

A vertical photograph of a space shuttle launch serves as the background for the central portion of the page. The shuttle is ascending straight up, leaving a long, bright orange and yellow plume of fire and white smoke. The launch is taking place from a launch pad, with the service structure visible at the base. The sky is a clear, deep blue, and the bottom of the image is framed by a dense line of green trees.

## 2021 MEDIA KIT

**[hometownnewsbrevard.com](http://hometownnewsbrevard.com)**

380 Wickham Rd, N., Ste F • Melbourne, FL 32935

**321.242.1013**

Circulation: 866.913.6397

Rants and Raves: 321.242.1276



# About HOMETOWN NEWS MEDIA GROUP



Hometown News Media Group is the proud publisher of 15 of the most acclaimed and respected community newspapers along the Eastern Coast of Florida. Our mission is dedicated to providing all of our readers with in-depth reporting of the events and issues that shape their daily lives in their neighborhoods.

Serving Volusia, Brevard, Indian River, St. Lucie and Martin counties since 2002.

Hyper-local content leading to a loyal and engaged readership.

Ability for advertisers to micro-target in a single edition or the ability to cover all 5 counties with one simple buy.

No other newspaper reaches more subscribers in our coverage area than Hometown News Media Group.

**Hometown News**  
**Media Group**

**400K**  
**HOMETOWN NEWS MEDIA GROUP**  
**READERS**

**5**  
**COUNTIES**

**15**  
**PAPERS**

**18**  
**YEARS**





## Critical Acclaim

Award winning editorial, photography, retail and classified ads. From Florida Media Association.org, Association of Free Community Papers, Independent Free Papers of America.

Hometown News Media Group was voted number one community newspapers in America 3 years in a row. (Source: IFPA and AFCP)

**Hometown News**  
Media Group

**ADVERTISING**

**EDITORIAL**

**PHOTOGRAPHY**

# Coverage Area



Serving 200 miles of the East Coast of Florida



VOLUSIA COUNTY

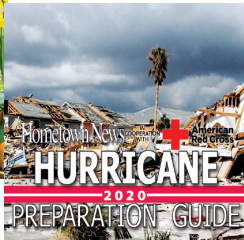
BREVARD COUNTY

INDIAN RIVER, ST. LUCIE & MARTIN COUNTIES





## Special Sections



### JANUARY OUTLOOK

Tell your customers what they can look forward to from you in 2021.

### MARCH CELEBRATE SPRING

The guide to home improvement and outdoor living in Florida.

### MAY HURRICANE SURVIVAL GUIDE

Everything you need to know about preparing for the upcoming hurricane season.

### JULY READER'S CHOICE

This section is intended to give our loyal readers an opportunity to cast their vote for the business that provides them with the best service or products in their community.

### SEPTEMBER IN SEASON

Six months of activities and events being held in each of the communities that we serve for the upcoming snowbird season.

### NOVEMBER HOLIDAY GIFT GUIDE

A complete holiday shopping guide with the best of the local, regional and national retailers' holiday gift ideas, where to shop, what's hot and what's not!

## Digital Properties

### CUSTOM OPTIONS

- Social Media Posting
- Social Media Management
- Search Retargeting
- Search Engine Optimization (SEO)
- Pay Per Click (SEM)
- Geofencing
- Geotargeting
- Local Optimization
- HTN Boosted Facebook Posts
- Email Marketing
- Website Design
- Website Hosting and Domain
- Connected TV
- Video Creation

## Additional Opportunities

- E-Circulars
- Removable Front Tab-Ons
- Fixed Front Page Tab-Ons
- Website Banners
- Print & Delivery Inserts
- Direct Mail
- Ad Design



## Insert Advertising Rates & Information

Insert Size	6,000-24,999	25,000-49,999	50,000-74,999	Over 75,000
Single Sheet 8 1/2x11 or less	\$35.80	\$34.65	\$32.35	\$30.05
4 page tab or equivalent	\$40.50	\$39.25	\$36.95	\$34.65
8 to 12 page tab or equivalent	\$43.35	\$42.25	\$39.90	\$36.95
16 plus page tab or equivalent	\$46.20	\$45.10	\$42.90	\$40.50

6,000 minimum – Cost per thousand – Full Run Discount: Preprints earn \$2 off per thousand.

## Insert & Delivery Information

- Insert by zone or zip code
- Reservations: 7 Days prior to day of publication
- Delivery: 5 Days prior to day of publication
- Maximum insert size: 12.75"x11" - NO quarter folding is required
- Skids, bundles or boxes are acceptable
- Maximum Skid Height: 6'
- After Hours Contact: Don Hornbeck, Regional Circulation Manager 772-678-2926

## Shipping Instructions

### Orlando DMA

#### ***Volusia County***

##### **Ship To:**

8:00am - 5:00pm  
Monday-Friday

760 NW Enterprise Drive  
Port St Lucie, FL 34986  
**386.322.5900**

#### ***Brevard County***

##### **Ship To:**

8:00am - 5:00pm  
Monday-Friday

380 Wickham Rd. North,  
Suite F  
Melbourne, FL 32935  
**321.242.1013**

*\*Shipping facilities by zip available upon request.*

### West Palm Beach DMA

#### ***Martin County St. Lucie County Indian River County***

##### **Ship To:**

8:00am - 5:00pm  
Monday-Friday

760 NW Enterprise Drive  
Port St Lucie, FL 34986  
**772.465.5656**



# Our partners



# Print and Deliver Inserts

## Value priced options (price per thousand)

8.5" x 11" or 11" x 8.5	5.5" x 8.5" or 8.5" x 5.5	11" x 17" or 17"x11"	17"x11" (fold to 8.5" x 11")
60# Glossy	60# Glossy	60# Glossy	60# Glossy
10m - 14.9m.....\$63.20	10m - 14.9m .....\$61.20	10m - 14.9m .....\$126.40	10m - 14.9m..... \$142.40
15m - 24.9m.....\$54.27	15m - 24.9m .....\$46.80	15m - 24.9m .....\$108.53	15m - 24.9m..... \$124.53
25m - 34.9m.....\$47.12	25m - 34.9m .....\$39.12	25m - 34.9m .....\$ 94.24	25m - 34.9m..... \$110.24
35m - 49.9m.....\$44.11	35m - 49.9m .....\$38.40	35m - 49.9m .....\$ 88.23	35m - 49.9m..... \$104.23
50m - 74.9m.....\$41.80	50m - 74.9m .....\$36.80	50m - 74.9m .....\$ 83.60	50m - 74.9m..... \$ 99.60
75m - 99.9m.....\$40.05	75m - 99.9m .....\$36.05	75m - 99.9m .....\$ 80.11	75m - 99.9m..... \$ 96.11

100m+ Price upon request

## Premium (price per thousand)

8.5" x 11" or 11" x 8.5	5.5" x 11" or 11" x 5.5	11" x 17" or 17"x11"	17"x11" (fold to 8.5" x 11")
70# Glossy	70# Glossy	70# Glossy	70# Glossy
10m - 14.9m.....\$86.20	10m - 14.9m .....\$84.20	10m - 14.9m .....\$172.40	10m - 14.9m..... \$188.40
15m - 24.9m.....\$71.60	15m - 24.9m .....\$64.13	15m - 24.9m .....\$143.20	15m - 24.9m..... \$159.20
25m - 34.9m.....\$60.16	25m - 34.9m .....\$52.16	25m - 34.9m .....\$120.32	25m - 34.9m..... \$136.32
35m - 49.9m.....\$55.20	35m - 49.9m .....\$49.49	35m - 49.9m .....\$110.40	35m - 49.9m..... \$126.40
50m - 74.9m.....\$51.56	50m - 74.9m .....\$46.76	50m - 74.9m .....\$103.12	50m - 74.9m..... \$119.12
75m - 99.9m.....\$48.69	75m - 99.9m .....\$44.69	75m - 99.9m .....\$ 97.39	75m - 99.9m..... \$113.39

100m+ Price upon request



# HOMETOWN NEWS MEDIA GROUP Readers



“ Your local news and information source. ”

## Circulation by County

OUR DATA SPEAKS VOLUMES



County	Hometown News	News-Journal	Orlando Sentinel	Florida Today	Scripps News/Press
<b>VOLUSIA COUNTY</b>	50,400	21,450	2,516	0	0
<b>BREVARD COUNTY</b>	51,000	0	1,332	15,465	0
<b>INDIAN RIVER COUNTY</b>	17,200	0	0	194	15,056
<b>ST. LUCIE COUNTY</b>	22,850	0	0	0	13,209
<b>MARTIN COUNTY</b>	13,950	0	0	0	11,416
<b>TOTAL CIRCULATION</b>	<b>155,400</b>	<b>21,450</b>	<b>3,848</b>	<b>15,659</b>	<b>24,625</b>

## Readership Demographics

### Age

Reader	Market
01%	09% / 18-24
32%	28% / 25-44
45%	35% / 45-64
22%	8% / 65+

### Combined Household Annual Income

Reader	Market
12%	23% / Under \$25,000
26%	29% / \$25,001-\$49,999
27%	19% / \$50,000-\$74,999
19%	13% / \$75,000-\$99,999
16%	16% / Over \$100,000



## Demographics

“

Put your ad in front of 400,000+ readers every week.

”

### Volusia County

Population: **529,364**  
Median HH Income: **\$42,240**  
Median Age: **46.5**

### St. Lucie County

Population: **306,507**  
Median HH Income: **\$44,140**  
Median Age: **44.3**

### Brevard County

Population: **579,130**  
Median HH Income: **\$49,914**  
Median Age: **47.0**

### Martin County

Population: **158,701**  
Median HH Income: **\$52,622**  
Median Age: **51.1**

### Indian River County

Population: **151,563**  
Median HH Income: **\$47,447**  
Median Age: **51.4**





## DMA/MSA: Orlando, FL – Daytona – Melbourne

Circulation by Issue/Area		
Zip Code	Area Description	Hometown News
<b>North Brevard/Merritt Island/Cocoa Beach</b>		
32754	Mims	0
32780	South Titusville	2,725
32796	North Titusville	1,525
32920	Cape Canaveral	1,550
32922	Cocoa	100
32926	Cocoa	100
32927	Port St. John	1,425
32931	Cocoa Beach	1,650
32952	Merritt Island	1,750
32953	Merritt Island	2,125
	<b>TOTALS</b>	<b>12,950</b>
<b>Suntree/Viera</b>		
32940	Suntree/Viera	6,400
32955	Rockledge	3,200
	<b>TOTALS</b>	<b>9,600</b>
<b>The Beaches</b>		
32903	Indian Shalimar Beach	2,350
32937	Northern Beach/Satellite Beach	3,700
32951	Southern Beach/Melbourne Bch	2,000
	<b>TOTALS</b>	<b>8,050</b>
<b>Palm Bay</b>		
32905	East of I-95	2,635
32907	N. of Malabar Rd., W. of I-95	4,450
32908	Palm Bay	0
32909	S. of Malabar Rd., W. of I-95	1,515
32950	Malabar	50
	<b>TOTALS</b>	<b>8,650</b>
<b>Melbourne</b>		
32901	South Melbourne	2,135
32904	West Melbourne	3,025
32934	Unincorporated/W. of Melbourne	1,935
32935	Melbourne	4,655
	<b>TOTALS</b>	<b>11,750</b>

Circulation by Issue/Area			
News-Journal	Orlando Sentinel	Florida Today	TC Newspapers
0	34	209	0
0	137	953	0
0	69	437	0
0	28	523	0
0	18	207	0
0	44	447	0
0	29	362	0
0	73	1,013	0
0	362	738	0
0	60	702	0
<b>0</b>	<b>854</b>	<b>5,591</b>	<b>0</b>
0	85	1,824	0
0	53	1,059	0
<b>0</b>	<b>138</b>	<b>2,883</b>	<b>0</b>
0	46	557	0
0	52	1,110	0
0	28	689	0
<b>0</b>	<b>126</b>	<b>2,356</b>	<b>0</b>
0	29	526	0
0	34	626	0
0	0	70	0
0	12	391	0
0	0	118	0
<b>0</b>	<b>75</b>	<b>1,731</b>	<b>0</b>
0	38	675	0
0	33	814	0
0	28	564	0
0	40	851	0
<b>0</b>	<b>139</b>	<b>2,904</b>	<b>0</b>

DMA- Designated Market Area



## DMA/MSA: Orlando, FL – Daytona – Melbourne

Circulation by Issue/Area		
Zip Code	Area Description	Hometown News
<b>Ormond Beach/Daytona Beach</b>		
32114	Daytona	1,291
32117	Holly Hill	1,776
32118	Daytona Beach	765
32119	South Daytona	808
32174	Mainland Ormond Beach	9,612
32176	Ormond Beach	4,188
32124	LPGA (Daytona Beach)	405
	<b>TOTALS</b>	<b>18,845</b>
<b>Port Orange/South Daytona/Daytona Beach Shores/Ponce Inlet</b>		
32118	Daytona Beach Shores	1,390
32119	South Daytona	1,702
32127	Ponce Inlet & West Port Orange	5,000
32128	Port Orange	2,471
32129	Port Orange	3,033
	<b>TOTALS</b>	<b>13,596</b>
<b>New Smyrna Beach/Edgewater/Oak Hill</b>		
32132	North Edgewater	1,767
32141	South Edgewater	2,970
32168	Mainland New Smyrna	4,347
32169	Beachside New Smyrna	3,101
32759	Oak Hill	209
	<b>TOTALS</b>	<b>12,394</b>
<b>Deland/Lake Helen/DeLeon Springs</b>		
32130	De Leon Springs	100
32720	Deland	1,300
32724	Deland	1,535
32744	Lake Helen	0
	<b>TOTALS</b>	<b>2,935</b>
<b>Deltona/Orange City/DeBary</b>		
32713	De Bary	1,000
32725	Deltona	1,000
32738	Deltona	630
32763	Orange City	0
	<b>TOTALS</b>	<b>2,630</b>

Circulation by Issue/Area			
News-Journal	Orlando Sentinel	Florida Today	Scripps News/Press
783	21	0	0
909	155	0	0
1,119	28	0	0
1,075	32	0	0
3,438	110	0	0
1,147	46	0	0
219	0	0	0
<b>8,690</b>	<b>392</b>	<b>0</b>	<b>0</b>
1,119	0	0	0
1,075	0	0	0
1,658	58	0	0
1,152	36	0	0
1,001	26	0	0
<b>6,005</b>	<b>120</b>	<b>0</b>	<b>0</b>
269	11	0	0
774	27	0	0
1,444	78	0	0
688	80	0	0
88	0	0	0
<b>3,263</b>	<b>196</b>	<b>0</b>	<b>0</b>
114	14	0	0
756	157	0	0
1,145	350	0	0
88	17	0	0
<b>2,103</b>	<b>538</b>	<b>0</b>	<b>0</b>
330	407	0	0
393	356	0	0
281	251	0	0
385	256	0	0
<b>1,389</b>	<b>1,270</b>	<b>0</b>	<b>0</b>

Orlando - Daytona BCH - Melbourne  
DMA Ranked 18th largest DMA Nationally.





## DMA/MSA: West Palm Beach, FL – Fort Pierce – Port St. Lucie

Circulation by Issue/Area		
Zip Code	Area Description	Hometown News
<b>Sebastian River Area</b>		
32949	Grant / Valkaria	0
32958	Sebastian & Roseland	3,450
32967	Vero Lake Estates & Wabasso	500
32976	Little Hollywood, Micco, Barefoot Bay	2,250
32948	Fellsmere	0
	<b>TOTALS</b>	<b>6,200</b>
<b>Vero Beach</b>		
32960	Downtown Vero Beach	2,300
32962	Southeast Vero Beach	2,300
32963	Island	1,950
32966	West of 43rd Avenue	2,100
32967	North Vero Beach	1,200
32968	South West Vero Beach	1,150
	<b>TOTALS</b>	<b>11,000</b>
<b>Fort Pierce</b>		
34945	Kings Hwy-SW of Turnpike	0
34946	North Fort Pierce	850
34947	West Central Fort Pierce	0
34949	South Beach	1,000
34950	Downtown Fort Pierce	1,200
34951	Lakewood Park	1,500
34981	White City Area	0
34982	South Fort Pierce	2,750
	<b>TOTALS</b>	<b>7,300</b>
<b>Port St. Lucie</b>		
34952	E. & W. of US1/Club Med Area	4,250
34953	South West	3,950
34981	White City Area	0
34983	St. James	3,600
34984	South Bend Area	0
34986	Port St. Lucie West	3,100
34987	Traditions	650
	<b>TOTALS</b>	<b>15,550</b>
<b>Martin County</b>		
33455	Hobe Sound / Jupiter Island	1,500
33469	North Tequesta	0
34957	Jensen Beach	3,000
34990	Palm City	1,500
34994	Stuart	1,750
34996	Sewells Point	1,650
34997	Port Salerno/Stuart	4,550
	<b>TOTALS</b>	<b>13,950</b>

Circulation by Issue/Area			
News-Journal	Orlando Sentinel	Florida Today	TC Newspapers
0	0	43	0
0	0	20	2,282
0	0	0	1,505
0	0	131	721
		0	69
<b>0</b>	<b>0</b>	<b>194</b>	<b>4,577</b>
0	0	0	1,637
0	0	0	1,697
0	0	0	2,547
0	0	0	2,086
0	0	0	1,505
0	0	0	1,007
<b>0</b>	<b>0</b>	<b>0</b>	<b>10,479</b>
0	0	0	354
0	0	0	227
0	0	0	247
0	0	0	1,036
0	0	0	400
0	0	0	1,060
0	0	0	204
0	0	0	1,258
<b>0</b>	<b>0</b>	<b>0</b>	<b>4,890</b>
0	0	0	2,579
0	0	0	1,172
0	0	0	204
0	0	0	1,271
0	0	0	505
0	0	0	2,074
0	0	0	514
<b>0</b>	<b>0</b>	<b>0</b>	<b>8,319</b>
0	0	0	1,208
0	0	0	0
0	0	0	2,223
0	0	0	2,297
0	0	0	1,284
0	0	0	1,533
0	0	0	2,871
<b>0</b>	<b>0</b>	<b>194</b>	<b>11,416</b>

West Palm BCH - Ft. Pierce DMA ranked 38th largest DMA Nationally. Our coverage area encompasses 2 of the top 7 counties in Florida for per capita income.

## How to Reach Us



“ More circulation. More readers. More results. ”

**[hometownnewsbrevard.com](http://hometownnewsbrevard.com)**

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