



The Monadnock
SHOPPER NEWS

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

MEDIA KIT

2024

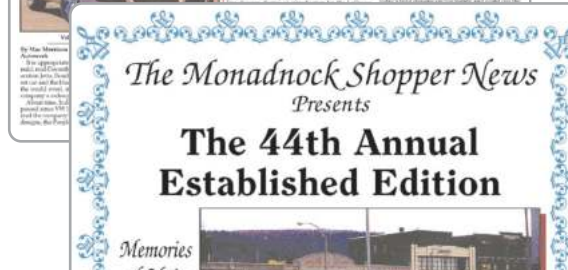
The Monadnock Shopper News has been a source of advertising information for our readers since 1958.

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!



CIRCULATION & READERSHIP AUDITED BY THE



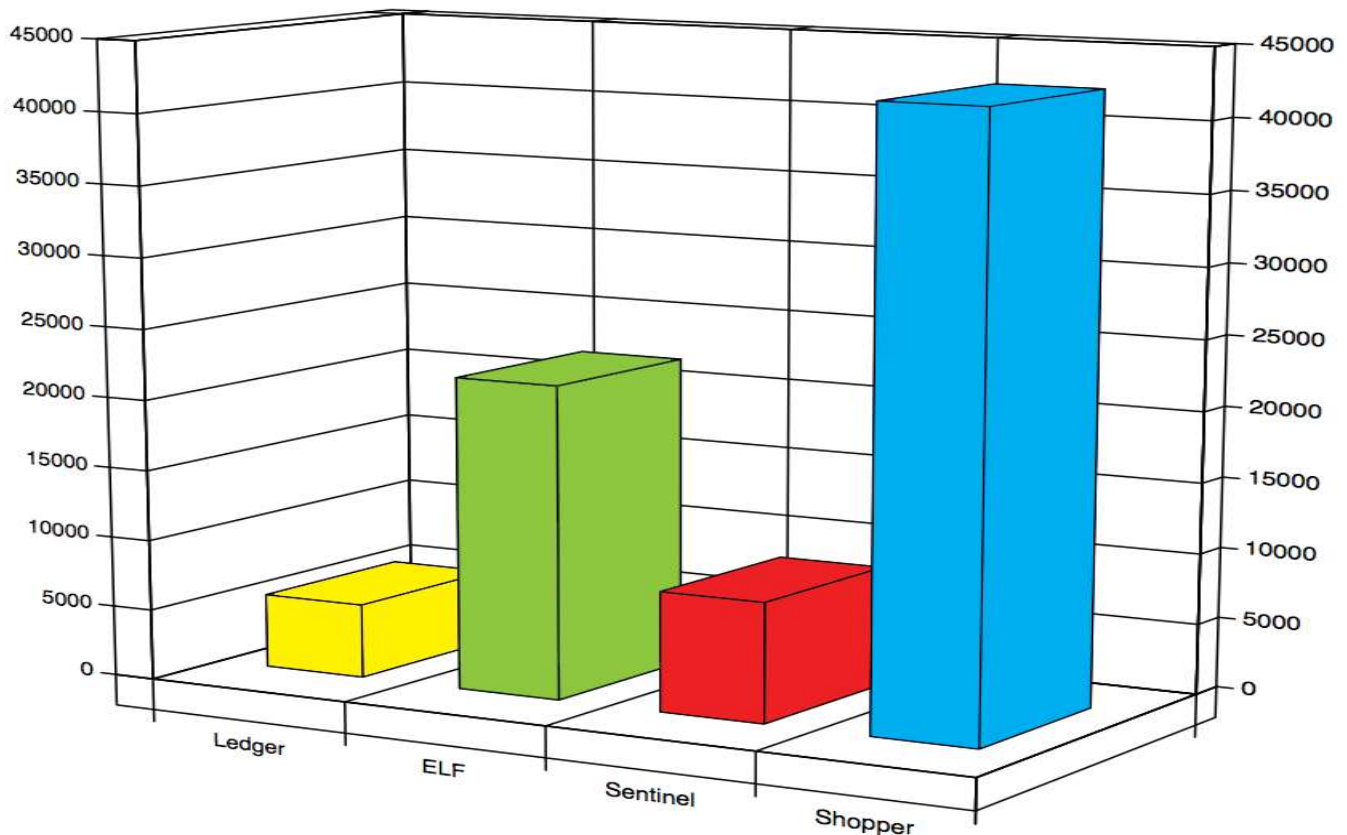
The Monadnock SHOPPER NEWS

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.*

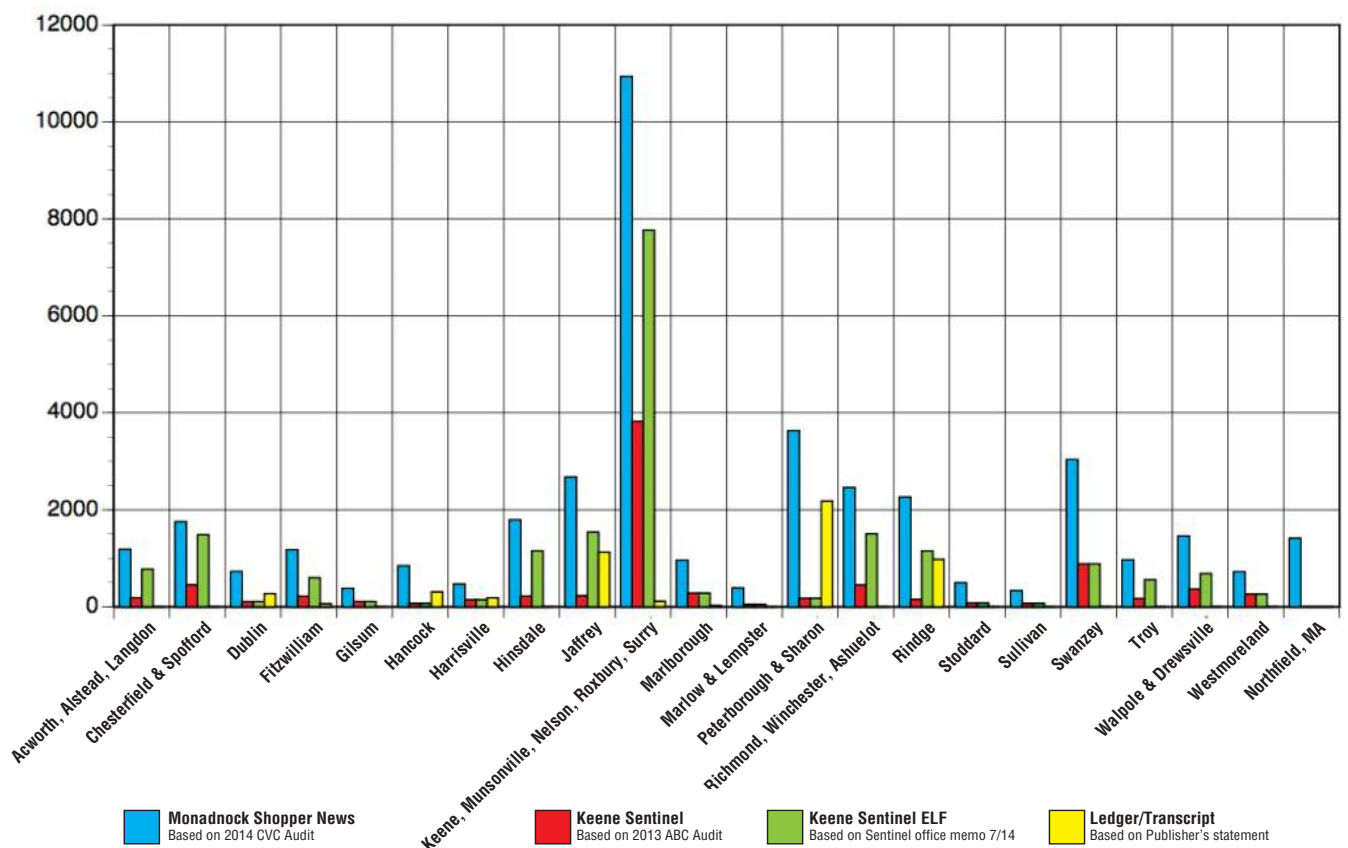


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WE GIVE YOU MORE!

*in the Monadnock Region
than the...*

Keene Sentinel

**Weekly
Distribution**

**The Monadnock
Shopper News**

41,850*

(based on 2022 CVC Audit)

vs.

The Keene Sentinel

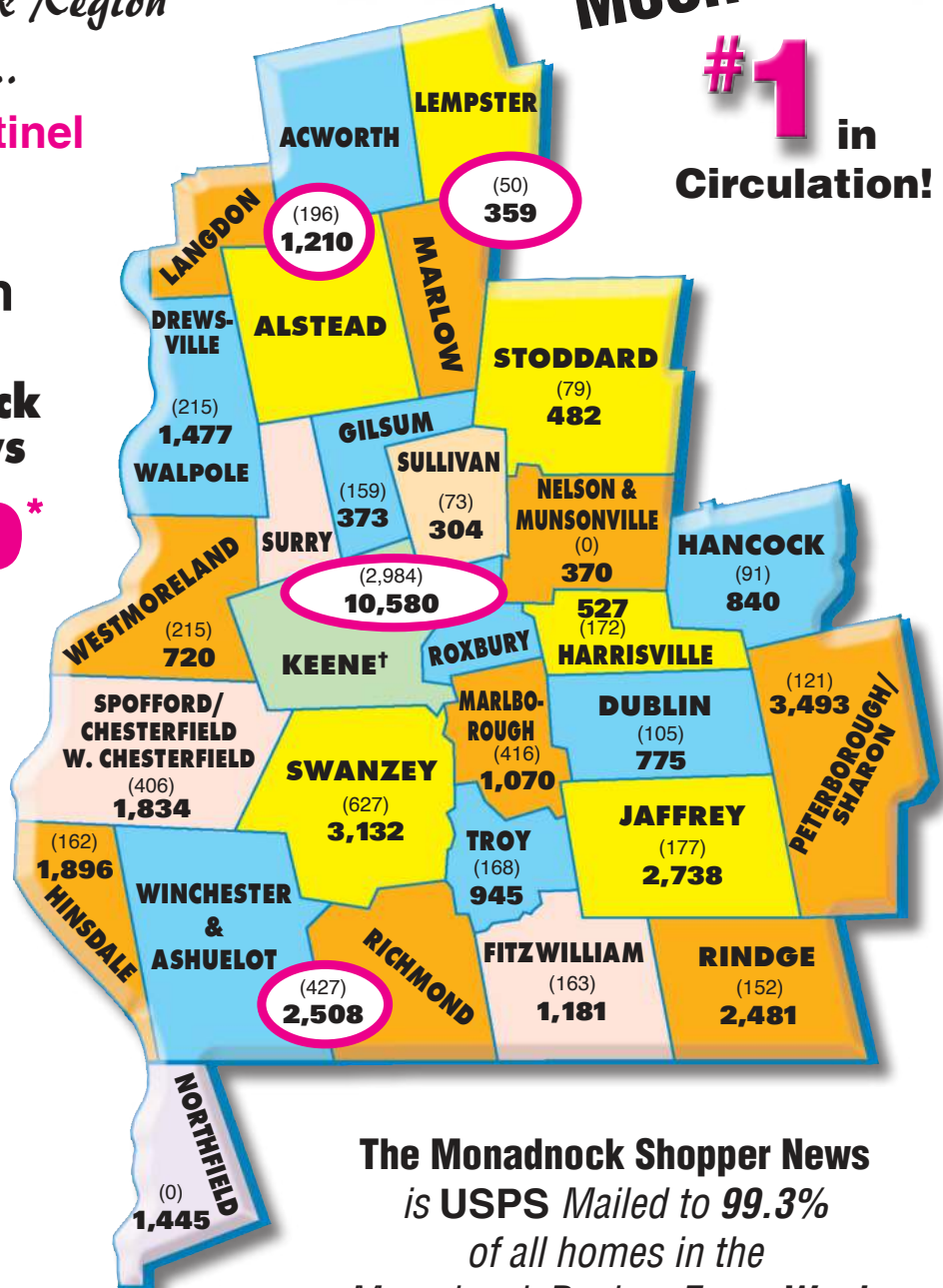
Total Daily Circulation

(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.



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than the...*

Keene Sentinel ELF

**Weekly
Distribution**

**The Monadnock
Shopper News**

41,850*

(based on 2022 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

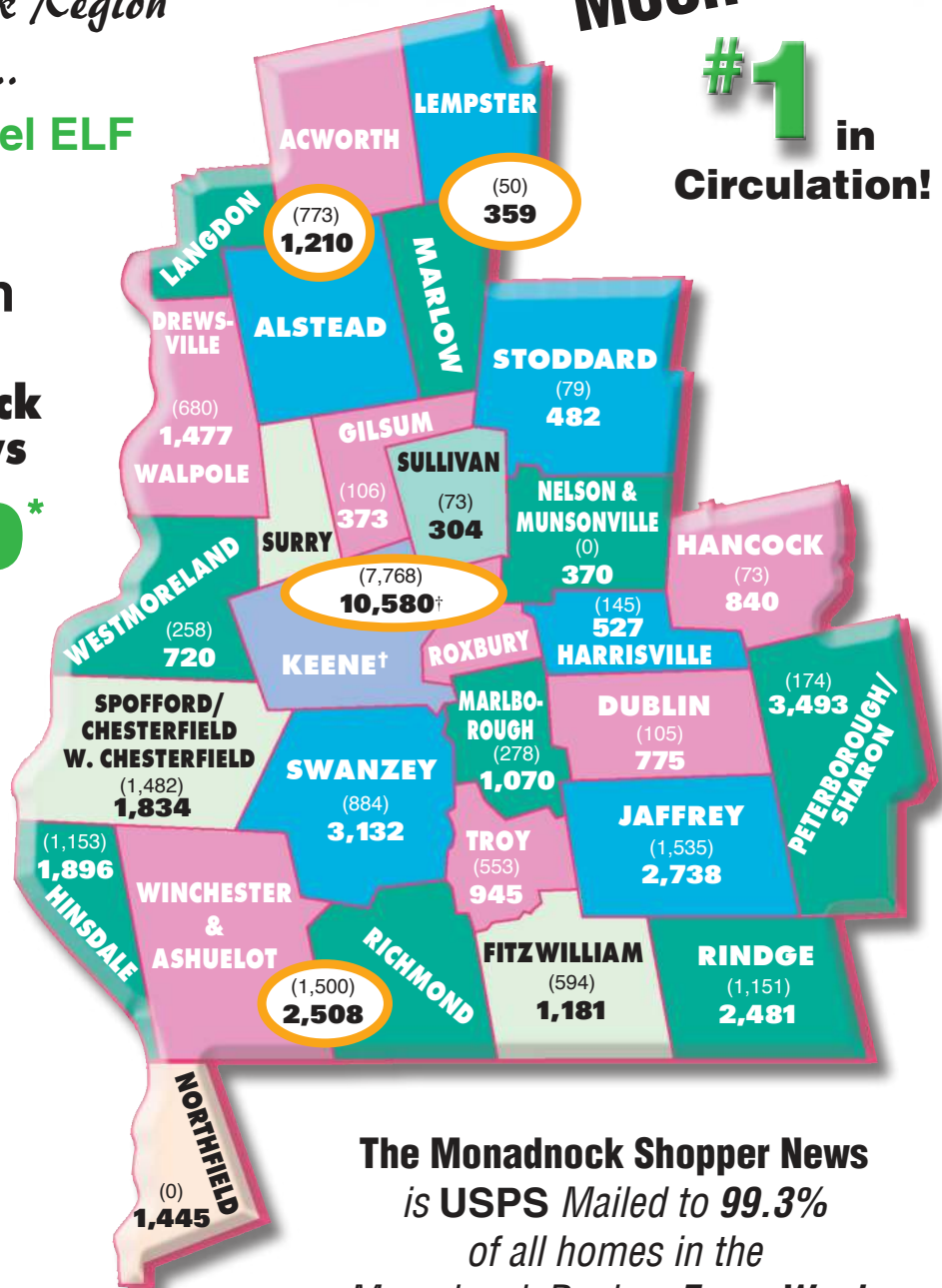
* Totals include some towns not shown on map.

† Keene figures include Surry and Roxbury

MUCH MORE!

#1

**in
Circulation!**



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than the...*

Ledger-Transcript

**Weekly
Distribution**

**The Monadnock
Shopper News**

41,850*

(based on 2022 CVC Audit)

VS.

**The Monadnock
Ledger-Transcript**

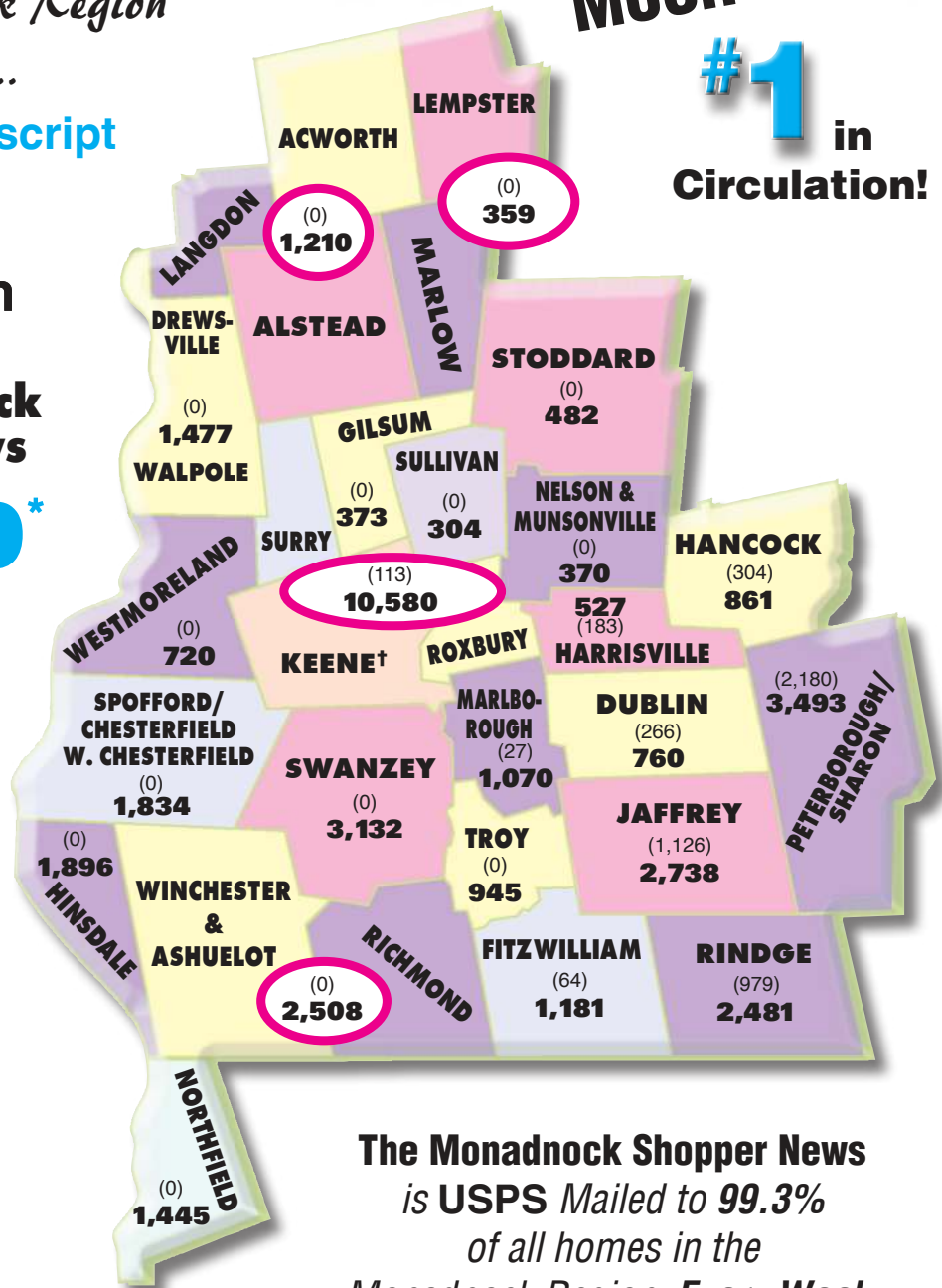
(5,600*)

(based on USPS statement, 2022)

MUCH MORE!

#1

**in
Circulation!**



* Totals include some towns not shown on map.

† Keene figures include Surry and Roxbury

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DISTRIBUTION BREAKDOWN BY TOWN

(effective November 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)	245
Troy (03465)	895
Walpole (03608)	1,477
Westmoreland (03467)	751

MASSACHUSETTS

Northfield (01360)	1,445
Mailed Paid Subscriptions	5
Total USPS Mailed	40,247
Miscellaneous Distribution	1,603
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



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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 Theatre is located at 70 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](#)



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

(from 2022 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



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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?***



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ADVERTISING RATES, NON-CONTRACT

(effective November 2023)

<u>Monthly Inches:</u>	<u>% Discount</u>	<u>\$ NET per Col. Inch*</u>
8.0" to 15.0" per month	6%	\$20.97
16.0" to 25.0" per month	13%	\$19.45
26.0" to 47.0" per month	20%	\$17.90
48.0" to 69.0" per month	23%	\$17.22
70.0" to 95.0" per month	27%	\$16.33
96.0" to 111.0" per month	32%	\$15.22
112.0" + per month	37%	\$14.09

OPEN RATE (R.O.P.):
\$22.30 per inch.

PAGE ONE ADVERTISING:
\$105.00 per column inch, NET

NATIONAL LINE RATE:
\$1.25 per line

COMMUNITY CONCERN GROUPS:
\$14.00 per column inch, NET

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

PERSONAL CLASSIFIED ADS:
\$14.75 for first 15 words, 25¢ each additional word, 2 weeks.

BUSINESS CLASSIFIED ADS:
\$14.75 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.



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ADVERTISING RATES, WEEKLY CONTRACT

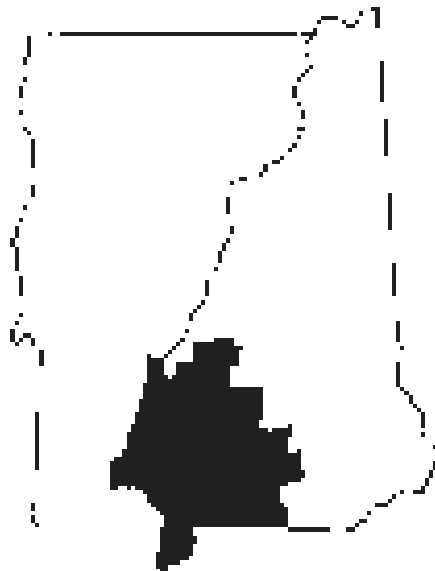
(effective November 2023)

<u>Contract inches</u>	<u>% Discount</u>	<u>\$ per Col. Inch</u>
2.5" to 4.5" per week.....	13%.....	\$19.45
5.0" to 7.5" per week.....	20%.....	\$17.90
8.0" to 9.5" per week.....	23%.....	\$17.22
10.0" to 14.5" per week.....	27%.....	\$16.33
15.0" to 17.5" per week.....	32%.....	\$15.22
18.0" to 27.5" per week.....	37%.....	\$14.09
28.0" to 55.5" per week.....	39%.....	\$13.67
56.0" to 79.5" per week.....	41%.....	\$13.20
80.0" to 111.5" per week.....	43%.....	\$12.74
112.0" to 149.5" per week.....	45%.....	\$12.30
150.0" + per week.....	47%.....	\$11.82

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:
40,247**

(total mail and point of distribution 41,850)



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



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PRE-PRINTED INSERT RATES

(effective November 2023)

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	\$93.00
6 to 8	12 to 16	\$137.00
10 to 12	20 to 24	\$158.00
14 to 16	28 to 32	\$225.00
Each Additional 4 Pages	Each Additional 8 Pages	\$35.00 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 \$123 per thousand. If zoning below 1,000, the standard rate is \$225 per thousand. If zoning below 5,000, the standard rate is \$165 per thousand. If zoning below 10,000, the standard rate is \$149 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.



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January 3, 10, 17, 24, 31Health & Fitness
 January 10Pet Pages
 February 7Established Section
 February 14Bridal
March 6, 13, 20, 27Summer Camps
 March 13Early Spring Home Improvement
 April 3.....American Home Week / Home Show
 April 10.....Pet Pages
April 10, 24.....Summer Camps
 May 1, 8Mother’s Day
May 1, 15, 29Summer Camps
 May 22.....Summer Home & Garden (Memorial Day)
June 5Welcome Summer (extra press overrun) | Summer Camps
 June 12Father’s Day
 July 3.....Pet Pages
 July 17Midsummer Fun (extra press overrun)
 July 31Summer Home Improvement
 July 31, August 7Enrollment
 August 14, 21, 28Enrollment |Back-To-School
 September 18Bridal
 September 25Home & Energy
 October 2.....Pet Pages
 October 9.....Monadnock Autumn (extra press overrun)
 November 13Holiday Traditions
 November 13, 20, 27Plaid Friday
 November 27Holiday Gift Guide I (early deadline Nov. 21)/Giving Tuesday
 December 11Holiday Gift Guide II
 December 18, 25Holiday Greeting Issue

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



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