



2025 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

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



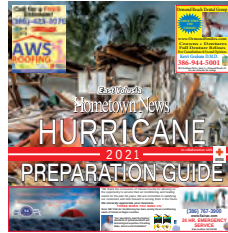
VOLUSIA COUNTY

BREVARD COUNTY

INDIAN RIVER, ST. LUCIE
& MARTIN COUNTIES



Special Sections



JANUARY OUTLOOK

Tell your customers what they can look forward to from you in 2022.

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 386.322.5900**

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

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

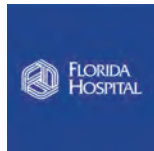
Ship To:

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



County	Hometown News	News-Journal	Orlando Sentinel	Florida Today	Scripps News/Press
VOLUSIA COUNTY	50,109	12,283	2,190	0	0
BREVARD COUNTY	45,900	0	1,375	11,894	0
INDIAN RIVER COUNTY	15,700	0	0	137	5,426
ST. LUCIE COUNTY	21,025	0	0	0	5,253
MARTIN COUNTY	12,000	0	0	0	4,904
TOTAL CIRCULATION	144,734	12,283	3,565	12,031	15,583

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: **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: Orlando, FL – Daytona – Melbourne

Circulation by Issue/Area		
Zip Code	Area Description	Hometown News
Ormond Beach/Daytona Beach		
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
	TOTALS	18,100
Port Orange/South Daytona/Daytona Beach Shores/Ponce Inlet		
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
	TOTALS	13,050
New Smyrna Beach/Edgewater/Oak Hill		
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
	TOTALS	11,609
Deland/Lake Helen/DeLeon Springs		
32130	De Leon Springs	0
32720	Deland	1,700
32724	Deland	1,300
32744	Lake Helen	0
32180	Pierson	0
	TOTALS	3,000
Deltona/Orange City/DeBary		
32713	De Bary	850
32725	Deltona	1,800
32738	Deltona	1,100
32763	Orange City	600
	TOTALS	4,350

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
4,657	320	0	0
808	28	0	0
553	31	0	0
858	45	0	0
553	45	0	0
492	34	0	0
3,264	183	0	0
139	21	0	0
395	41	0	0
773	79	0	0
573	73	0	0
52	2	0	0
1,932	216	0	0
58	8	0	0
409	124	0	0
530	330	0	0
49	17	0	0
24	2	0	0
1,070	481	0	0
149	328	0	0
191	301	0	0
139	220	0	0
186	141	0	0
665	990	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		
32958	Sebastian & Roseland	3,000
32967	Vero Lake Estates & Wabasso	500
32976	Little Hollywood, Micco, Barefoot Bay	2,200
32948	Fellsmere	0
	TOTALS	5,700
Vero Beach		
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
	TOTALS	10,000
Fort Pierce		
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
	TOTALS	6,050
Port St. Lucie		
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
	TOTALS	14,975
Martin County		
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
	TOTALS	12,000

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	22
0	0	137	1,710
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
0	0	0	4,109
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
0	0	0	1,819
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
0	0	0	3,073
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
0	0	0	4,494

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	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
	TOTALS	12,450
Suntree/Viera		
32940	Suntree/Viera	6,425
32955	Rockledge	3,175
	TOTALS	9,600
The Beaches		
32903	Indialantic Beach	2,300
32937	Northern Beach/Satellite Beach	2,500
32951	Southern Beach/Melbourne Bch	1,800
	TOTALS	6,600
Palm Bay		
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
	TOTALS	8,000
Melbourne		
32901	South Melbourne	1,975
32904	West Melbourne	2,750
32934	Unincorporated/W. of Melbourne	1,925
32935	Melbourne	3,600
	TOTALS	10,250

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
0	838	5,591	0
0	120	1,824	0
0	55	1,059	0
0	175	2,883	0
0	44	557	0
0	60	1,110	0
0	28	689	0
0	132	2,356	0
0	24	526	0
0	38	626	0
0	1	70	0
0	16	391	0
0	0	118	0
0	0	67	0
0	79	1,798	0
0	39	675	0
0	41	814	0
0	27	564	0
0	44	851	0
0	151	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 man with a white headband. She is holding a paintbrush and a tube of paint. In the background, there are other paintings on display, including one of a person in a blue and green abstract setting. 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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