



# Hometown News Media Group

2025 MEDIA KIT

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

5059 Turnpike Feeder Rd., Fort Pierce, FL 34951

**772.465.5656**

Circulation: 772.457.4350



## 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**

**20**

**YEARS**

## Critical Acclaim



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

Award-winning editorial, photography, retail and classified ads as recognized by Florida Media Association.org, Association of Free Community Papers and 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)

**ADVERTISING**

**EDITORIAL**

**PHOTOGRAPHY**

## Coverage Area



Serving 200  
miles of the East  
Coast of Florida



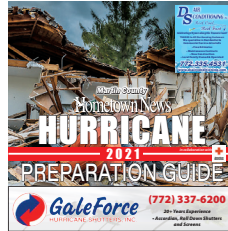
VOLUSIA COUNTY

BREVARD COUNTY

INDIAN RIVER, ST. LUCIE  
& MARTIN COUNTIES



## Special Sections



### **JANUARY OUTLOOK**

Tell your customers what they can look forward to from you in 2023.

### **MARCH CELEBRATE SPRING**

The guide to home improvement and outdoor living in Florida. Six months of activities and events being held in each of the communities that we serve.

### **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**

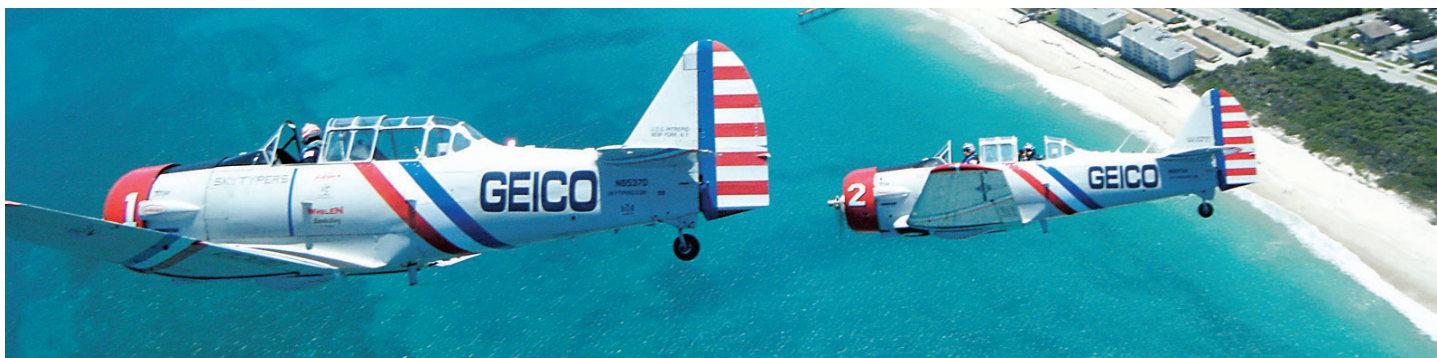
Six months of activities and events being held in each of the communities that we serve for the upcoming snowbird season. Our complete list of Readers Choice winners is included.

### **NOVEMBER HOLIDAY 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!

## Additional Opportunities

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



## 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  | \$40.00      | \$38.00       | \$36.00       | \$34.00     |
| 4 page tab or equivalent       | \$43.00      | \$41.00       | \$39.00       | \$37.00     |
| 8 to 12 page tab or equivalent | \$46.00      | \$44.00       | \$42.00       | \$40.00     |
| 16 plus page tab or equivalent | \$49.00      | \$47.00       | \$45.00       | \$43.00     |

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

\*\* For questions about pricing call 772.465.5656

## Insert & Delivery Information

- Insert by zone or zip code
- Reservations: 10 Days prior to day of publication
- Delivery: 8 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

Sun Sentinel  
Hometown News  
333 SW 12th Avenue  
Deerfield Beach, FL 33442  
**407.221.3112**

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

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

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

380 Wickham Rd. North,  
Suite F  
Melbourne, FL 32935  
**321.272.7397**

### West Palm Beach DMA

#### ***Martin County***

#### ***St. Lucie County***

#### ***Indian River County***

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

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

Stuart Web Inc.  
Hometown News  
5675 SE Grouper Ave., Stuart, FL 34997  
**772.307.0116**

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

# Our partners





# Omnichannel Digital Marketing

## Strategies to Get Your Business Found!

**Website Builds** – Websites are the rock of all your online marketing. We can help you get going.

**Search Engine Optimization** – Improve your organic ranking on Google. Become the number one listed business in your area.

**Search Engine Marketing** – Buy your way to the top by placing ads on Google.

**Mobile Ticker** – Target by Demographic, Credit, Interests, Ages and more at Zip Code Level or Geographic area that clicks through to your website

**TTE Mobile Ticker** – Same as above but clicks through to a landing page or video with a button to click through your website.

**Email Marketing** – Target by Demographic, Credit, Interests, Ages at Zip Code Level or area.

**Mobile GEO Fencing** – Brand your company by targeting your area...or any area.

**Video Advertising** – Target by GEO, Demographic, Credit, Interests, Ages and more via Social Media.

**Search Retargeting** – Serve your ads to customers actively searching for your product.

**Site Retargeting** - Stay top of mind with those that have already visited your website by serving an ad to their mobile device or computer.

**Streaming Radio** - Stay top of mind with those through streaming radio such as Sirius XM, Pandora and more.

**Streaming TV Commercials** – Stream 15 or 30 second commercials on any streaming device with the most popular streaming TV apps available!

**Social Media Marketing** – Post and boost your text or videos to grow your clientele base. We can market on any social platform.

# 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>      | 50,109         | 12,283        | 2,190            | 0             | 0                  |
| <b>BREVARD COUNTY</b>      | 45,900         | 0             | 1,375            | 11,894        | 0                  |
| <b>INDIAN RIVER COUNTY</b> | 15,700         | 0             | 0                | 137           | 5,426              |
| <b>ST. LUCIE COUNTY</b>    | 21,025         | 0             | 0                | 0             | 5,253              |
| <b>MARTIN COUNTY</b>       | 12,000         | 0             | 0                | 0             | 4,904              |
| <b>TOTAL CIRCULATION</b>   | <b>144,734</b> | <b>12,283</b> | <b>3,565</b>     | <b>12,031</b> | <b>15,583</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: **567,650**  
Median HH Income: **\$65,904**  
Median Age: **47.0**

### St. Lucie County

Population: **344,041**  
Median HH Income: **\$58,039**  
Median Age: **42.5**

### Brevard County

Population: **606,671**  
Median HH Income: **\$59,227**  
Median Age: **47.0**

### Martin County

Population: **161,516**  
Median HH Income: **\$58,770**  
Median Age: **51.3**

### Indian River County

Population: **165,395**  
Median HH Income: **\$59,782**  
Median Age: **53.5**



## 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> |                                       |               |
| 32958                       | Sebastian & Roseland                  | 3,000         |
| 32967                       | Vero Lake Estates & Wabasso           | 500           |
| 32976                       | Little Hollywood, Micco, Barefoot Bay | 2,200         |
| 32948                       | Fellsmere                             | 0             |
|                             | <b>TOTALS</b>                         | <b>5,700</b>  |
| <b>Vero Beach</b>           |                                       |               |
| 32960                       | Downtown Vero Beach                   | 2,000         |
| 32962                       | Southeast Vero Beach                  | 2,000         |
| 32963                       | Island                                | 1,800         |
| 32966                       | West of 43rd Avenue                   | 2,000         |
| 32967                       | North Vero Beach                      | 1,200         |
| 32968                       | South West Vero Beach                 | 1,000         |
|                             | <b>TOTALS</b>                         | <b>10,000</b> |
| <b>Fort Pierce</b>          |                                       |               |
| 34945                       | Kings Hwy-SW of Turnpike              | 0             |
| 34946                       | North Fort Pierce                     | 800           |
| 34947                       | West Central Fort Pierce              | 0             |
| 34949                       | South Beach                           | 900           |
| 34950                       | Downtown Fort Pierce                  | 1,000         |
| 34951                       | Lakewood Park                         | 1,300         |
| 34981                       | White City Area                       | 0             |
| 34982                       | South Fort Pierce                     | 2,050         |
|                             | <b>TOTALS</b>                         | <b>6,050</b>  |
| <b>Port St. Lucie</b>       |                                       |               |
| 34952                       | E. & W. of US1/Club Med Area          | 4,000         |
| 34953                       | South West                            | 3,725         |
| 34981                       | White City Area                       | 0             |
| 34983                       | St. James                             | 3,500         |
| 34984                       | South Bend Area                       | 0             |
| 34986                       | Port St. Lucie West                   | 3,100         |
| 34987                       | Traditions                            | 650           |
|                             | <b>TOTALS</b>                         | <b>14,975</b> |
| <b>Martin County</b>        |                                       |               |
| 33455                       | Hobe Sound / Jupiter Island           | 1,000         |
| 33469                       | North Tequesta                        | 0             |
| 34957                       | Jensen Beach                          | 2,500         |
| 34990                       | Palm City                             | 1,000         |
| 34994                       | Stuart                                | 1,500         |
| 34996                       | Sewells Point                         | 1,500         |
| 34997                       | Port Salerno/Stuart                   | 4,500         |
| 34956                       | Indiantown                            | 0             |
|                             | <b>TOTALS</b>                         | <b>12,000</b> |

| Circulation by Issue/Area |                  |               |               |
|---------------------------|------------------|---------------|---------------|
| News-Journal              | Orlando Sentinel | Florida Today | TC Newspapers |
| 0                         | 0                | 27            | 828           |
| 0                         | 0                | 0             | 618           |
| 0                         | 0                | 110           | 242           |
| 0                         | 0                | 0             | 22            |
| <b>0</b>                  | <b>0</b>         | <b>137</b>    | <b>1,710</b>  |
| 0                         | 0                | 0             | 606           |
| 0                         | 0                | 0             | 616           |
| 0                         | 0                | 0             | 1,072         |
| 0                         | 0                | 0             | 839           |
| 0                         | 0                | 0             | 618           |
| 0                         | 0                | 0             | 358           |
| <b>0</b>                  | <b>0</b>         | <b>0</b>      | <b>4,109</b>  |
| 0                         | 0                | 0             | 176           |
| 0                         | 0                | 0             | 83            |
| 0                         | 0                | 0             | 75            |
| 0                         | 0                | 0             | 459           |
| 0                         | 0                | 0             | 185           |
| 0                         | 0                | 0             | 364           |
| 0                         | 0                | 0             | 76            |
| 0                         | 0                | 0             | 401           |
| <b>0</b>                  | <b>0</b>         | <b>0</b>      | <b>1,819</b>  |
| 0                         | 0                | 0             | 887           |
| 0                         | 0                | 0             | 362           |
| 0                         | 0                | 0             | 76            |
| 0                         | 0                | 0             | 425           |
| 0                         | 0                | 0             | 154           |
| 0                         | 0                | 0             | 873           |
| 0                         | 0                | 0             | 296           |
| <b>0</b>                  | <b>0</b>         | <b>0</b>      | <b>3,073</b>  |
| 0                         | 0                | 0             | 451           |
| 0                         | 0                | 0             | 0             |
| 0                         | 0                | 0             | 1,002         |
| 0                         | 0                | 0             | 809           |
| 0                         | 0                | 0             | 529           |
| 0                         | 0                | 0             | 607           |
| 0                         | 0                | 0             | 1,042         |
| 0                         | 0                | 0             | 54            |
| <b>0</b>                  | <b>0</b>         | <b>0</b>      | <b>4,494</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.



## 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                           | 175           |
| 32780   | South Titusville               | 2,350         |
| 32796   | North Titusville               | 1,400         |
| 32920   | Cape Canaveral                 | 1,250         |
| 32922   | Cocoa                          | 200           |
| 32926   | Cocoa                          | 200           |
| 32927   | Port St. John                  | 1,400         |
| 32931   | Cocoa Beach                    | 1,600         |
| 32952   | Merritt Island                 | 1,750         |
| 32953   | Merritt Island                 | 2,125         |
|   | <b>TOTALS</b>                  | <b>12,450</b> |
| <b>Suntree/Viera</b>                            |                                |               |
| 32940   | Suntree/Viera                  | 6,425         |
| 32955   | Rockledge                      | 3,175         |
|   | <b>TOTALS</b>                  | <b>9,600</b>  |
| <b>The Beaches</b>                              |                                |               |
| 32903   | Indialantic Beach              | 2,300         |
| 32937   | Northern Beach/Satellite Beach | 2,500         |
| 32951   | Southern Beach/Melbourne Bch   | 1,800         |
|   | <b>TOTALS</b>                  | <b>6,600</b>  |
| <b>Palm Bay</b>                                 |                                |               |
| 32905   | East of I-95                   | 2,400         |
| 32907   | N. of Malabar Rd., W. of I-95  | 4,025         |
| 32908   | Palm Bay                       | 0             |
| 32909   | S. of Malabar Rd., W. of I-95  | 1,525         |
| 32950   | Malabar                        | 50            |
| 32949   | Grant Valkaria                 | 0             |
|   | <b>TOTALS</b>                  | <b>8,000</b>  |
| <b>Melbourne</b>                                |                                |               |
| 32901   | South Melbourne                | 1,975         |
| 32904   | West Melbourne                 | 2,750         |
| 32934   | Unincorporated/W. of Melbourne | 1,925         |
| 32935   | Melbourne                      | 3,600         |
|   | <b>TOTALS</b>                  | <b>10,250</b> |

| Circulation by Issue/Area |                  |               |               |
|---------------------------|------------------|---------------|---------------|
| News-Journal              | Orlando Sentinel | Florida Today | TC Newspapers |
| 0                         | 33               | 209           | 0             |
| 0                         | 129              | 953           | 0             |
| 0                         | 67               | 437           | 0             |
| 0                         | 37               | 523           | 0             |
| 0                         | 16               | 207           | 0             |
| 0                         | 29               | 447           | 0             |
| 0                         | 27               | 362           | 0             |
| 0                         | 67               | 1,013         | 0             |
| 0                         | 370              | 738           | 0             |
| 0                         | 63               | 702           | 0             |
| <b>0</b>                  | <b>838</b>       | <b>5,591</b>  | <b>0</b>      |
| 0                         | 120              | 1,824         | 0             |
| 0                         | 55               | 1,059         | 0             |
| <b>0</b>                  | <b>175</b>       | <b>2,883</b>  | <b>0</b>      |
| 0                         | 44               | 557           | 0             |
| 0                         | 60               | 1,110         | 0             |
| 0                         | 28               | 689           | 0             |
| <b>0</b>                  | <b>132</b>       | <b>2,356</b>  | <b>0</b>      |
| 0                         | 24               | 526           | 0             |
| 0                         | 38               | 626           | 0             |
| 0                         | 1                | 70            | 0             |
| 0                         | 16               | 391           | 0             |
| 0                         | 0                | 118           | 0             |
| 0                         | 0                | 67            | 0             |
| <b>0</b>                  | <b>79</b>        | <b>1,798</b>  | <b>0</b>      |
| 0                         | 39               | 675           | 0             |
| 0                         | 41               | 814           | 0             |
| 0                         | 27               | 564           | 0             |
| 0                         | 44               | 851           | 0             |
| <b>0</b>                  | <b>151</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                        | 1,175         |
| 32117   | Holly Hill                     | 1,775         |
| 32118   | Daytona Beach                  | 700           |
| 32119   | South Daytona                  | 700           |
| 32174   | Mainland Ormond Beach          | 9,300         |
| 32176   | Ormond Beach                   | 4,000         |
| 32124   | LPGA (Daytona Beach)           | 450           |
| <b>TOTALS</b>   |                                | <b>18,100</b> |
| <b>Port Orange/South Daytona/Daytona Beach Shores/Ponce Inlet</b> |                                |               |
| 32118   | Daytona Beach Shores           | 1,000         |
| 32119   | South Daytona                  | 1,850         |
| 32127   | Ponce Inlet & West Port Orange | 4,800         |
| 32128   | Port Orange                    | 2,300         |
| 32129   | Port Orange                    | 3,100         |
| <b>TOTALS</b>   |                                | <b>13,050</b> |
| <b>New Smyrna Beach/Edgewater/Oak Hill</b>                        |                                |               |
| 32132   | North Edgewater                | 1,400         |
| 32141   | South Edgewater                | 2,750         |
| 32168   | Mainland New Smyrna            | 4,150         |
| 32169   | Beachside New Smyrna           | 3,100         |
| 32759   | Oak Hill                       | 209           |
| <b>TOTALS</b>   |                                | <b>11,609</b> |
| <b>Deland/Lake Helen/DeLeon Springs</b>                           |                                |               |
| 32130   | De Leon Springs                | 0             |
| 32720   | Deland                         | 1,700         |
| 32724   | Deland                         | 1,300         |
| 32744   | Lake Helen                     | 0             |
| 32180   | Pierson                        | 0             |
| <b>TOTALS</b>   |                                | <b>3,000</b>  |
| <b>Deltona/Orange City/DeBary</b>                                 |                                |               |
| 32713   | De Bary                        | 850           |
| 32725   | Deltona                        | 1,800         |
| 32738   | Deltona                        | 1,100         |
| 32763   | Orange City                    | 600           |
| <b>TOTALS</b>   |                                | <b>4,350</b>  |

| Circulation by Issue/Area |                  |               |                    |
|---------------------------|------------------|---------------|--------------------|
| News-Journal              | Orlando Sentinel | Florida Today | Scripps News/Press |
| 472                       | 17               | 0             | 0                  |
| 469                       | 77               | 0             | 0                  |
| 808                       | 28               | 0             | 0                  |
| 553                       | 31               | 0             | 0                  |
| 1,568                     | 121              | 0             | 0                  |
| 636                       | 39               | 0             | 0                  |
| 151                       | 7                | 0             | 0                  |
| <b>4,657</b>              | <b>320</b>       | <b>0</b>      | <b>0</b>           |
| 808                       | 28               | 0             | 0                  |
| 553                       | 31               | 0             | 0                  |
| 858                       | 45               | 0             | 0                  |
| 553                       | 45               | 0             | 0                  |
| 492                       | 34               | 0             | 0                  |
| <b>3,264</b>              | <b>183</b>       | <b>0</b>      | <b>0</b>           |
| 139                       | 21               | 0             | 0                  |
| 395                       | 41               | 0             | 0                  |
| 773                       | 79               | 0             | 0                  |
| 573                       | 73               | 0             | 0                  |
| 52                        | 2                | 0             | 0                  |
| <b>1,932</b>              | <b>216</b>       | <b>0</b>      | <b>0</b>           |
| 58                        | 8                | 0             | 0                  |
| 409                       | 124              | 0             | 0                  |
| 530                       | 330              | 0             | 0                  |
| 49                        | 17               | 0             | 0                  |
| 24                        | 2                | 0             | 0                  |
| <b>1,070</b>              | <b>481</b>       | <b>0</b>      | <b>0</b>           |
| 149                       | 328              | 0             | 0                  |
| 191                       | 301              | 0             | 0                  |
| 139                       | 220              | 0             | 0                  |
| 186                       | 141              | 0             | 0                  |
| <b>665</b>                | <b>990</b>       | <b>0</b>      | <b>0</b>           |

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



## How to Reach Us

“ More circulation. More readers. More results. ”

**hometownnewstc.com**

5059 Turnpike Feeder Rd., Fort Pierce, FL 34951

**772.465.5656**

Circulation: 866.913.6397

Rants and Raves: [newsfp@hometownnewsmediagroup.com](mailto:newsfp@hometownnewsmediagroup.com)