



HOMETOWN SAVVY®

The Magazine for Better Living

**Why
advertise in
HOMETOWN
SAVVY®
Magazine?**

**“I LOVE THE
HOMETOWN
SAVVY®! I LOOK
AT EVERY AD.”**

**“I READ IT FROM
COVER TO COVER
AND SHARE IT
WITH FRIENDS.”**

These are the **TOP 2** things we hear
from our readers.

HOMETOWN SAVVY®

541-246-3224 • www.hometownsavvy.com • Office located in Springfield, OR 97477



HOMETOWN SAVVY®

The Magazine for Better Living

DIRECT MAIL MICRO-TARGETED DELIVERY

We use a highly specialized approach to select and mail a combination of qualified hand picked individual homes in some neighborhoods as well as all homes in the areas best neighborhoods. This results in an extremely sophisticated distribution primarily mailed only to the best earning consumers.

(See Why in the following pages)

POWERFUL BRANDING

Our BEST in class ad designs, together with wide area distribution, exclusive offers and top business names ensures your ad will be viewed over and over again.

PASS ALONG RATE

2-3 people will read, use, and talk about each issue multiple times over an incredible 8 week lifespan. Our magazines generate nearly 3 million impressions each and every year for our advertisers.



Regular ROP Magazine Ad Placements &
Dedicated Loose/Freestanding Inserts Available

SERVICING THE MID AND LOWER WILLAMETTE VALLEY MARKETS

- EUGENE / SPRINGFIELD
- CORVALLIS / ALBANY

AFFORDABLE HIGH QUALITY PRODUCTION

Full color, heavy premium gloss paper and thoughtful layouts guarantee every ad stands out and receives the maximum amount of impressions possible. Our 10+ years of experience ensures call-to-action creative results in increased sales at a price your business can afford.

DIGITAL PRESENCE

Packaged with our premium online solution, your ad will reach the right audience, provide the exposure and result in the sales you demand.

WWW.HOMETOWNSAVVY.COM

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WHY MICRO-TARGETED MAIL LIST DISTRIBUTION TO THE RIGHT HOUSEHOLD BENEFITS YOUR BUSINESS?

What is a Micro-Targeted Mail List?

Most direct mail products will mail every home, apartment and trailer in order to achieve complete saturation of all the neighborhoods in a zip code or carrier route. This is done by many direct mail publishers primarily to lower both the cost of postage and the mail list acquisition cost. While these complete saturation type mail lists will benefit some restaurants and businesses who can sell goods and services to lower income earning or younger consumers, if your marketing focus is on middle class to affluent homes and families, with more disposable income, then you are most likely overpaying for distribution reaching the wrong consumer base. Additionally, you may be missing distribution to the qualified homes you seek to reach.

Hometown Savvy® micro-targeted specialized mail lists fix this problem. Each carrier route is critically evaluated based on the average household and owner-occupied income, average home value and the owner-occupied percentage of the overall carrier route to determine which neighborhoods in each zip code would be considered better middle class and affluent neighborhoods versus those considered to be lower income.

OUR PROCESS

Step one...ensure our list includes every single-family home in the middle class and affluent neighborhoods identified per above as well as some selected better apartment complexes.

Step two...ensuring we don't miss distribution to additional qualified homes in the other neighborhoods not selected in step one, we use a different list (based on property tax and valuation) identifying single-family households that have a FMV exceeding a base threshold (generally of \$250,000 or more). This secondary list is a home by home selection criteria vs all homes in a neighborhood. We combine the homes identified in step one and step two to create one wide area mail list.

The Hometown Savvy® approach results in huge benefits to the advertiser:

By excluding the lowest-income households, the Hometown Savvy® wide area single zone micro-targeted distribution means you don't have to over-pay for two or more zones with the other direct mail companies to reach those same homes.

The Hometown Savvy® methodology results in a distribution to nearly all of the areas qualified middle-class and affluent homes in the area with little distribution to lower income consumers ensuring our readership has disposable income and discretionary spending.

You'll find that our readers:

- Spend 3.2 times more than the average household.
- Make over 60% of the areas total earned income
- Hold over 70% of the area's consumer wealth
- Are mainly educated earners, doctors, executives, professionals and business owners
- Are primarily 30-64 years of age (Baby Boomers and Gen Xers)
- Statistically proven to use paper coupons at least once a month.
- Hometown Savvy® magazines generate more calls, visits, revenue and up-sales by targeting consumers with spending power.



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**THAT'S
SOME
GOOD
STUFF!**

95%
of adults read
magazines.

The folks at the Association of Magazine Media have gathered some great information regarding magazine vitality.

Here are a few things we thought were well worth sharing:

Audiences for print and digital magazines

INCREASED BY

3.3 million

adults from 2016 - 2017

Magazine readers are the strongest everyday influencers in multiple product categories.

Readers enjoy reading magazine ads.
They don't pay to avoid them as they do with other media.

There's MORE!

- Magazine readership grows long after publication date.
- Across 1,400 advertising campaigns, magazines show the highest return on advertising dollars invested.
- Advertising in magazines raises brand awareness and purchase intent.
- Ads in magazines engage 18-49 year olds.
- 65% of readers take action after seeing a print magazine ad.
- 85% of Americans use coupons aka call-to-action motivators.

**ADVERTISING IN
MAGAZINE MEDIA
INCREASES SALES
ON BOTH PRINT &
DIGITAL
PLATFORMS**

* From the Association of Magazine Media website: http://www.magazine.org/sites/default/files/MPA-FACTbook2018-19-web_O.pdf & <https://blog.accessdevelopment.com/ultimate-collection-coupon-statistics>

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EUGENE / SPRINGFIELD COVERAGE MAP

Each Issue is Kept,
Read & Used By

140,000±

Local Eugene / Springfield
Consumers

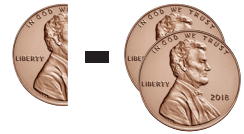


Regular ROP Magazine Ad Placements &
Dedicated Loose/Freestanding Inserts Available

Direct Mail Advertising



Most ad Prices
½-2 cents per home.



Mailed via **UNITED STATES
POSTAL SERVICE**
5x each year (Feb, Apr, Jun, Sept, Nov)

60,000± Households
Mailed Each Issue

TARGETED DISTRIBUTION

Over 80% of Mail List Reaches Single Family Homes Having a FMV Over \$250,000
and Combined Household Incomes Over \$50,000

DISTRIBUTION BY ZIP CODE

North Eugene

- 97401 – 8,000
- 97408 – 4,500
- 97404 – 13,000

South & West Eugene

- 97405 – 15,500
- 97403 – 1,000
- 97402 – 6,500
- 97401 – 500

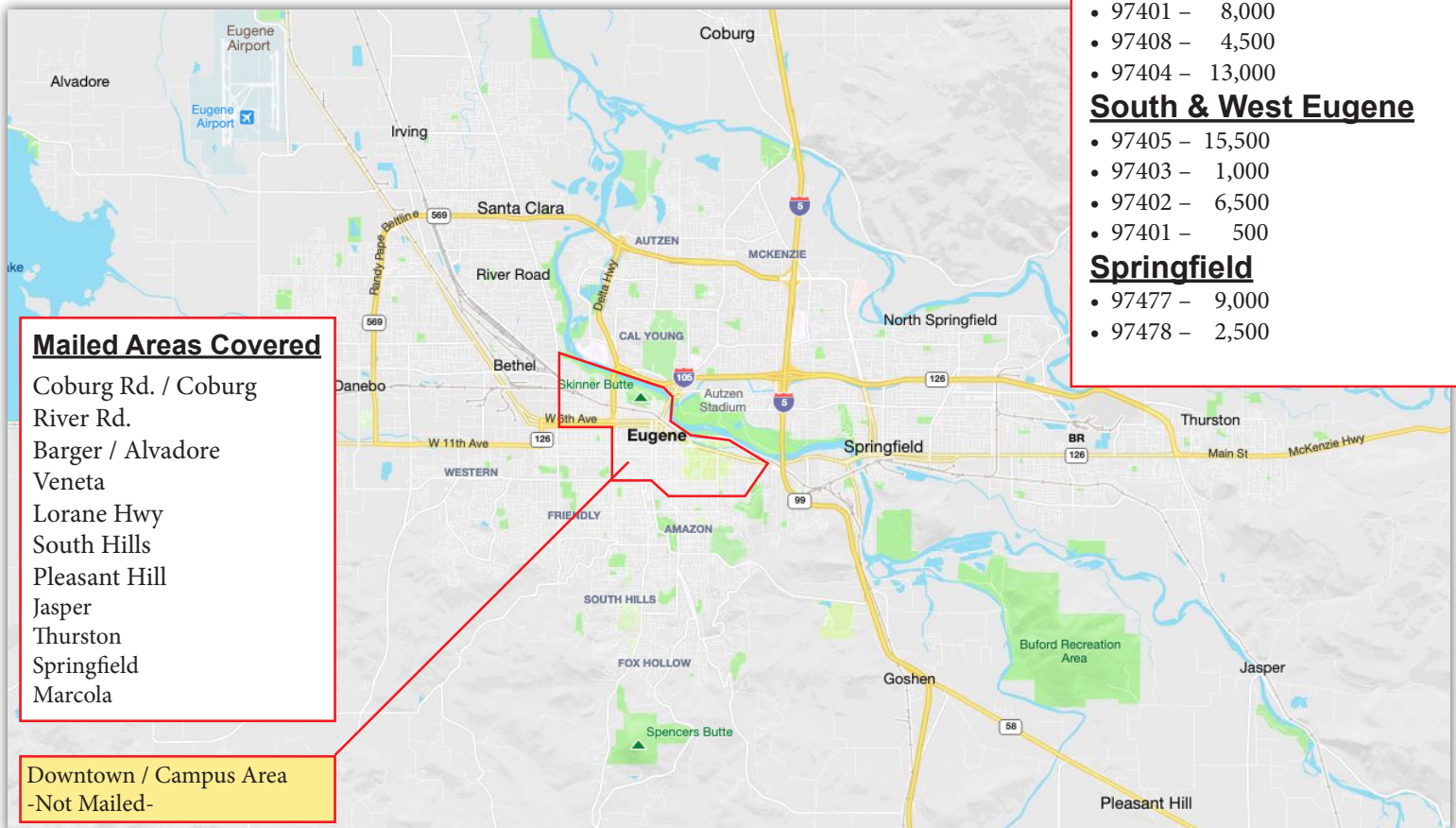
Springfield

- 97477 – 9,000
- 97478 – 2,500

Mailed Areas Covered

Coburg Rd. / Coburg
River Rd.
Barger / Alvadore
Veneta
Lorane Hwy
South Hills
Pleasant Hill
Jasper
Thurston
Springfield
Marcola

Downtown / Campus Area
-Not Mailed-



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CORVALLIS / ALBANY COVERAGE MAP

Each Issue is Kept,
Read & Used By

80,000±

Local Linn-Benton
Consumers

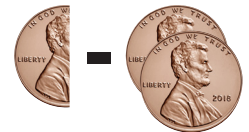


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Direct Mail Advertising

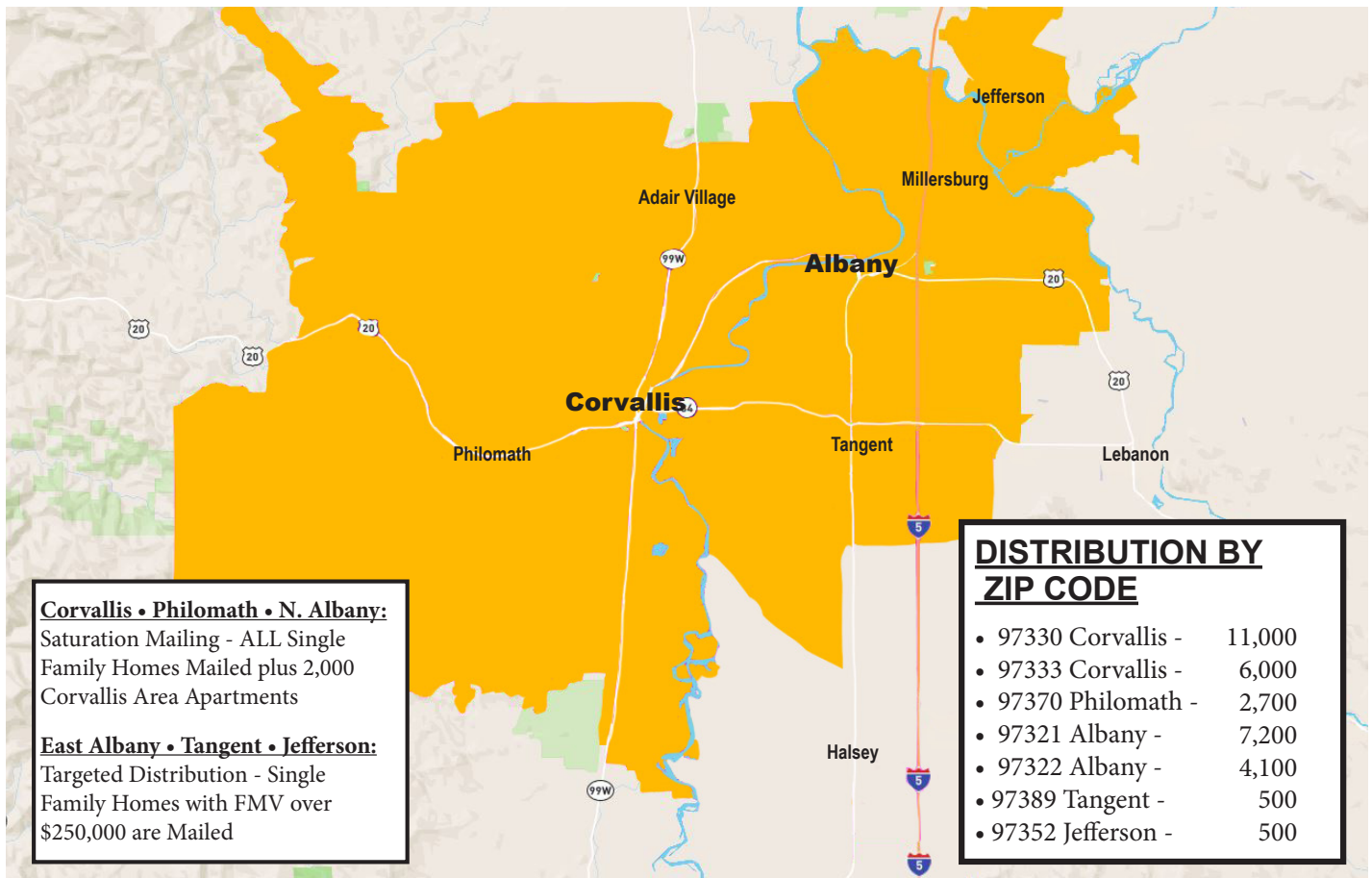


Most ad Prices
½-2 cents per home.



Mailed via  **4x each year**
(Late Feb., Late Apr., Mid-Sept., Mid-Nov.)

32,000± Households
Mailed Each Issue



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2020 PUBLICATION SCHEDULE

EUGENE/SPRINGFIELD AREA • Produced 5x Yearly

Per Issue Total Distribution: 60,000 ± Households

• Distribution by Zip Code (approximate):

Eugene: 97401 - 8,500	97408 - 4,500	97404 - 13,000
97405 - 15,500	97403 - 1,000	97402 - 6,500
Springfield: 97477 - 9,000	97478 - 2,500	

Critical Dates by Issue:

February 2020: Reserve Space Jan. 24th • *Art Due Jan. 31st* • In-Home Feb. 20th

April 2020: Reserve Space March 27th • *Art Due April 3rd* • In-Home April 23rd

June 2020: Reserve Space May 29th • *Art Due June 5th* • In-Home June 25th

September 2020: Reserve Space Aug. 28th • *Art Due Sept. 4th* • In-Home Sept. 24th

November 2020: Reserve Space Oct. 23rd • *Art Due Oct. 30th* • In-Home Nov. 19th

CORVALLIS/ALBANY AREA • Produced 4x Yearly

Per Issue Total Distribution: 32,000 ± Households

• Distribution by Zip Code (approximate):

Corvallis: 97330 - 11,500	97333 - 6,500	97370 - 3,000
Albany: 97321 - 7,000	97322 - 3,000	97389 / 97352 - 1,000

Critical Dates by Issue:

February 2020: Reserve Space Jan. 24th • *Art Due Jan. 31st* • In-Home Feb. 20th

April 2020: Reserve Space April 3rd • *Art Due April 10th* • In-Home April 30th

September 2020: Reserve Space Aug. 28th • *Art Due Sept. 4th* • In-Home Sept. 24th

November 2020: Reserve Space Oct. 23rd • *Art Due Oct. 30th* • In-Home Nov. 19th

OTHER GREAT ADVERTISING OPTIONS

MAGAZINE INSERTS

We offer several types of FREE standing inserts and distribution options into our Hometown Savvy Direct Mail Magazines.

Distribution (5-55,000+ Homes)

100# Gloss full color double sided

- 5.5 x 8.5 single sheet 2-sided
○ as low as 12 cents / unit
- 8.25 x 10.75 single sheet 2-sided
○ as low as 14 cents / unit
- 8.25 x 10.75 - 4 Page Inserts
○ 11 x 17 folded in half
- 8 Page stitched free-standing inserts (brochure)



Overrun Quantities for Internal Marketing Available.

SOLO DIRECT MAIL POSTCARDS

We offer several direct mail postcard sizes.

Ask about our popular 6x9 or 6x11 beautiful postcard options.

Prices as low as 36 cents per unit
- 20,000 minimum order -
10,000 homes at 38 cents/each
5,000 Home minium at 43 cents/each



CONSUMER RESOURCE SITE

We have a website that makes people come back for more. On our website is a dining guide, coupons, happy hours, things to do.. To be apart of the action call today.

Check it out at WWW.HOMETOWNSAVVY.COM

**ADVERTISE
FOR ONLY \$40
PER MONTH**



GRAPHIC DESIGN SERVICES

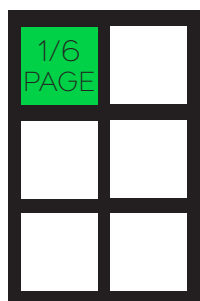
Call us for your creative services. We offer logo/logo redesign, sales collateral like brochures, flyers and business cards, banners, labels and more! We are fast & affordable.



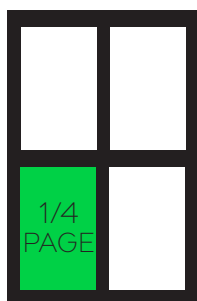


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3.625"w x 3"h



3.625"w x 4.75"h

2020 PRINT SIZES & SPECS

Advertising Sizes and Specifications

Please make sure all submitted ads and artwork fall within the following guidelines.

Color:

All final layouts must be provided in CMYK. Please convert all PMS, Spot and RGB colors accordingly. Printing will be 4 color process.

Formats:

For ads that are already designed, we prefer a 300 dpi **Adobe Acrobat PDF**. We can accept layouts in **Adobe InDesign** (.indd), **Adobe Illustrator** (.ai) or **Adobe Photoshop** (.psd). **AS LONG AS ALL OF THE SUPPORTING FONTS, LOGOS AND PICTURES ARE INCLUDED.** If created in **Adobe Illustrator** and artwork is print ready, please convert text to outlines.

Ad Design Services:

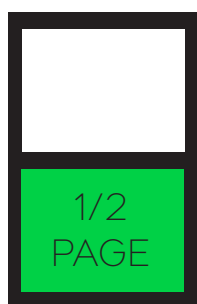
Ad design services are available. Most are provided in ad design pricing.

If providing digital images, please provide images that are at least 300 dpi.

* Pulling logos or images off websites results in low quality that we are unable to print and can be prohibited by law. Please send in high resolution assets you own for your ad design.



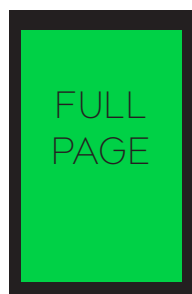
7.75"w x 3"h



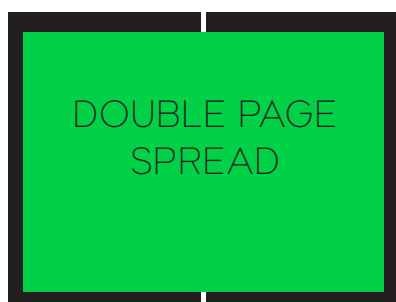
7.75"w x 4.75"h



7.75"w x 6.5"h



Bleed Size: 8.5"w x 11"h
Trim Size: 8.375"w x 10.875"
Within Black Border: 7.75"w x 10"h



Bleed Size: 17"w x 11"h
Trim Size: 16.75"w x 10.875"
Within Black Border: 16.5"w x 10"h