 84124

MARKET 7 ZONE 3 EASTSIDE CIRC. 4,503
Midvale and Murray

84047 • 84107

MARKET 7 ZONE 4 EASTSIDE CIRC. 13,069
Cottonwood

84121

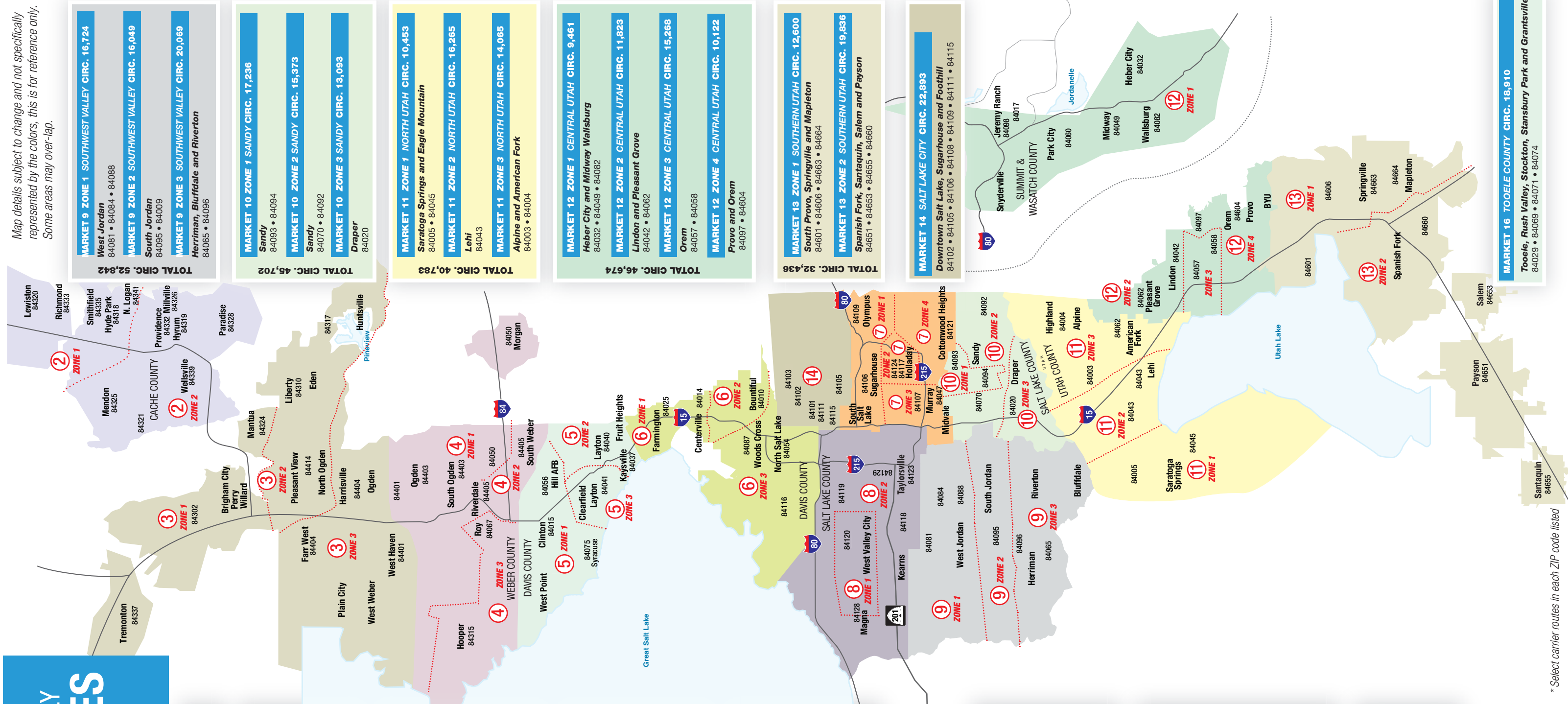
MARKET 8 ZONE 1 OQUIRRH MOUNTAINS CIRC. 19,328
West Valley City

84120 • 84128

MARKET 8 ZONE 2 OQUIRRH MOUNTAINS CIRC. 16,317
Taylorsville, West Valley City and Kearns

84118 • 84119 • 84123 • 84129

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



MARKET 9 ZONE 1 SOUTHWEST VALLEY CIRC. 16,724
West Jordan
84081 • 84084 • 84088

MARKET 9 ZONE 2 SOUTHWEST VALLEY CIRC. 16,049
South Jordan
84095 • 84009

MARKET 9 ZONE 3 SOUTHWEST VALLEY CIRC. 20,069
Herriman, Bluffdale and Riverton
84065 • 84096

TOTAL CIRC. 52,842

MARKET 10 ZONE 1 SANDY CIRC. 17,236
Sandy
84093 • 84094

MARKET 10 ZONE 2 SANDY CIRC. 15,373
Sandy
84070 • 84092

MARKET 10 ZONE 3 SANDY CIRC. 13,093
Draper
84020

TOTAL CIRC. 45,702

MARKET 11 ZONE 1 NORTH UTAH CIRC. 10,453
Saratoga Springs and Eagle Mountain
84005 • 84045

MARKET 11 ZONE 2 NORTH UTAH CIRC. 16,265
Lehi
84043

MARKET 11 ZONE 3 NORTH UTAH CIRC. 14,065
Alpine and American Fork
84003 • 84004

TOTAL CIRC. 40,783

MARKET 12 ZONE 1 CENTRAL UTAH CIRC. 9,461
Heber City and Midway Wallsburg
84032 • 84049 • 84082

MARKET 12 ZONE 2 CENTRAL UTAH CIRC. 11,823
Lindon and Pleasant Grove
84042 • 84062

MARKET 12 ZONE 3 CENTRAL UTAH CIRC. 15,268
Orem
84057 • 84058

MARKET 12 ZONE 4 CENTRAL UTAH CIRC. 10,122
Provo and Orem
84097 • 84604

TOTAL CIRC. 46,674

MARKET 13 ZONE 1 SOUTHERN UTAH CIRC. 12,600
South Provo, Springville and Mapleton
84601 • 84606 • 84663 • 84664

MARKET 13 ZONE 2 SOUTHERN UTAH CIRC. 19,636
Spanish Fork, Santaquin, Salem and Payson
84651 • 84653 • 84655 • 84660

TOTAL CIRC. 32,236

MARKET 14 SALT LAKE CITY CIRC. 22,893
Downtown Salt Lake, Sugarhouse and Foothill
84102 • 84105 • 84106 • 84108 • 84109 • 84111 • 84115

MARKET 15 SALT LAKE COUNTY CIRC. 11,744
Centerville and Farmington

MARKET 15 SALT LAKE COUNTY CIRC. 14,824
Bountiful and Woods Cross

MARKET 15 SALT LAKE COUNTY CIRC. 11,779
North Salt Lake and Woods Cross

TOTAL CIRC. 38,347

MARKET 16 TOOELE COUNTY CIRC. 18,910
Tooele, Rush Valley, Stockton, Stansbury Park and Grantsville
84029 • 84069 • 84071 • 84074

* Select carrier routes in each ZIP code listed