



# 2024

## MEDIA GUIDE

Hometown Weekly Newspapers

NEWSPAPER  
ADVERTISING

INSERTS

ONLINE &  
SOCIAL MEDIA



*Reaching over 38,500 homes  
and businesses, every week!*



## Why Newspaper Advertising

Though marketing has changed dramatically since the advent of the internet, social media, online SEO and lead generation, experts still agree there are plenty of reasons to dedicate your marketing dollars to local print newspapers.

Here's why:



### TARGETED MARKETS

Print publications tend to serve specific geographic areas or specific consumer groups. Newspapers, for example, usually cater to specific cities and their surrounding areas. This makes a newspaper an ideal advertising medium for a business that provides services, as the customers most likely to use the business' services probably live within the circulation area of the paper.

### READER ENGAGEMENT

When watching television or surfing the web, people often multi-task, meaning their attention is divided. Newspaper readers actively and intentionally engage with the material on the page, including the advertisements. A survey conducted by the Newspaper Association of America found that 79 percent of readers took some action after viewing print advertisements.

### CREDIBILITY

Newspaper publications often command a sense of genuine credibility. Readers trust the information these publications offer. The advertisers in the publication reap the benefits of this "halo-effect" trust. Readers believe the advertising in the publication to be more credible by virtue of simply appearing in a trustworthy publication, like a local newspaper.

### CONTROL

Print advertising gives the ad buyer considerable control. Ad buyers choose the size and, within editorial guidelines, dictate the content of the advertisement. They even have control over the placement of the advertisement. For example, a restaurant might ask that their early bird special ad appear in the Senior Life section of a newspaper. This helps the buyer ensure their ad reaches the readers most likely to act on it.

### VISUAL APPEAL

A well-designed advertisement creates visual appeal that draws attention. Readers may pause to look at the ad, or even return to look at it a second time. The longer, or more times, the reader looks at the ad, the greater the chances of the reader remembering the product or service in the advertisement.



### Over 25 Years of Delivering the Areas' Local and Community Hometown News

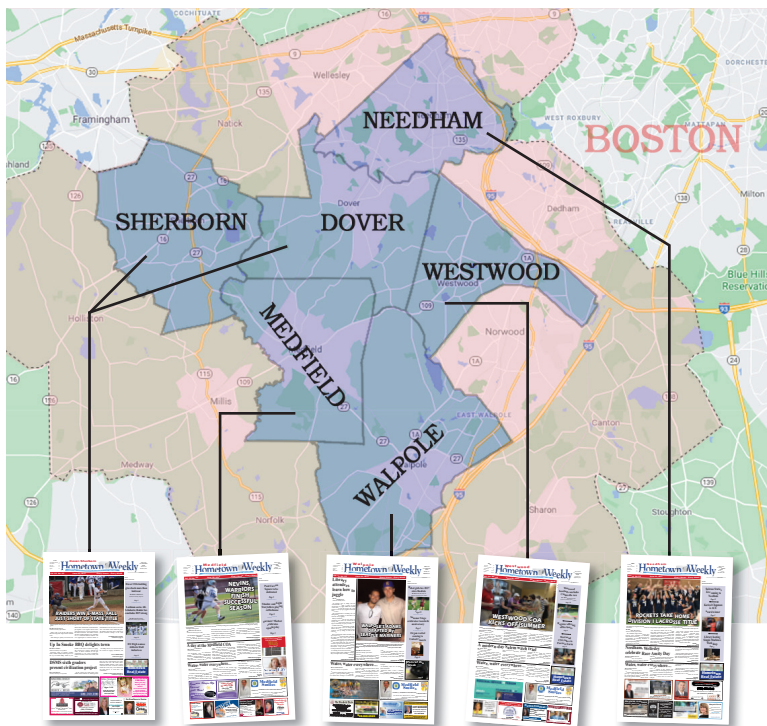
#### The Hometown Weekly Newspapers

The Hometown Weekly Newspapers began publishing in 1997 with a goal to bring community information to every home and business in its towns. The Hometown Weekly is directly mailed to over 38,500 homes and businesses in the affluent suburbs of Boston: Medfield, Walpole, Westwood, Dover, Sherborn and Needham. Our newspapers are delivered directly to readers' mailboxes every Thursday. Our newspaper's ad campaigns can work synergistically with our website, online advertising and social media programs.

#### Local News Stories and Community Information

Each issue features stories by local writers, along with valuable information from many of the town's organizations, community leaders and businesses. We feature community activities, weddings, anniversaries, obituaries, student news, school sports highlights, pet adoption, classifieds and services, help wanted and more. We make every attempt to publish as much town-specific, community-related information as possible.

#### Hometown Weekly Newspapers Coverage



#### 100% TOWN COVERAGE Residential & Business

**Medfield**  
circulation 4,983

**Westwood**  
circulation 6,410

**Dover**  
circulation 2,289

**Sherborn**  
circulation 1,790

**Walpole**  
circulation 10,453

**Needham**  
circulation 13,040

Circulation based on 2022 USPS EDM.

#### Hometown Weekly's advertisers also reside in adjacent towns, including:

Medway, Millis, Holliston, Norfolk, Sharon, Foxboro, Canton, Norwood, Dedham, Newton, Wellesley, Natick

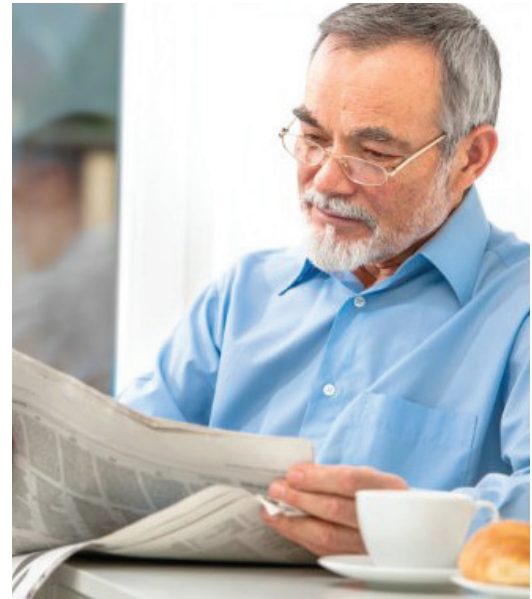
# 2024 MEDIA GUIDE

## Hometown Weekly Newspapers

### Hometown Weekly Advertising

Advertisers depend on the Hometown Weekly to carry their message to every home in the community. Because of its unique circulation, businesses have achieved outstanding results in generating new leads through advertising in the Hometown Weekly. We provide you with high-end, cost-effective ads that will get you results. The Hometown Weekly also offers the opportunity for inserts, placing an advertiser's flier into every home at a fraction of the cost of the Post Office's direct mail program.

Hometown Weekly offers a variety of advertising programs to accommodate all business sizes and advertising budgets. From small local businesses and town offices, to religious and non-profit groups, to corporate and national franchise companies, we have a program to meet your needs.



### Professional Graphics Department

All advertisers have access to our professional graphics department team at no additional cost. Our graphics staff is comprised of production artists with both creative advertising and marketing backgrounds, making it possible for even the smallest stores or businesses to look like they retain the services of a top ad agency.

And unlike some inexperienced graphic designers, our staff is trained with specific newsprint guidelines to ensure your ads meet all the correct color, formatting and resolution requirements for today's newspaper printing. Your ads will not only look good, but conform to today's newspaper printing standards.

### Professional, Eye-Catching Ads Created at No Additional Cost!

We create high-end professional ads that get you maximum results.



## Hometown Weekly Online Advertising

Hometownweekly.net is the area's best source for accessing local news and information. As an accredited news source, Hometown Weekly stories appear on local and national news searches, such as Google and Apple News. Our website currently draws over 12,000 unique visitors each month!

Our online services encompass a variety of web and social media options, including ads, advertorial articles and social media advertising utilizing Hometown Weekly's Facebook and Twitter. And with several online ad programs to choose from, your online ad can link directly to your company's website for easy tracking through your website analytics.

**4,700+ Unique page views each week**

## Dedicated Sales Team

Our dedicated Hometown Weekly sales team is on hand to provide you with all our latest advertising packages. Each team member's job is to provide you with the best options to help you meet your advertising needs to grow your business. We can even set up a three-, six- or twelve-month marketing strategy to maximize your advertising dollars and help you get the most return on your investment.

**To schedule a FREE consultation or to learn more about the advertising programs at the Hometown Weekly Newspapers, Call us at (508)-359-2200 or visit our website at [www.hometownweekly.net](http://www.hometownweekly.net)**

