



2021 MEDIA KIT



hometownnewsvolusia.com

2400 S. Ridgewood Ave. Suite #22 • South Daytona, FL 32119

386.322.5900

Circulation: 386.322.5941

Rants and Raves: 386.322.5902



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



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

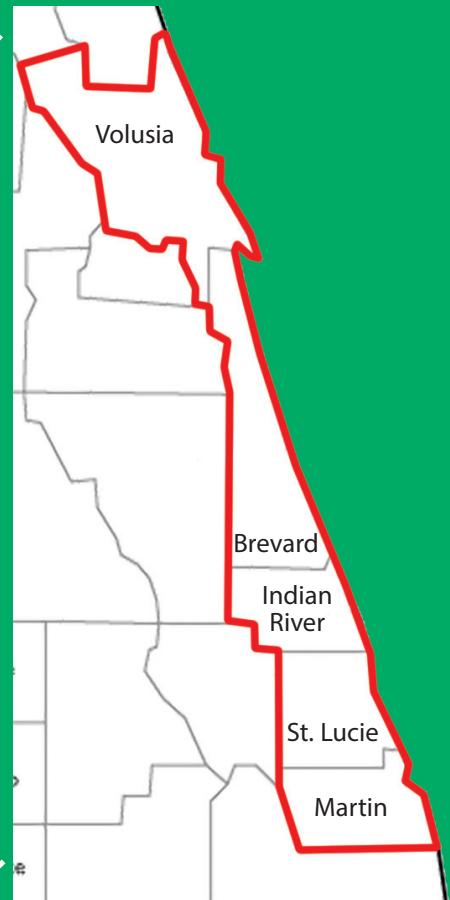
EDITORIAL

PHOTOGRAPHY

Coverage Area



Serving 200
miles of the East
Coast of Florida



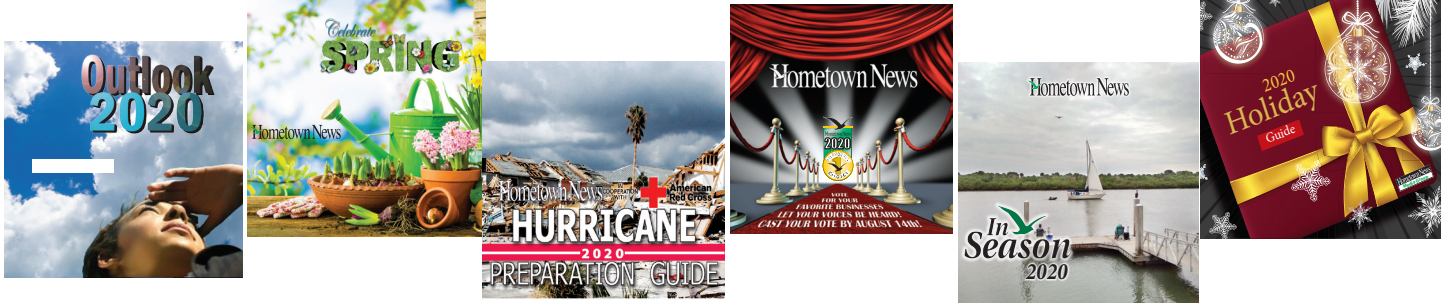
VOLUSIA COUNTY

BREVARD COUNTY

INDIAN RIVER, ST. LUCIE
& MARTIN COUNTIES



Special Sections



JANUARY

OUTLOOK

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



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

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
3%	11% / Under \$25,000
16%	15% / \$25,001-\$49,999
25%	19% / \$50,000-\$74,999
19%	12% / \$75,000-\$99,999
13%	8% / 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
Ormond Beach/Daytona Beach		
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
	TOTALS	18,845
Port Orange/South Daytona/Daytona Beach Shores/Ponce Inlet		
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
	TOTALS	13,596
New Smyrna Beach/Edgewater/Oak Hill		
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
	TOTALS	12,394
Deland/Lake Helen/DeLeon Springs		
32130	De Leon Springs	100
32720	Deland	1,300
32724	Deland	1,535
32744	Lake Helen	0
	TOTALS	2,935
Deltona/Orange City/DeBary		
32713	De Bary	1,000
32725	Deltona	1,000
32738	Deltona	630
32763	Orange City	0
	TOTALS	2,630

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
8,690	392	0	0
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
6,005	120	0	0
269	11	0	0
774	27	0	0
1,444	78	0	0
688	80	0	0
88	0	0	0
3,263	196	0	0
114	14	0	0
756	157	0	0
1,145	350	0	0
88	17	0	0
2,103	538	0	0
330	407	0	0
393	356	0	0
281	251	0	0
385	256	0	0
1,389	1,270	0	0

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
Sebastian River Area		
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
	TOTALS	6,200
Vero Beach		
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
	TOTALS	11,000
Fort Pierce		
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
	TOTALS	7,300
Port St. Lucie		
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
	TOTALS	15,550
Martin County		
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
	TOTALS	13,950

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
0	0	194	4,577
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
0	0	0	10,479
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
0	0	0	4,890
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
0	0	0	8,319
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
0	0	194	11,416

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
North Brevard/Merritt Island/Cocoa Beach		
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
	TOTALS	12,950
Suntree/Viera		
32940	Suntree/Viera	6,400
32955	Rockledge	3,200
	TOTALS	9,600
The Beaches		
32903	Indialantic Beach	2,350
32937	Northern Beach/Satellite Beach	3,700
32951	Southern Beach/Melbourne Bch	2,000
	TOTALS	8,050
Palm Bay		
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
	TOTALS	8,650
Melbourne		
32901	South Melbourne	2,135
32904	West Melbourne	3,025
32934	Unincorporated/W. of Melbourne	1,935
32935	Melbourne	4,655
	TOTALS	11,750

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
0	854	5,591	0
0	85	1,824	0
0	53	1,059	0
0	138	2,883	0
0	46	557	0
0	52	1,110	0
0	28	689	0
0	126	2,356	0
0	29	526	0
0	34	626	0
0	0	70	0
0	12	391	0
0	0	118	0
0	75	1,731	0
0	38	675	0
0	33	814	0
0	28	564	0
0	40	851	0
0	139	2,904	0

DMA- Designated Market Area

A woman with brown hair tied back, wearing a red sleeveless top and a name tag, is painting a portrait of a smiling woman on an easel. She is holding a paintbrush and a tube of paint. In the background, there are other paintings on display, including a large abstract painting and a portrait of a woman with a white headscarf. A green banner at the top left contains the text "How to Reach Us".

How to Reach Us

“ More circulation. More readers. More results. ”

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