



HOMETOWN WEEKLY

MEDFIELD • WALPOLE • WESTWOOD • DOVER • SHERBORN • NEEDHAM • WELLESLEY



HOMETOWN WEEKLY 2026 INSERT RATES

Our Insert Program offers both Direct Mail & Retail Distribution

*Hometown
Weekly Pricing*

5.5¢ PER INSERT

Hundreds of \$\$ Less than the Post Office's Every Door Direct Mail Program!*

DIRECT MAIL

Towns	Total Circulation	Post Office EDDM Price	Hometown Insert Pricing
Medfield	5,045	\$996.20	\$278
Walpole	10,484	\$2,140.20	\$577
Westwood	6,373	\$1,362.00	\$351
Dover	2,289	\$457.80	\$126
Sherborn	1,779	\$359.00	\$98
Direct Mail Full Run (5 Towns)	25,970	\$5315.20	\$1,430

RETAIL DISTRIBUTION

Towns	Distribution	Retail Locations	Hometown Insert Pricing
Needham & Wellesley	6,000	80+	\$330

DIRECT MAIL & RETAIL DISTRIBUTION FULL RUN

7 Towns	Total Distribution	Hometown Insert Pricing
Medfield, Walpole, Westwood, Dover, Sherborn, Needham & Wellesley*	31,970	\$1,760

Medfield, Walpole, Westwood, Dover, Sherborn are Direct Mail. Needham and Wellesley are Retail Distribution

*Per USPS Website. Data based on prior report of the U.S. Census Bureau