



The Monadnock
SHOPPER NEWS

The Original Keene Shopper - "The Weekly with a Heart"

MEDIA KIT

2023

The Monadnock Shopper News has been a source of advertising information for our readers since 1958.

Every week, over 60,000 readers look to our weekly newspaper for services and products provided by our advertisers as well as community news and events. Every issue contains fabulous sections such as Editorial, Money, Healing, Family, Birds, Entertainment, Cooking, Outdoors, Auto, Classifieds and more. Our valuable special sections include Summer Home & Garden, multiple Auto sections, the Holiday Gift Guides and our most popular, the Established issue, which highlights over 300 businesses each year.

The Monadnock Shopper News is mailed by U.S. Mail to over 40,000 homes weekly. We're growing every year and have the numbers to prove it. We are audited by Circulation Verification Council, a third-party auditing company.

In the 36 communities of the beautiful Monadnock Region, we are...

#1 in Circulation!
USPS Mailed to Every Home - Every Week
#1 in Readership!
Over 60,000 Readers Weekly!



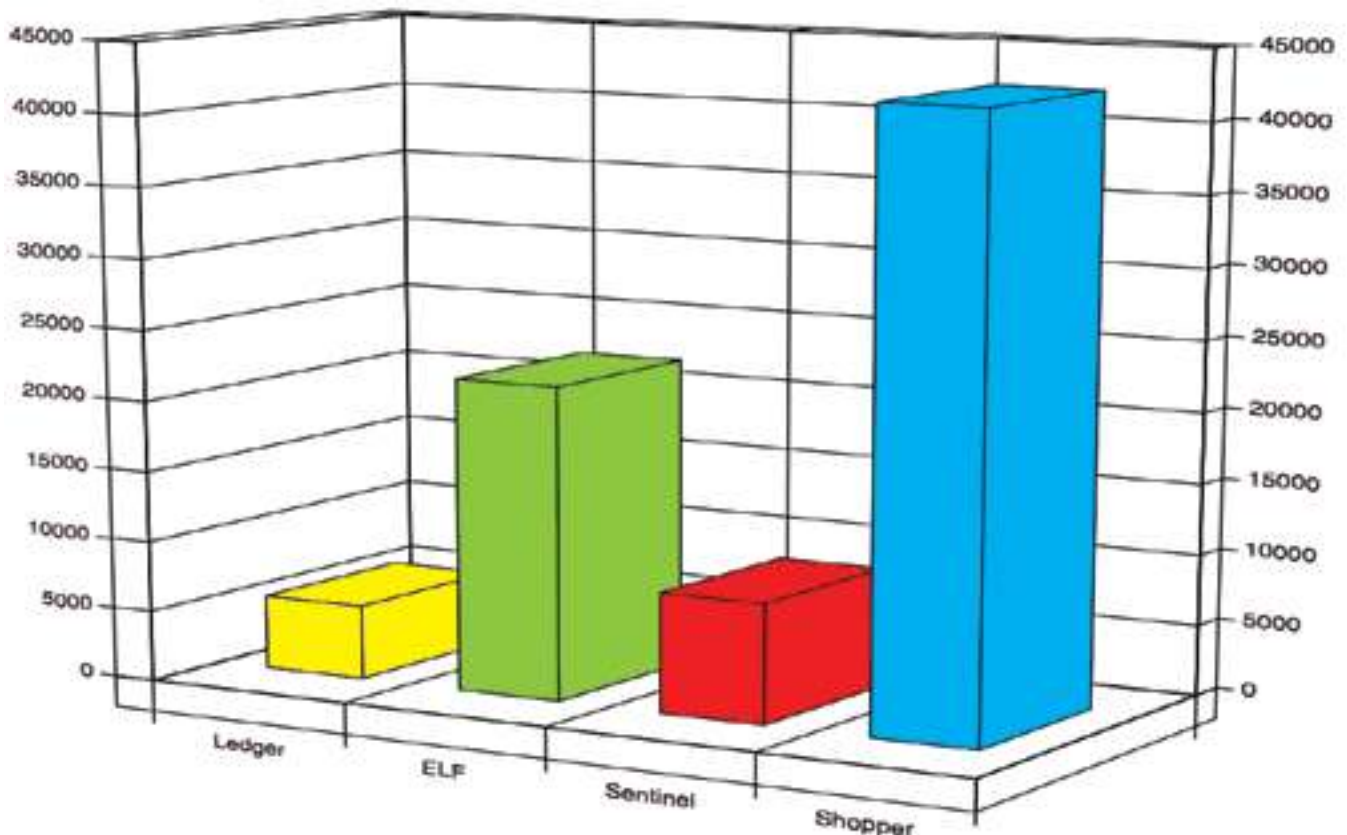
The Monadnock SHOPPER NEWS

PO Box 487, 445 West Street, Keene, NH 03431-0487
603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

Give Your Advertising The Greatest Reach!

Don't You Want *Your* Advertising Message To Reach
Virtually **EVERY HOUSEHOLD** In The Area?

Weekly Distribution Of Popular Monadnock Region Papers



**The Monadnock Shopper News is Mailed Weekly
to 100% of all households in the Monadnock Region!**

*Give **ALL** The Residents A Chance To See Your Advertising.*

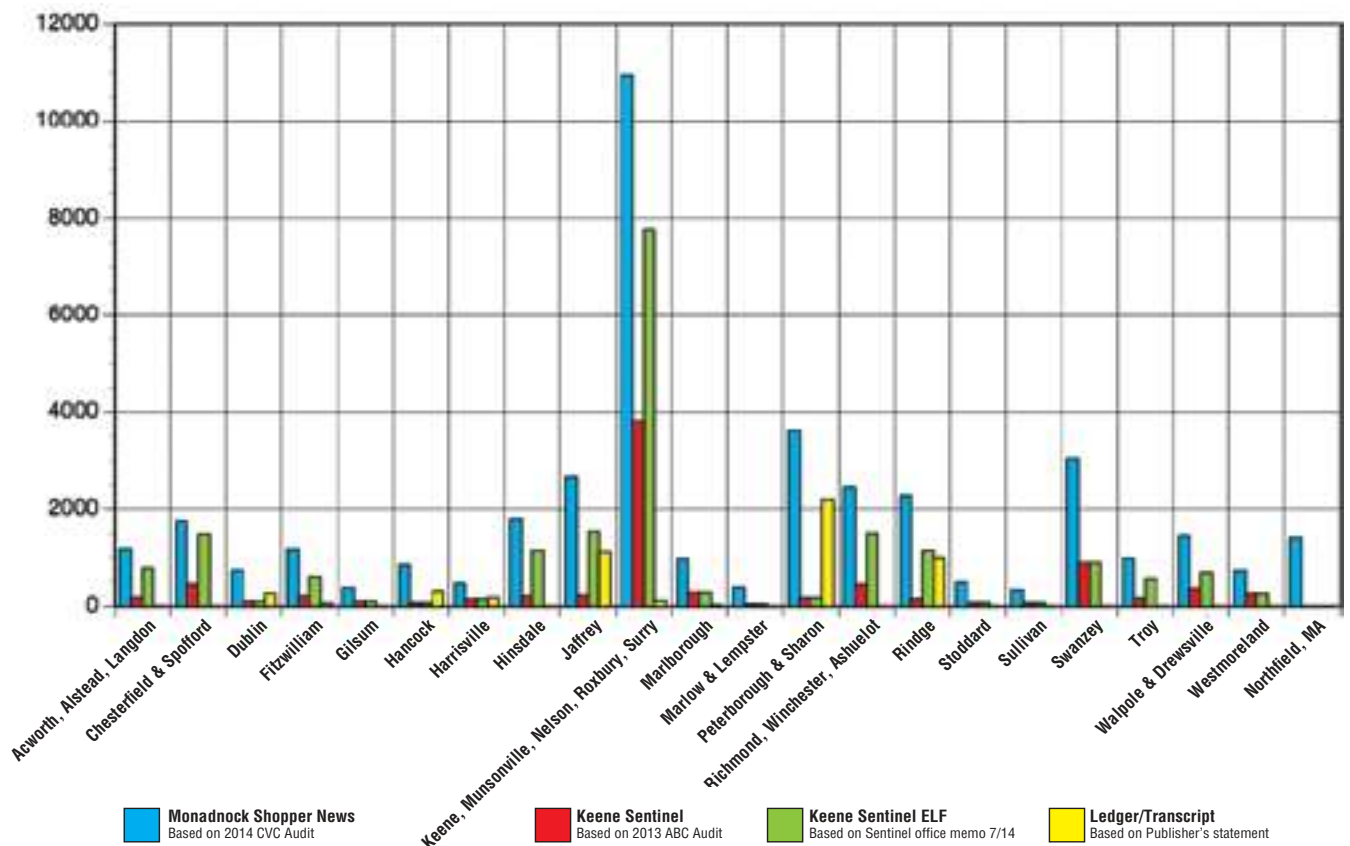


PO Box 487, 445 West Street, Keene, NH 03431-0487
603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

Give Your Advertising The Greatest Reach!

Don't You Want *Your* Advertising Message To Reach Virtually **EVERY HOUSEHOLD** In The Area?

Weekly Distribution Of Popular Monadnock Region Papers



The Monadnock Shopper News is Mailed Weekly to 100% of all households in the Monadnock Region!

Give **ALL** The Residents A Chance To See Your Advertising.



PO Box 487, 445 West Street, Keene, NH 03431-0487
 603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

WE GIVE YOU MORE!

*in the Monadnock Region
than the...*

Keene Sentinel

**Weekly
Distribution**

**The Monadnock
Shopper News**

41,371*

(based on 2020 CVC Audit)

VS.

The Keene Sentinel

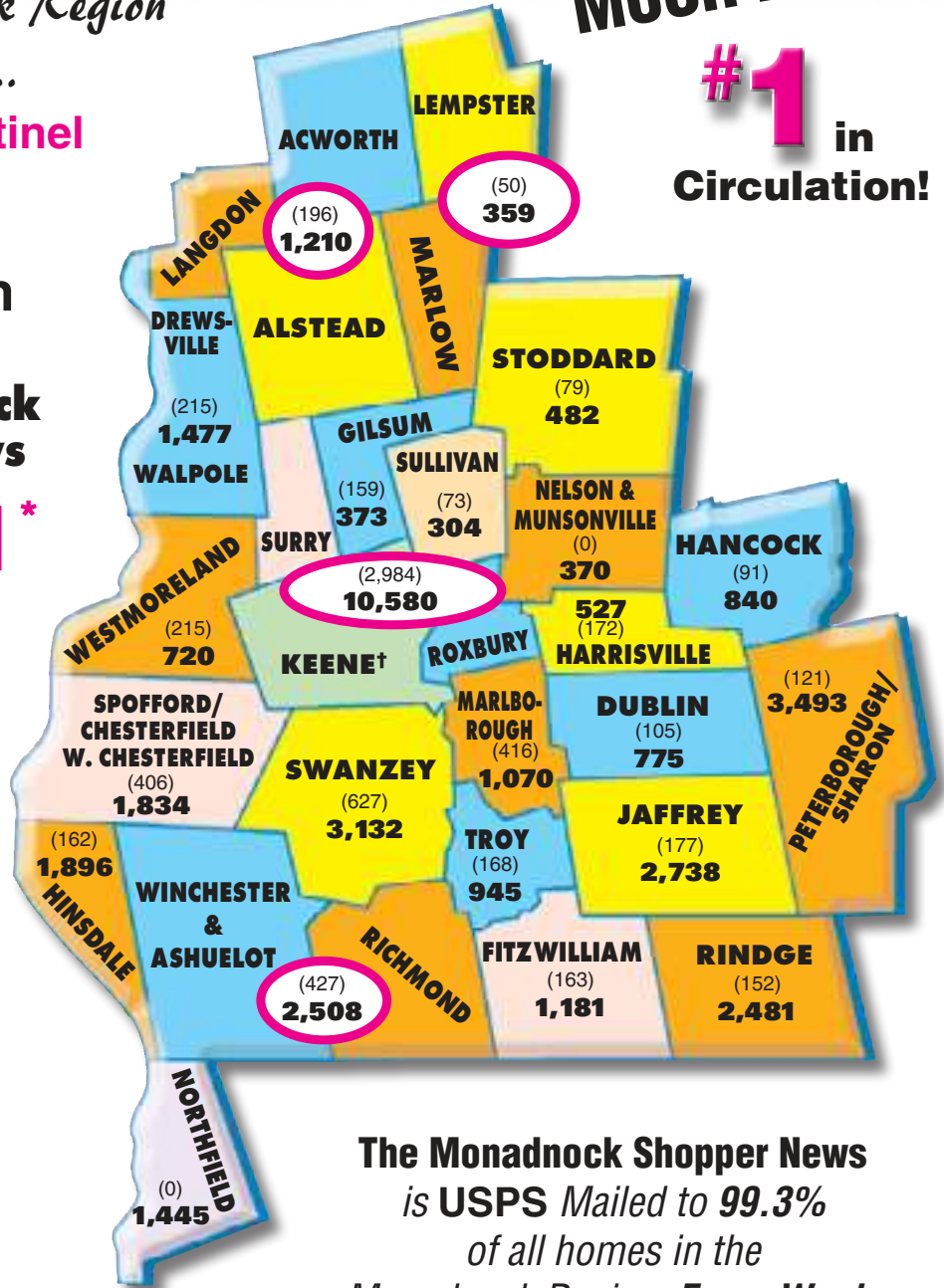
Total Daily Circulation

(7,362*)

(based on Sept. 2017 ABC Audit
for Monday - Saturday editions)

MUCH MORE!

#1 in
Circulation!



* Totals include some towns not shown on map.
† Keene figures include Surry and Roxbury

The Monadnock Shopper News
is USPS Mailed to 99.3%
of all homes in the
Monadnock Region, Every Week.



**The Monadnock
SHOPPER NEWS**

PO Box 487, 445 West Street, Keene, NH 03431-0487
603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

WE GIVE YOU MORE!

in the Monadnock Region
than the...

Keene Sentinel ELF

Weekly
Distribution

The Monadnock
Shopper News

41,371*

(based on 2020 CVC Audit)

VS.

The Sentinel ELF

Total Weekly Print
(22,091*)

(based on Sentinel office memo 7/14)

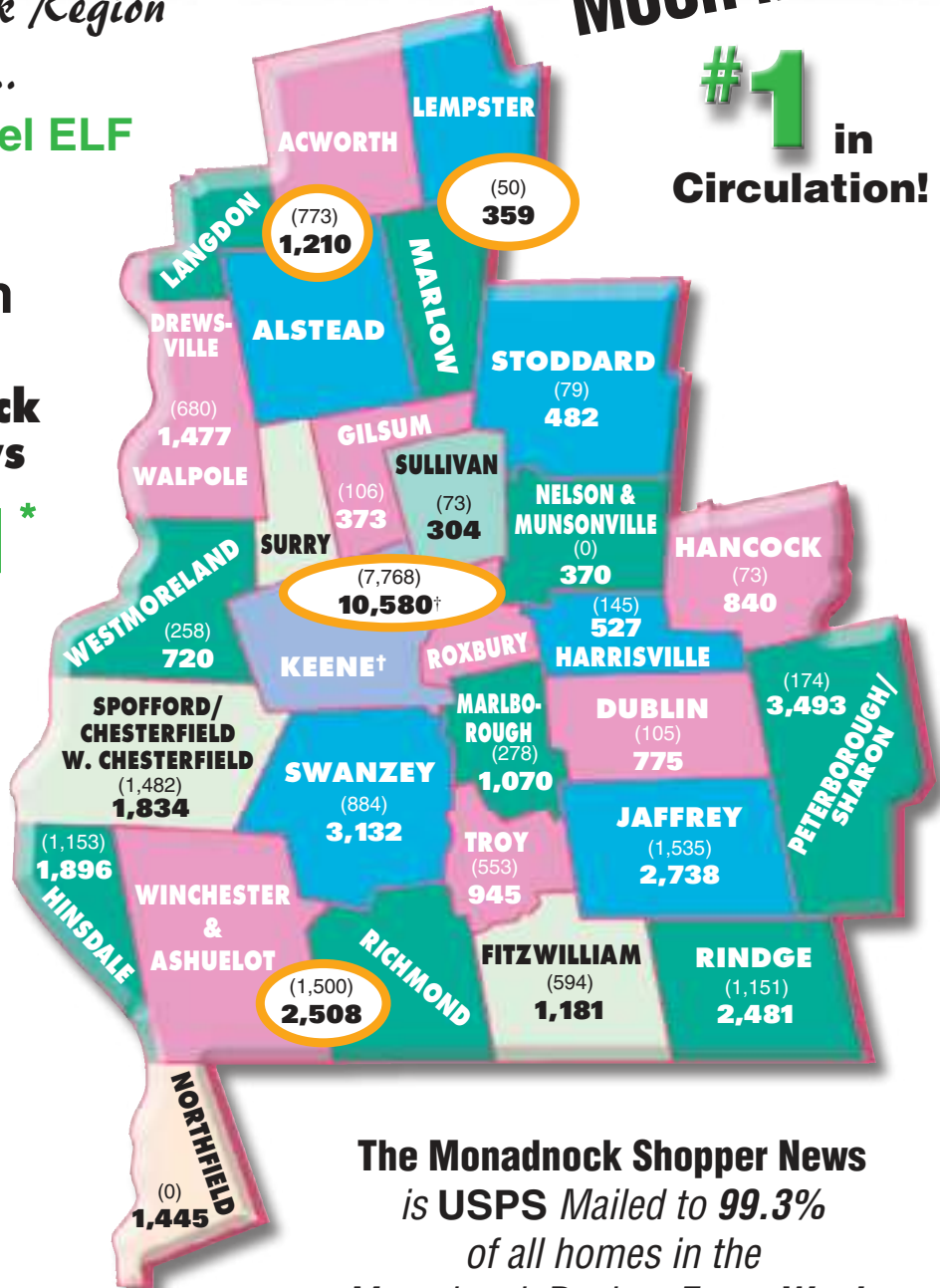
*Numbers are unaudited,
unsubstantiated and include:*

Sentinel Thursday subscription: 7,362
Paperboy & marketplace drops 14,729

* Totals include some towns not shown on map.
† Keene figures include Surry and Roxbury

MUCH MORE!

#1 in
Circulation!



The Monadnock Shopper News
is USPS Mailed to 99.3%
of all homes in the
Monadnock Region, Every Week.



**The Monadnock
SHOPPER NEWS**

PO Box 487, 445 West Street, Keene, NH 03431-0487
603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

WE GIVE YOU MORE!

in the Monadnock Region
than the...

Ledger-Transcript

**Weekly
Distribution**

**The Monadnock
Shopper News**

41,371*

(based on 2020 CVC Audit)

vs.

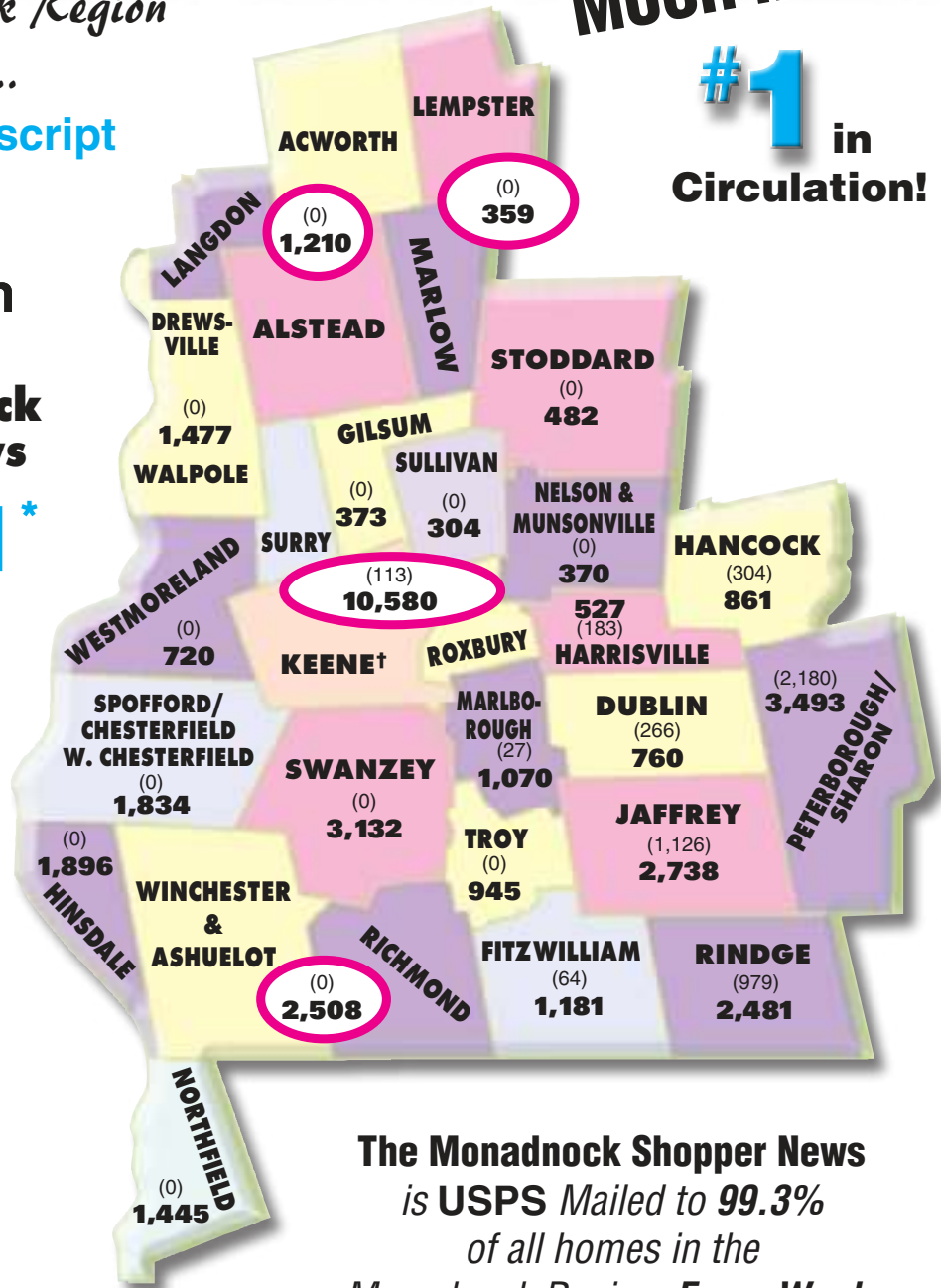
**The Monadnock
Ledger-Transcript**

(7,300*)

(based on Publisher's statement,
*Numbers are unaudited
and unsubstantiated.*
(numbers have not been
updated in 15 years)

MUCH MORE!

#1 in
Circulation!



The Monadnock Shopper News
is **USPS Mailed to 99.3%**
of all homes in the
Monadnock Region, **Every Week.**

* Totals include some towns not shown on map.
† Keene figures include Surry and Roxbury



PO Box 487, 445 West Street, Keene, NH 03431-0487
603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

DISTRIBUTION BREAKDOWN BY TOWN

(effective February 2023)

100% U.S. MAILED TO EVERY BUSINESS & RESIDENCE IN THESE TOWNS

NEW HAMPSHIRE

| | |
|--|--------|
| Alstead, Langdon & Drewsville (03602 & 03604) | 1,276 |
| Ashuelot (03441) | 208 |
| Chesterfield (03443) | 357 |
| Dublin (03444) | 760 |
| East Swanzey (03446) | 2,697 |
| Fitzwilliam (03447) | 1,181 |
| Gilsum (03448) | 373 |
| Hancock (03449) | 811 |
| Harrisville (03450) | 527 |
| Hinsdale (03451) | 1,896 |
| Jaffrey (03452) | 2,738 |
| Keene, Roxbury & Surry (03431) | 10,213 |
| Marlborough (03455) | 1,070 |
| Marlow, Lempster (03456) | 641 |
| Munsonville & Nelson (03457) | 135 |
| Peterborough & Sharon (03458) | 3,370 |

| | |
|-------------------------------------|-------|
| W. Peterborough (03468) | 110 |
| Richmond & Winchester (03470) | 2,275 |
| Rindge (03461) | 2,456 |
| Spofford (03462) | 842 |
| W. Chesterfield (03466) | 635 |
| Stoddard (03464) | 200 |
| Sullivan (03445) | 663 |
| W. Swanzey (03469) | 295 |
| Troy (03465) | 895 |
| Walpole (03608) | 1,477 |
| Westmoreland (03467) | 751 |

MASSACHUSETTS

| | |
|---|---------------|
| Northfield (01360) | 1,445 |
| Mailed Paid Subscriptions | 5 |
| Total USPS Mailed | 40,297 |
| Miscellaneous Distribution | 1,553 |
| TOTAL PRINTED | 41,850 |

EXTRA DISTRIBUTION IN SUPERMARKETS, NEWSSTANDS & GROCERY STORES

| | | | |
|-------------------------------|-----|---------------------------------------|-----|
| Antrim (03440) | 50 | North Walpole (03609) | 100 |
| Brattleboro, VT (05301) | 95 | Peterborough (03458) | 25 |
| Charlestown (03603) | 25 | Springfield, VT (05156) | 75 |
| Claremont (03743) | 250 | Swanzey (03469) (03431) (03446) | 100 |
| Dublin (03444) | 5 | Townshend, VT (05353) | 190 |
| Greenfield (03047) | 25 | Walpole (03608) | 50 |
| Guilford, VT (05301) | 10 | W. Chesterfield (03466) | 30 |
| Hillsboro (03244) | 325 | Westminster, VT (05158) | 25 |
| Keene (03431) | 55 | Westmoreland (03467) | 65 |
| Marlborough (03455) | 5 | Winchester (03470) | 25 |



PO Box 487, 445 West Street, Keene, NH 03431-0487
 603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

Our Circulation Includes *The Entire World...*

Did you know...

- You can read the entire current **Monadnock Shopper News**, and the previous twelve issues, **Online**?
- You can read our yearly **Readers' Choice Awards** and **Established** section online for the entire year?
- You can jump to advertisers' websites and address emails to vendors directly from the **MSN Online** pages?
- You can contact **MSN** employees via email, submit event schedules and place classified ads **Online**?
- You have direct access to Community resource websites, including Health & Wellness, Education and Religion?
- You can find all info regarding advertising, reader demographics and audits from **MSN Online**?

EMAIL

ads@shoppernews.com.....graphics, completed ads
 sales@shoppernews.com ad changes, questions
 shopper@shoppernews.com..... news & press releases

For a complete list, please visit www.shoppernews.com

Always contact your Account Executive when sending files to us electronically!

THE MONADNOCK SHOPPER NEWS ONLINE!

To view these pages, you'll need Adobe Reader!
 If you don't have Adobe Reader, you can download it [here](#).

To view past issues, select one here:
 (Issue Date.....)

Click on a thumbnail to enlarge page.

In full view, click on a website name* to visit that site.

In full view, click on an email address* to contact that person.

(* these options require the latest Acrobat Reader®, and are not available in all ads.)

In full view, use your browser's Back button to return here.

We are also available at the Apple Store and Google Play for your mobile device enjoyment.

December 17-23, 2014



For more details, call Higher Ground at 802-652-0777 or go to www.highergroundmusic.com. All dates, acts, and ticket prices are subject to change without notice. The Colonial <http://www.highergroundmusic.com> Main Street.

COMMUNITY

Monadnock Shopper News

[Submit an Event](#)

Community Resources

[Website Links](#)

Education

[Website Links](#)
[Bus Schedules](#)

Health & Wellness

[Website Links](#)

Religion

[Website Links](#)

ADVERTISING

Demographics & Distribution

[Circulation Area Audit \(PDF\)](#)

[Reader Demographics](#)

Display Advertising

[Media Kit](#)

[Advertiser's Directory](#)

Classified Advertising

[Place Ad Online](#)

Special Sections

[Calendar](#)



PO Box 487, 445 West Street, Keene, NH 03431-0487
 603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

We've Been Independently Audited And We'd Like To Share The News.

(from 2018 CVC Audit)

Did you know...

- Over 40,000 Regular readers of **The Monadnock Shopper News** have an annual household income above \$50,000.
- Almost three-quarters (73%) of the Regular readers of **The Monadnock Shopper News** are college-educated.
- 77% of Regular readers of **The Monadnock Shopper News** are between the ages of 25 and 64.
- Only 17% of Regular readers of **The Monadnock Shopper News** have a paid daily newspaper delivered to their home five or more days a week.
- 82% of Regular readers of **The Monadnock Shopper News** *frequently* purchase products or services from ads they've seen in The Monadnock Shopper News. That's **over 60,000** potential customers *for your business!*

Call us. We'd love to tell you more.

CIRCULATION & READERSHIP AUDITED BY THE



PO Box 487, 445 West Street, Keene, NH 03431-0487
603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

Audited Readership Means MONEY!

In September of 2016, **The Monadnock Shopper News** completed an audit survey by the Circulation Verification Council, a third-party auditing company. The purpose was to ensure that our advertisers are receiving everything they are paying for.

This survey also shows how much money our readers are going to spend during the next 12 months for many different items. (See answer #8 on Readership study sheet in our audit.)

To find out how much money is going to be spent for items in your business, just follow the sample below and fill in the blanks.

Sample (rounded numbers)

42,500 (Monadnock Shopper mailed weekly)
 x 82%
34,850 (# of people who regularly read
 Monadnock Shopper each week)

34,850
 x 37%
12,800 (# of readers who will buy an
 automobile in the next 12 months)

12,800
 x \$20,000 (Avg. cost of new/used automobile)

\$256,000,000 (Amount of dollars Monadnock
 Shopper News readers will spend on
 automobiles in the next 12 months)

Your Product/Service

42,500 (Monadnock Shopper mailed weekly)
 x 82%
34,850 (# of people who regularly read
 Monadnock Shopper each week)

34,850
 x _____% (% of readers who will buy your
 product or service in the next 12
 months, Readership Study, #8)

 x \$ _____ (Avg. cost per transaction)

 \$ _____ (Amount of dollars Monadnock Shopper
 News readers will spend on your product
 or service in the next 12 months)

The Monadnock Shopper News readers are going to be spending millions of dollars during the next 12 months.

**Are You Advertising To The Readers Of
*The Monadnock Shopper News?***



PO Box 487, 445 West Street, Keene, NH 03431-0487
 603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

ADVERTISING RATES, NON-CONTRACT

(effective November 2022)

| <u>Monthly Inches:</u> | <u>% Discount</u> | <u>\$ NET per Col. Inch*</u> |
|---------------------------------|-------------------|------------------------------|
| 8.0" to 15.0" per month | 6% | \$20.45 |
| 16.0" to 25.0" per month | 13% | \$18.97 |
| 26.0" to 47.0" per month | 20% | \$17.46 |
| 48.0" to 69.0" per month | 23% | \$16.80 |
| 70.0" to 95.0" per month | 27% | \$15.93 |
| 96.0" to 111.0" per month | 32% | \$14.84 |
| 112.0" + per month | 37% | \$13.74 |

OPEN RATE (R.O.P.):
\$21.75 per inch.

PAGE ONE ADVERTISING:
\$103.00 per column inch, NET

NATIONAL LINE RATE:
\$1.25 per line

COMMUNITY CONCERN GROUPS:
\$13.75 per column inch, NET

DEMAND POSITION:
For a specified page and/or position, there will be a 20% charge.

PERSONAL CLASSIFIED ADS:
\$14.50 for first 15 words, 25¢ each additional word, 2 weeks.

BUSINESS CLASSIFIED ADS:
\$14.50 for 1" (25 words), \$7.25 each additional 1/2", 1 week.

CANCELLATIONS:
Cancelled advertisements will be charged 20% of the regular earned rates (because of scheduled space). A 2% discount is earned for payment on or before the 10th of each month following billing, provided that all previous balances have been paid in full. **NOT ALLOWED ON COMMISSIONED ADVERTISING!**

IMPORTANT:
All billing will be computed on open rate. Volume discount for space used will be shown to arrive at net cost. See above paragraph for 10 day cash discount.

EDITORIAL COPY:
All editorial copy must be in our office no later than 5 pm, Thursday preceding publication date. Editorial columns are open for news items that affect advertisers' business, but no products or services will be advertised in articles.

TYPOGRAPHICAL ERRORS:
We assume no financial responsibilities for typographical errors in ads, but will reprint that part of an ad in which the error occurs.

CO-OPERATIVE ADVERTISING:
Advertising having more than one name in the signature is considered co-operative advertising and is charged at the open rate.

TWO BUSINESSES — ONE OWNER:
One owner of two different kinds of businesses shall be charged for each individual business at separate rates.

COMMISSIONS:
15% Commission on open rate only.

ADVERTISING COPY DEADLINE:
Friday at noon preceding publication date.

COLOR ADVERTISING:
Process color cost is \$30-\$135. Process color varies with ad size - see your ad rep for details.

MECHANICAL REQUIREMENTS:
7-column page at 1.38" per column, 15.75" page depth. No extra charge for artwork, photo reproduction, layout, or copywriting.

| Col. | Width (in.) | Col. | Width (in.) |
|--------|-------------|------------------------|-------------|
| 1..... | 1.38" | 5..... | 7.30" |
| 2..... | 2.86" | 6..... | 8.78" |
| 3..... | 4.34" | 7 (full page)..... | 10.25" |
| 4..... | 5.82" | 14 (double truck)..... | 21.50" |

OVERDUE ACCOUNTS:
All accounts overdue 30 days from date of invoice will be subject to a finance charge of 2% per month, which is an annual percentage rate of 24%. Past 60 days overdue will be billed at the open rate.

* **THE VOLUME DISCOUNT RATE** is held in force by a minimum of 8" per month.

Publisher reserves the right to reject or cancel any advertisement at any time.

Member Of The Free Community Papers Of New England, The Independent Free Papers Of America, And The Association of Free Community Papers.



PO Box 487, 445 West Street, Keene, NH 03431-0487
603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

ADVERTISING RATES, WEEKLY CONTRACT

(effective November 2022)

| <u>Contract inches</u> | <u>% Discount</u> | <u>\$ per Col. Inch</u> |
|--------------------------------|-------------------|-------------------------|
| 2.5" to 4.5" per week..... | 13%..... | \$18.97 |
| 5.0" to 7.5" per week..... | 20%..... | \$17.46 |
| 8.0" to 9.5" per week..... | 23%..... | \$16.80 |
| 10.0" to 14.5" per week..... | 27%..... | \$15.93 |
| 15.0" to 17.5" per week..... | 32%..... | \$14.84 |
| 18.0" to 27.5" per week..... | 37%..... | \$13.74 |
| 28.0" to 55.5" per week..... | 39%..... | \$13.33 |
| 56.0" to 79.5" per week..... | 41%..... | \$12.87 |
| 80.0" to 111.5" per week..... | 43%..... | \$12.43 |
| 112.0" to 149.5" per week..... | 45%..... | \$12.00 |
| 150.0" + per week..... | 47%..... | \$11.53 |

Above discounts are for consistent weekly advertisers who have signed a contract to advertise every week for at least one year or for new advertisers that have signed a thirteen (13) week introductory contract.

**US Mail
Distribution
Every
Wednesday:
40,173**

(total mail and point of distribution 41,850)



3
*population
centers
with 1
publication ...
Keene
Jaffrey/Rindge
Peterborough*



PO Box 487, 445 West Street, Keene, NH 03431-0487
603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

PRE-PRINTED INSERT RATES

(effective November 2022)

100% U.S. Mailed — Saturation coverage all of Cheshire County, parts of Hillsboro County, Bellows Falls, Brattleboro, Westminster, and Putney, VT, plus bordering towns of Northfield, MA.

Rates For Insertion Of A Full Press Run Of 41,850 Copies

| <u>STANDARD PAGES</u> | <u>TAB PAGES</u> | <u>COST PER THOUSAND</u> |
|-------------------------|-------------------------|--------------------------|
| Up to 4 | Up to 8 | \$89.00 |
| 6 to 8 | 12 to 16 | \$129.00 |
| 10 to 12 | 20 to 24 | \$148.00 |
| 14 to 16 | 28 to 32 | \$193.00 |
| Each Additional 4 Pages | Each Additional 8 Pages | \$33.00 Per Thousand |

Above quoted prices are based on regular newsprint (27.25 lb. paper). Heavier print stock used will require special pricing.

If zoned, the standard rate is \$119 per thousand. If zoning below 1,000, the standard rate is \$196 per thousand. If zoning below 5,000, the standard rate is \$155 per thousand. If zoning below 10,000, the standard rate is \$143 per thousand.

SUB-ZIP CODE DISTRIBUTION IS AVAILABLE!

Ensure that your advertising message is delivered promptly to each home — US Mail delivered. The Monadnock Shopper News reserves the right to change rates for pre-printed supplements at any time. No credits for pre-prints toward earned advertising rates for regular Monadnock Shopper advertising.

DELIVERY REQUIREMENTS

Flyers must be quarter-folded (1/4) and delivered to our printer. Their address is: **Trumbull Printing**, 205 Spring Hill Road, Trumbull, CT 06611. Shipping/Receiving: Monday through Saturday, Sunday if needed. Please label all skids or cartons "Monadnock Shopper News."

Delivery must be made by the Thursday prior to publication. Since we must advise our printer two weeks in advance of an insert delivery, you must notify us of any and all changes including cancellations so that we may respond appropriately to these changes. Please confirm your insert order in writing as soon as possible and we would also appreciate a sample of your flyer. If flyers can be delivered to Keene 10 days before circulation date (must be boxed or bundled), we will truck them to the printer ourselves. Above quoted prices are based on regular newsprint, 27.25 lb. paper. Heavier print stock used will require special pricing.



PO Box 487, 445 West Street, Keene, NH 03431-0487
 603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

ONLINE ADVERTISING RATES

(effective November 2019)

Looking for even more exposure? Supplement your monthly advertising budget with an ad on our **Online Edition** of the Monadnock Shopper News. For a nominal fee your current-run ad can be viewed without having to scroll through each page of the MSN.

March 25-31, 2015

With your ad on our **Online Edition**, a single click will enlarge your ad for full screen viewing. And, as with all **Online Editions** of the MSN, your ad will remain with the published issue for 13 weeks!

BONUS!

If your ad contains your website and/or email address, one click on the address will direct customers to your website and/or automatically address an email.

| | <u>Weekly</u> | <u>4 Week Commitment</u> | <u>13 Week Commitment</u> | <u>52 Week Commitment</u> |
|----------------|---------------|--------------------------|---------------------------|---------------------------|
| Cost per Week: | \$50 | \$35 | \$25 | \$20 |



PO Box 487, 445 West Street, Keene, NH 03431-0487
 603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com

- January 4, 11, 18, 25Health & Fitness
- January 11Pet Pages
- February 1Established Section
- February 15Bridal
- March 1, 8, 15, 22, 29Summer Camps**
- March 29American Home Week / Home Show
- April 5.....Pet Pages
- April 12, 26Summer Camps**
- April 19.....Spring Home Improvement
- May 3, 10.....Mother’s Day
- May 10, 24.....Summer Camps**
- May 24.....Summer Home & Garden (Memorial Day)
- June 7Welcome Summer (extra press overrun) | Summer Camps**
- June 14Father’s Day
- July 5.....Pet Pages
- July 12.....Midsummer Fun (extra press overrun)
- July 19.....Summer Home Improvement
- July 26, August 2.....Enrollment
- August 9, 16, 23Enrollment | Back-To-School
- September 13Bridal
- September 20Home & Energy
- October 4.....Monadnock Autumn (extra press overrun)
- October 11.....Pet Pages
- November 8.....Holiday Traditions
- November 8, 15, 22.....Plaid Friday
- November 22.....Holiday Gift Guide I (early deadline Nov. 16)
- December 6.....Holiday Gift Guide II
- December 20Holiday Greeting Issue (church cover)

*Most advertising copy deadlines are 5 pm the Thursday prior to the publication.
Press releases and pictures are welcome. Call for information.*



PO Box 487, 445 West Street, Keene, NH 03431-0487
603-352-5250 • fax 603-357-9351 • sales@shoppernews.com • www.shoppernews.com