DIRECT MAILED

Consumer Magazine

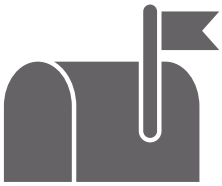
Utah County Deals

Value Pages

A City Journals Publication

RESULTS DELIVERED

Finding you more customers, guaranteed!



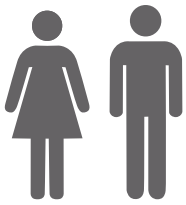
DISTRIBUTION/CIRCULATION

340K Total circulation mailed out monthly
6 Separate target markets
50K Direct mailed per market



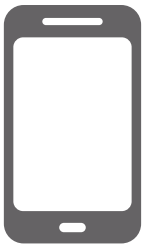
TARGETING

110K Average household income
91% Homeowners/Families
Mid- to High-Income Homes targeted



READERSHIP

Motivated Readers, that are ready to make a purchase
82% Consumers trust print advertising more than any other form of advertising when making buying decisions.



RESPONSE

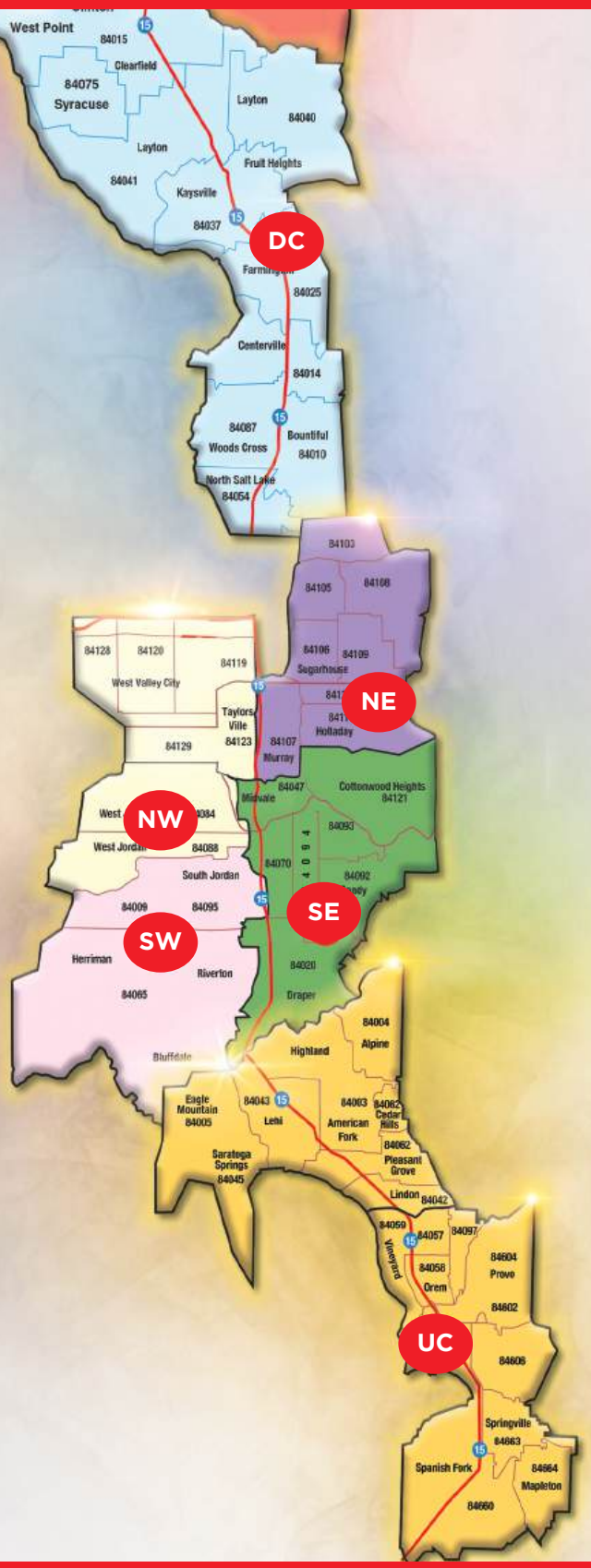
Shelf Life 30-Day shelf life
High ROI Track your results with call tracking and/or QR codes

Maria Staffieri • 801-735-9863

MARKETS
We Serve

TARGETED DIRECT MAIL
Select your Market or All 340K Homes

VALUE PAGES DISTRIBUTION
6 Markets Covering the Wasatch Front



DAVIS COUNTY - 50,000 HOMES

Market

DC Bountiful, Centerville, Clearfield, Clinton, Farmington, Kaysville, Layton, North Salt Lake, Syracuse

SALT LAKE COUNTY - 200,000 HOMES

Market

NE SLC, Sugarhouse, Murray, Holladay
50,000 mailed

NW West Jordan, Taylorsville, West Valley
50,000 mailed

SW South Jordan, Riverton, Herriman, Bluffdale
50,000 mailed

SE Midvale, Cottonwood Heights, Sandy, Draper
50,000 mailed

UTAH COUNTY - 90,000 HOMES

Market

UC Pleasant Grove, Lindon, American Fork, Lehi, Highland, Alpine, Saratoga Springs, Eagle Mountain, Vineyard, Orem, Provo, Springville, Mapleton, Spanish Fork, Benjamin, Payson, Salem, Santaquin

CREATING
An Effective Ad

DESIGN SERVICES
Ad design and consultation to improve your message

We use a proven method to drive results, with the following essential elements:

SIGNAL
Eye-Catching Visuals Use an image and/or large bold type to catch the attention of our readership within 2-4 seconds. Twice as many consumers will look at the graphic than will read the headline.

BENEFIT
Effective Headlines Headlines can account for 80% of response. They usually address problems, show benefits, build curiosity, and have action words.

PROOF
Strong Offers/Statements Clear and concise reasons people should buy your product or services. What problem do you solve? What makes you different from your competition? Strong offers are easy to understand, easy to use, and have clear value.

CLEAN LAYOUT
Simplicity The most common mistake made by advertisers is trying to fit too much on the ad. Keep it simple.

CLEAR BRAND IDENTIFICATION
Logo and Colors Keeping all your branding and advertising consistent, will maximize your brand loyalty and bring higher recognition and engagement.

TRACKING RESPONSE
Tracking data shows high return to our ads and coupons. Utilizing call tracking, QR codes, promo codes and offers specific to your ad allow you to see the ROI.







WE OFFER FREE PROFESSIONAL DESIGN SERVICES*

CONTACT US FOR DETAILS: 801-753-8565

* *Each ad is allowed 2 proofs free of charge. Any further edits after proof 2 are subject to additional fees.*

RATES
Mailing Dates

COST EFFECTIVE
Achieve the benefits of direct mail marketing without the high cost of printing and postage







ADVERTISING DATES
In homes the last full week of the month

AD SIZE	RACK RATE Price per 50K Market		4-6 MARKETS Price per 50K Market		UTAH COUNTY DEALS 90K Market	
	6 Mailings	12 Mailings	6 Mailings	12 Mailings	6 Mailings	10 Mailings*
Full Page Ad	$1,100	$950	$1,000	$900	$1,700	$1,600
1/2 Page Ad	$700	$600	$600	$550	$1,150	$1,050
1/4 Page Ad	$450	$400	$400	$350	$699	$599

All rates are per market per mailing. 6-Month prices have 15% discount included.
** Utah County doesn't publish in Dec. & Jan.*

RESERVE PREMIUM PLACEMENT

Davis & Salt Lake County
per 50,000 home market

Front Cover $2,200
Back Cover $1,900
Inside Front Cover $1,400
Inside Back Cover $1,200
Full Page Tab $1,400
Half Page Tab $800

Utah County
90,000 home market

Front Cover $3,400
Back Cover $2,900
Inside Front Cover $1,650
Full Page Tab $1,750
Half Page Tab $1,250