

**UL**  
Special

# New Year, New Job

**Published: Saturday, January 31, 2026**

**Space & Creative Deadline: Tuesday, January 27, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

**With historically low unemployment in the state, the New Hampshire Sunday News is devoting an entire section to helping New Hampshire businesses fill their open positions.**

Get your ad in front of the crowd looking to start a new job in 2026 by advertising in this special section focused on the hiring climate in New Hampshire and new employment opportunities around the Granite State.

- Job Hunting
- Recruitment
- Training

#### All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out last year's section [HERE!](#)**

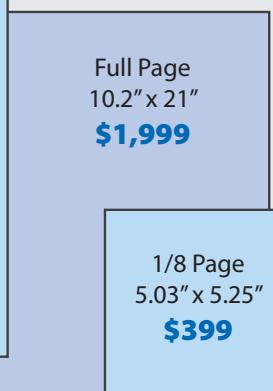


**(Scan me with your phone's camera!)**

#### Broadsheet



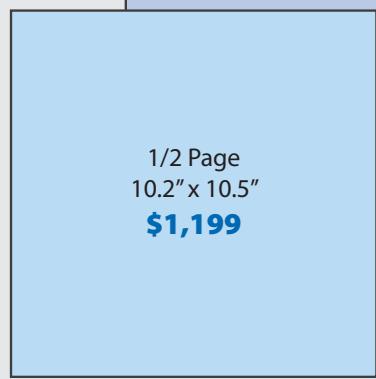
1/4 Page  
5.03" x 10.5"  
**\$699**



Full Page  
10.2" x 21"  
**\$1,999**



1/8 Page  
5.03" x 5.25"  
**\$399**



1/2 Page  
10.2" x 10.5"  
**\$1,199**

#### OTHER SIZES AVAILABLE

**Digital Promotion – Free**  
Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](#)

12 month exposure

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# 40 Under Forty



**Published: Saturday, February 14, 2026**

**Space & Creative Deadline: Thursday, February 5, 2026, 12:00 noon**

**Readership: 80,000+ print and digital  
Social Media: 100,000+ | Email Blast: 20,000**

## For the past 24 years, the Union Leader has honored 40 of the state's standout young professionals.

These individuals represent the state's future and will help shape the economic, educational and financial environment for years to come. Past honorees have come from fields such as health, tech, finance, education, nonprofit industries, the arts and more. Who will make the 2026 class of 40 Under Forty?

Showcase a 2026 honoree with a congratulatory ad or promote your business or organization to the young professionals reading this highly-anticipated section.

### Sponsorship and Advertising:

**Edition Sponsor** (logo on cover and full page ad on back cover) **\$2,999**

- **Inside Cover** **\$2,199**
- **Inside Back Cover** **\$2,099**
- **Full Page** **\$1,999**
- **Half Page** **\$1,199**
- **Quarter Page** **\$699**



### All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out  
last year's  
section  
HERE!**



**(Scan me with  
your phone's  
camera!)**

### Tabloid

1/4 Page  
5.03" x 5"  
**\$699**

Full Page  
10.2" x 9.5"  
**\$1,999**

1/2 Page  
10.2" x 5"  
**\$1,199**

### OTHER SIZES AVAILABLE

### Digital Promotion – Free

Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](http://UnionLeader.com/Special_Sections)  
12 month exposure

### Bonus Distribution:

This special edition will be distributed to all attendees at our 40 Under Forty event, attended by 300 people each year.

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# Engineers' Week

**Published: Tuesday, February 24, 2026**

**Space & Creative Deadline: Tuesday, February 17, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

**This special edition celebrates the impact engineers have had on the world and the quality of life here in the Granite State.**

Engineers' Week is dedicated to ensuring a diverse and well-educated future engineering workforce by increasing understanding of and interest in engineering and technology careers. The publication will focus on tech engineering opportunities as well as educational institutes and training available in New Hampshire.

Want to learn more about our annual WickedSTEM event held in the Fall? Call your local representative today.

**All Print Ads Include:**

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out last year's section [HERE!](#)**



**(Scan me with your phone's camera!)**

**Broadsheet**

1/4 Page  
5.03" x 10.5"  
**\$699**

Full Page  
10.2" x 21"  
**\$1,999**

1/8 Page  
5.03" x 5.25"  
**\$399**

1/2 Page  
10.2" x 10.5"  
**\$1,199**

**OTHER SIZES AVAILABLE**

**Digital Promotion – Free**

Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](http://UnionLeader.com/Special_Sections)

12 month exposure

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**UL**  
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# Surveyor's Week

**Published: Monday, March 23, 2026**

**Space & Creative Deadline: Tuesday, March 17, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

## Surveying - a great career choice with a bright future.

Land Surveyor's Week is a dedicated section featuring information about the NH Land Surveyors Association. These dedicated pages will show how land surveyors make a difference in our world, increase public awareness about the need for land surveyors and bring the role to life for our readers. Land surveyors and related industries won't want to miss this opportunity to educate our readers about what they do.

### All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out last year's section [HERE!](#)**

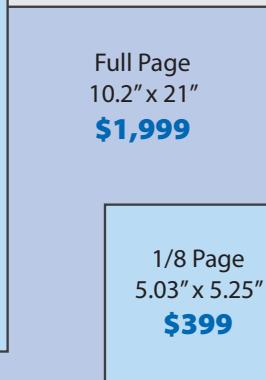


**(Scan me with your phone's camera!)**

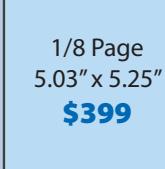
### Broadsheet



1/4 Page  
5.03" x 10.5"  
**\$699**



Full Page  
10.2" x 21"  
**\$1,999**



1/8 Page  
5.03" x 5.25"  
**\$399**



1/2 Page  
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**\$1,199**

### OTHER SIZES AVAILABLE

#### Digital Promotion – Free

Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](http://UnionLeader.com/Special_Sections)

12 month exposure

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# Spring Home: Home Improvement and Real Estate

**Published: Friday, March 27, 2026**

**Space & Creative Deadline: Monday, March 23, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

*Brought to you by:*

NEW HAMPSHIRE  
**UNION LEADER** *Homes*

## What will the Spring Real Estate market bring?

Last year was a crazy year in the Real Estate market. Home values increased dramatically as the inventory of available homes dwindled. Never has there been more of a need to use a real estate professional to guide consumers through the rapidly changing buying and selling process. From agents and brokers, to home inspectors, appraisers, mortgage providers and closing companies - all aspects of Real Estate are coming off a volatile year.

In addition, homeowners took on an unprecedented amount of home improvement projects at the same frantic pace, with everything from new appliances to new additions. Home owners rely on the guidance of professional contractors, carpenters, masons, roofers, home improvement stores and more.

### All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out last year's section HERE!**

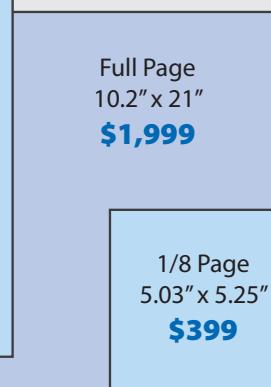


**(Scan me with your phone's camera!)**

### Broadsheet



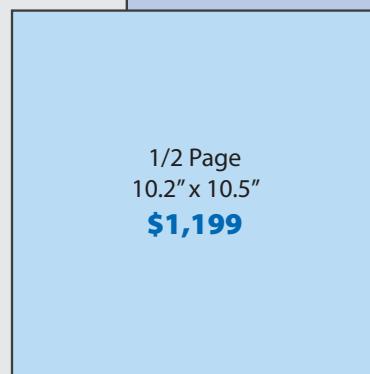
1/4 Page  
5.03" x 10.5"  
**\$699**



Full Page  
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**\$1,999**



1/8 Page  
5.03" x 5.25"  
**\$399**



1/2 Page  
10.2" x 10.5"  
**\$1,199**

### OTHER SIZES AVAILABLE

### Digital Promotion – Free

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12 month exposure

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# Readers' Choice: Promote the Vote Package

**Voting runs Saturday, April 18, 2026  
through Tuesday, May 19, 2026**

**Readers' Choice voting begins Saturday, April 18  
and runs through Tuesday, May 19.**

A sample ballot with the categories will run in the Union Leader two days a week on Sundays and Thursdays! The Readers' Choice ballot link will run on UnionLeader.com from April 18 – May 19. All voting will be online at UnionLeader.com/ReadersChoice

Last year, over 40,000 votes were cast in over 175 categories. Whether you're a past winner or potential future winner, we have put together a "Promote the Vote Package" to reach our print and online readers to remind them to vote for you.

## Digital Enhancements

### Digital Display Big Square - \$275

25,000 impressions run of site (300px x 250px)

### Bottom Bar Adhesion - \$500/day

This ad unit remains at the base of the UnionLeader.com website while users are browsing. Makes for great exposure and direct response (1170px x 90px)

### Reveal - \$1,000/day

Placement at the top of UnionLeader.com (1920px x 600px)

### Mobile Only Advertising - \$300

25,000 impressions (320px x 50px)

### Pre Roll Video - \$500

Easily reach your target audience with up to ONE MILLION Impressions a month!

Readership: 80,000+ print and digital  
Social Media: 100,000+ | Email Blast: 20,000

## Promote the Vote Package

**\$499 (Package Value = \$1,835)**

- Print Ad - 1/16 Page
- Web Ad: 300x250 px (25,000 impressions)
- Featured Entrant Listing

## Run Dates (8-Time Ad Package):

Saturday

- April 18
- April 25
- May 2
- May 9

Thursday

- April 23
- April 30
- May 7
- May 14



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# Silver Linings Nashua



**Published: Saturday, May 9, 2026**

**Space & Creative Deadline: Friday, May 1, 2026, 12:00 noon**

**Readership: 80,000+ print and digital  
Social Media: 100,000+ | Email Blast: 20,000**

**Silver Linings, the New Hampshire Union Leader's popular biannual special section, will report on the challenges faced by an aging population in the Granite State.**

Silver Linings Spring will focus on aging in place, healthy living tips for the elderly, how to manage finances, as well as information, resources and tools for those caring for elderly loved ones in New Hampshire.

## **Sponsorship and Advertising:**

**Edition Sponsor** (logo on cover and full page ad on back cover) **\$2,999**

- **Inside Cover \$2,199**
- **Inside Back Cover \$2,099**
- **Full Page \$1,999**
- **Half Page \$1,199**
- **Quarter Page \$699**
- **Eighth Page \$399**



## **All Print Ads Include:**

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out  
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HERE!**



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camera!)**

## **Tabloid**

1/4 Page  
5.03" x 5"  
**\$699**

Full Page  
10.2" x 9.5"  
**\$1,999**

1/8 Page  
3.31" x 3.75"  
**\$399**

1/2 Page  
10.2" x 5"  
**\$1,199**

## **OTHER SIZES AVAILABLE**

### **Digital Promotion – Free**

Section content and your ad will be available as a digital e-Edition on **UnionLeader.com/Special\_Sections**  
12 month exposure

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# NH GUIDE TO SUMMER 2026



**Published: Friday, May 22, 2026**

**Space and Creative Deadline:**

**Glossy Pages: Wednesday, April 29, 2026, 12:00 noon**

**Inside Pages: Wednesday, May 6, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**



Thousands of vacationers flood into New Hampshire every summer to enjoy our lakes, mountains, coastline and endless miles of trails for hiking and biking. Our Guide to Summer is an idea-generator for the best options in lodging, dining, entertainment, outdoor attractions, water sports, amusement parks and family fun. Whether you paddle a kayak, cast a fishing line, play 18 holes, hike a 4,000-footer, pitch a tent, watch summer theater, or sit on a deck and eat seafood – get out and enjoy summer!

## All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com. 25,000 impressions run of site (\$275 value)

**Check out last year's section [HERE!](#)**



**(Scan me with your phone's camera!)**

## Premium

### Sponsorship and Advertising:

**Edition Sponsor** (logo on cover and full page ad on inside cover) **\$2,999**

• **Back Cover \$2,199**

• **Inside Back Cover \$2,099**

1/4 Page  
4.5" x 4.25"  
**\$699**

Full Page  
9.25" x 9.25"  
**\$1,999**

1/8 Page  
4.5" x 2.25"  
**\$399**

1/2 Page  
9.25" x 4.25"  
**\$1,199**

## Digital Promotion – Free

Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](#)

12 month exposure

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# Stay & Play NH

**Published: Saturday, June 13, 2026**

**Space & Creative Deadline: Friday, June 5, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**  
**Social Media: 100,000+ | Email Blast: 20,000**

Looking for staycation destinations this summer?

New Hampshire's water and amusement parks, beaches, mountain park attractions, golf courses, lakes and marinas, museums and historical sites will provide the family fun. Whether you're looking for day trip ideas or a full week's vacation, New Hampshire has the resorts, restaurants and attractions to create a fun and memorable vacation.

## Sponsorship and Advertising:

**Edition Sponsor (logo on cover and full page ad on back cover) \$2,999**

- **Inside Cover \$2,199**
- **Inside Back Cover \$2,099**
- **Full Page \$1,999**
- **Half Page \$1,199**
- **Quarter Page \$699**
- **Eighth Page \$399**



## All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
 25,000 impressions run of site (\$275 value)

**Check out  
 last year's  
 section  
 HERE!**



**(Scan me with  
 your phone's  
 camera!)**

## Tabloid

1/4 Page  
 5.03" x 5"  
**\$699**

Full Page  
 10.2" x 9.5"  
**\$1,999**

1/8 Page  
 3.31" x 3.75"  
**\$399**

1/2 Page  
 10.2" x 5"  
**\$1,199**

## OTHER SIZES AVAILABLE

### Digital Promotion – Free

Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](http://UnionLeader.com/Special_Sections)  
 12 month exposure

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# Enjoy Summer Fun in the WHITE MOUNTAINS



**8 Weekly Publication Dates:**

**June 18, 2026 - September 6, 2026**

**New Hampshire Weekend Section of the  
New Hampshire Union Leader each Thursday**

*Readership: 80,000+ print and digital | Social Media: 100,000+ | Email Blast: 20,000*

**Overview:** Advertising in the NH Union Leader's Group Ad "Summer Fun in the White Mountains," presents an excellent opportunity for businesses to gain 9 weeks of print publication exposure and receive over 100,000 digital views to attract a diverse audience consisting of both locals and tourists.

**Targeted Audience:** This group ad is themed "Summer Fun in the White Mountains," making it highly relevant to individuals seeking information and activities in this picturesque region.

**Local Engagement:** In addition to tourists, the publication also appeals to local residents who are looking for summer activities and experiences in their own backyard. Advertising in this special edition ensured exposure to a mix of both locals and tourists, allowing businesses to establish connections with the community and potentially foster long-term customer relationships.

**PRINT - \$150/Week**

- ◆ 1/8 page (3.31"x5)" ad
- ◆ Published 9 times
- ◆ Full color
- ◆ \$3,529 savings!

**DIGITAL - \$75/Week**

- ◆ 100,000 digital impressions
- ◆ 9 weeks of website exposure
- ◆ Full color
- ◆ \$525 savings!

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# Readers' Choice Winners



Published: Saturday, June 27, 2026

**Space & Creative Deadline: Wednesday, June 17, 2026, 12:00 noon**

*Readership: 80,000+ print and digital  
Social Media: 100,000+ | Email Blast: 20,000*

## Winners Exclusive Ad Media Package

## Package 1 – \$1,500

- Full tab page 4C in Readers' Choice section
- One Half Page Color Free\*
- Ad on e-Edition and 320x50px (35,000 Mobile Impressions)
- Includes winners plaque

## Package 2 – \$1,000

- 1/2 tab page 4C in Readers' Choice section
- One Quarter Page Color Free\*
- Ad on e-Edition and 320x50px (25,000 Mobile impressions)
- Includes winners plaque

## Package 3 – \$750

- 1/4 tab page 4C in Readers' Choice section
- One Eighth Page Color Free\*
- Ad on e-Edition and 320x50px (15,000 Mobile impressions)
- Includes winners plaque

*\*Choose any day Monday-Friday*



**UL**  
Special

# Readers' Choice Winners



**Published: Saturday, June 27, 2026**

**Space & Creative Deadline: Wednesday, June 17, 2026, 12:00 noon**

**Readership: 80,000+ print and digital  
Social Media: 100,000+ | Email Blast: 20,000**

## Sponsorship and Advertising:

**Edition Sponsor** (logo on cover and full page ad on back cover) **\$2,999**

- **Inside Cover** \$2,199
- **Inside Back Cover** \$2,099
- **Full Page** \$1,999
- **Half Page** \$1,199
- **Quarter Page** \$699
- **Eighth Page** \$399



## Online:

A UnionLeader.com e-Edition will provide every "Readers' Choice" advertiser with a landing page linking to their website.

- Mobile friendly, search engine optimized, easily shared across social media, real-time analytics, stays up for one month, promoted through UnionLeader.com and paid Facebook campaign

## All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com 25,000 impressions run of site (\$275 value)

**Check out  
last year's  
section  
HERE!**



**(Scan me with  
your phone's  
camera!)**

**Tabloid**

<b>1/4 Page</b> 5.03" x 5" <b>\$699</b>
<b>Full Page</b> 10.2" x 9.5" <b>\$1,999</b>
<b>1/8 Page</b> 3.31" x 3.75" <b>\$399</b>
<b>1/2 Page</b> 10.2" x 5" <b>\$1,199</b>

**OTHER SIZES AVAILABLE**

**Digital Promotion – Free**

Section content and your ad will be available as a digital e-Edition on **UnionLeader.com/Special\_Sections**  
12 month exposure

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# Pets: Paws & Whiskers



**Published: Saturday, August 1, 2026**

**Space & Creative Deadline: Tuesday, July 28, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

## Reach Passionate Pet Owners in the Heart of Your Community!



The Paws & Whiskers pet section is the purr-fect place for your business to connect with loyal, engaged pet lovers who treat their furry companions like family. Our readers turn to this new section for trusted health advice, fun activity ideas, and the latest in pet wellness. Whether you offer grooming, pet products, veterinary services, training, or pet-friendly events, your brand can shine alongside heartwarming stories and expert content that readers love and trust. Reserve your space today and tap into the growing \$100+ billion pet industry—right here in your own backyard!

### All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

### Broadsheet

1/4 Page  
5.03" x 10.5"  
**\$699**

Full Page  
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**\$1,999**

1/8 Page  
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**\$399**

1/2 Page  
10.2" x 10.5"  
**\$1,199**

### OTHER SIZES AVAILABLE

### Digital Promotion – Free

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12 month exposure

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# NH Guide to Fall 2026

**Published: Saturday, September 12, 2026**

**Space & Creative Deadline:  
Friday, September 4, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**



Fall weekends in New Hampshire are the absolute best! Scenic drives, fall hiking and biking, end-of-the-season boat rides, and don't forget all the fairs and festivals around the state. Enjoy the delights of fall while you go apple picking – apples straight off the tree, warm doughnuts, fresh cider, apple pies and more. Go north for the foliage and stay at luxurious resorts, and stop at a few breweries or vineyards along the way.

## All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com. 25,000 impressions run of site (\$275 value)

**Check out last year's section [HERE!](#)**



**(Scan me with your phone's camera!)**

## Tabloid

### Sponsorship and Advertising:

**Edition Sponsor** (logo on cover and full page ad on back cover) **\$2,999**  
• **Inside Cover \$2,199**  
• **Inside Back Cover \$2,099**

1/4 Page  
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## Digital Promotion – Free

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12 month exposure

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# WICKED STEM

PRESENTED BY:



Southern  
New Hampshire  
University

**Published: Saturday, September 19, 2026**

**Space & Creative Deadline: Friday, September 11, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

**STEM stands for Science, Technology Engineering, and Mathematics; with a focus on research, problem solving, critical thinking, and creativity.**

This special section will focus on the opportunities available in today's and tomorrow's careers. Local businesses and organizations will share what is new in technology and how students can best prepare themselves for a successful future. An understanding of Science, Technology, Engineering, and Mathematics will help us solve the challenges of tomorrow.

Be a part of this publication by placing an ad that shares how your company's STEM program aligns with this need. Help support the next generation of engineers and scientists.

## Sponsorship and Advertising:

**Edition Sponsor** (logo on cover and full page ad on back cover) **\$2,999**

- **Inside Cover** **\$2,199**
- **Inside Back Cover** **\$2,099**
- **Full Page** **\$1,999**
- **Half Page** **\$1,199**
- **Quarter Page** **\$699**
- **Eighth Page** **\$399**



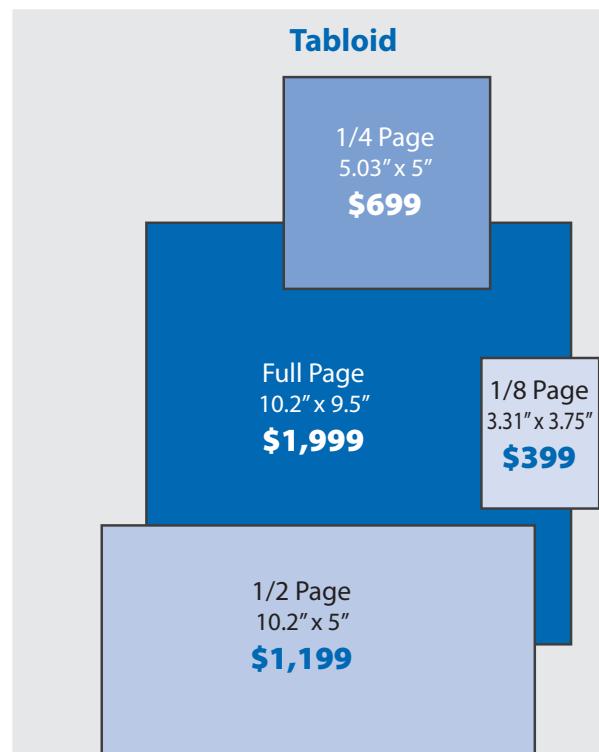
## All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

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## OTHER SIZES AVAILABLE

### Digital Promotion – Free

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12 month exposure

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ADVERTISE WITH NEW HAMPSHIRE'S LARGEST NEWSPAPER

**UL**  
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# Education: Private Schools

**Published: Saturday, September 26, 2026**

**Space & Creative Deadline: Tuesday, September 22, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

New Hampshire families have an array of choice when it comes to the education of their children, with more than 100 private schools in the state from elementary grades through high school. Learn more about the private school culture in the Granite State, and hear from educators and students who can share their private school experiences.



#### All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out last year's section [HERE!](#)**



**(Scan me with your phone's camera!)**

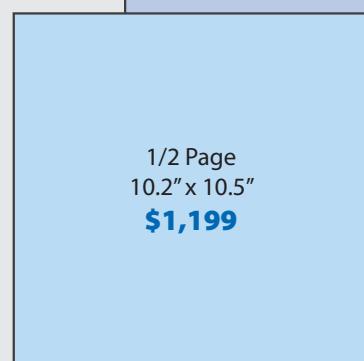
#### Broadsheet



1/4 Page  
5.03" x 10.5"  
**\$699**



1/8 Page  
5.03" x 5.25"  
**\$399**



1/2 Page  
10.2" x 10.5"  
**\$1,199**



Full Page  
10.2" x 21"  
**\$1,999**

#### OTHER SIZES AVAILABLE

#### Digital Promotion – Free

Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](http://UnionLeader.com/Special_Sections)

12 month exposure

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**UL**  
Special

# Silver Linings Manchester

**Published: Saturday, October 10, 2026**

**Space & Creative Deadline: Friday, October 2, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

**Silver Linings, the New Hampshire Union Leader's popular biannual special section, will report on the challenges faced by an aging population in the Granite State.**

Silver Linings Fall will focus on aging in place, healthy living tips for the elderly, how to manage finances, as well as information, resources and tools for those caring for elderly loved ones in New Hampshire.

#### **Sponsorship and Advertising:**

**Edition Sponsor** (logo on cover and full page ad on back cover) **\$2,999**

- **Inside Cover \$2,199**
- **Inside Back Cover \$2,099**
- **Full Page \$1,999**
- **Half Page \$1,199**
- **Quarter Page \$699**
- **Eighth Page \$399**



#### **All Print Ads Include:**

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out  
last year's  
section  
HERE!**



**(Scan me with  
your phone's  
camera!)**

#### **Tabloid**

1/4 Page  
5.03" x 5"  
**\$699**

Full Page  
10.2" x 9.5"  
**\$1,999**

1/8 Page  
3.31" x 3.75"  
**\$399**

1/2 Page  
10.2" x 5"  
**\$1,199**

#### **OTHER SIZES AVAILABLE**

#### **Digital Promotion – Free**

Section content and your ad will be available as a digital e-Edition on **UnionLeader.com/Special\_Sections**  
12 month exposure

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# Financial Planning

**Published: Saturday, October 19, 2026**

**Space & Creative Deadline: Tuesday, October 16, 2025, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

Smart financial planning involves creating a model that helps you make informed decisions about money management, saving, and investing. Key principles to consider are retirement and estate planning; ways to grow your wealth; life insurance needs; and how a financial planner could help with your journey.

## All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out last year's section [HERE!](#)**



**(Scan me with your phone's camera!)**

## Broadsheet



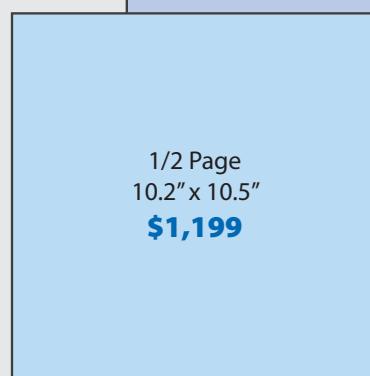
1/4 Page  
5.03" x 10.5"  
**\$699**



Full Page  
10.2" x 21"  
**\$1,999**



1/8 Page  
5.03" x 5.25"  
**\$399**



1/2 Page  
10.2" x 10.5"  
**\$1,199**

## OTHER SIZES AVAILABLE

### Digital Promotion – Free

Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](http://UnionLeader.com/Special_Sections)

12 month exposure

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# Fall Home: Home Improvement and Real Estate

**Published: Saturday, October 24, 2026**

**Space & Creative Deadline: Friday, October 16, 2026, 12:00 noon**

**Readership: 80,000+ print and digital  
Social Media: 100,000+ | Email Blast: 20,000**

**On Saturday, October 24, the New Hampshire Sunday News will devote a tab section to the real estate and home improvement industries.**

This tab will feature stories on the real estate market, first time home buying, vacation homes, rentals, the next house, 55+ housing and will be packed with informative articles and handy project tips.

This is a wonderfully targeted special section for Realtors, developers, banks, credit unions, mortgage companies, insurance providers, contractors, appliances retailers, plumbers, electricians, HVAC and more, helping get your message to New Hampshire's home buyers and home owners.

## Sponsorship and Advertising:

**Edition Sponsor** (logo on cover and full page ad on back cover) **\$2,999**

- **Inside Cover \$2,199**
- **Inside Back Cover \$2,099**
- **Full Page \$1,999**
- **Half Page \$1,199**
- **Quarter Page \$699**
- **Eighth Page \$399**



## All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out  
last year's  
section  
HERE!**



**(Scan me with  
your phone's  
camera!)**

## Tabloid

1/4 Page  
5.03" x 5"  
**\$699**

Full Page  
10.2" x 9.5"  
**\$1,999**

1/8 Page  
3.31" x 3.75"  
**\$399**

1/2 Page  
10.2" x 5"  
**\$1,199**

## OTHER SIZES AVAILABLE

### Digital Promotion – Free

Section content and your ad will be available as a digital e-Edition on **UnionLeader.com/Special\_Sections**  
12 month exposure

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# Holiday Happenings

**Published: Thursday, November 5, 2026**

**Space & Creative Deadline: Monday, November 2, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

*NH Weekend's* Holiday Happenings section will include fun activities for families to participate in from Thanksgiving through New Year's Eve. The list will include everything from holiday stage productions to Christmas tree festivals, from where to see Christmas lights to holiday parades – the best holiday events New Hampshire has to offer.



**All Print Ads Include:**

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out last year's section [HERE!](#)**

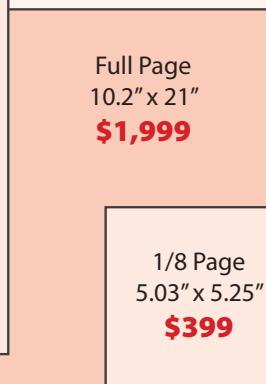


**(Scan me with your phone's camera!)**

**Broadsheet**

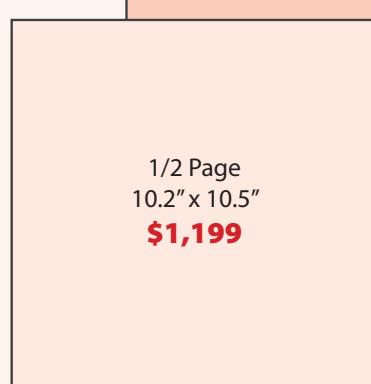


1/4 Page  
5.03" x 10.5"  
**\$699**



Full Page  
10.2" x 21"  
**\$1,999**

1/8 Page  
5.03" x 5.25"  
**\$399**



1/2 Page  
10.2" x 10.5"  
**\$1,199**

**OTHER SIZES AVAILABLE**

**Digital Promotion – Free**

Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](http://UnionLeader.com/Special_Sections)

12 month exposure

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# Salute to Veterans

**Published: Wednesday, November 11, 2026**

**Deadline: Friday, November 6, 2026, 12:00 noon**

*Readership: 80,000+ print and digital*

*Social Media: 100,000+ | Email Blast: 20,000*

**The New Hampshire Union Leader will dedicate the front section to a special Veteran's Day section on Wednesday, November 11 featuring reader-submitted photos.**

There is no charge to submit photos, a maximum of 200 will be featured (at random selection) for the edition. This section promises to be something that will get readers' attention and be kept as a family keepsake.

**All Print Ads Include:**

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out last year's section [HERE!](#)**



**(Scan me with your phone's camera!)**

**Broadsheet**

<p>1/4 Page 5.03" x 10.5"</p> <p><b>\$699</b></p>	<p>Full Page 10.2" x 21"</p> <p><b>\$1,999</b></p>
	<p>1/8 Page 5.03" x 5.25"</p> <p><b>\$399</b></p>
<p>1/2 Page 10.2" x 10.5"</p> <p><b>\$1,199</b></p>	

**OTHER SIZES AVAILABLE**

**Digital Promotion – Free**

Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](#)

12 month exposure

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# Holiday Editions

## Home for the Holidays

**Published: Wednesday, November 25, 2026**

**Deadline: Wednesday, November 18, 2026, 12:00 noon**

*Readership: 80,000+ print and digital*

*Social Media: 100,000+ | Email Blast: 20,000*

For many, the holiday season is defined by gathering with family and friends. Our special section will offer tips for holiday decorating, entertaining and gift shopping. We'll highlight tree lightings, Christmas parades, and visits with Santa, so families can plan to enjoy all the outings and traditions of the holiday season.

## Shop Local

**Published: Wednesday, December 2, 2026**

**Deadline: Wednesday, November 25, 2026, 12:00 noon**

*Readership: 80,000+ print and digital*

*Social Media: 100,000+ | Email Blast: 20,000*

Struggling for the perfect holiday gift idea? The best present could be sitting in a downtown storefront window or small artisan shop right here in your hometown. These special holiday pages will showcase New Hampshire small business owners offering a large variety of locally made products waiting to be bought, wrapped and gifted this year.

**Purchase both editions and receive 25% off**

### All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out last year's sections HERE!**

**Home for the Holidays**



**Shop Local**



**(Scan me with your phone's camera!)**



### OTHER SIZES AVAILABLE

#### Digital Promotion – Free

Section content and your ad will be available as a digital e-Edition on [UnionLeader.com/Special\\_Sections](http://UnionLeader.com/Special_Sections)

12 month exposure

### Broadsheet



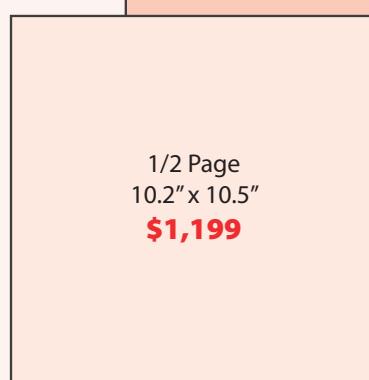
1/4 Page  
5.03" x 10.5"  
**\$699**



Full Page  
10.2" x 21"  
**\$1,999**



1/8 Page  
5.03" x 5.25"  
**\$399**



1/2 Page  
10.2" x 10.5"  
**\$1,199**



# 2026 N.H. Guide to Winter

**Published: Saturday, December 12, 2026**

**Space & Creative Deadline:**

**Wednesday, December 4, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**



New Hampshire winters are made for playing in the snow all day, then coming into the warmth for delicious food and drinks by the fire. Granite State ski resorts excel at both – with excellent skiing and snowboarding plus fine dining restaurants and full-service spas and salons – all in one place. Mix your weekends of snowmobiling and cross country skiing with indoor concerts and theater, shopping, museums and great dining experiences.

#### All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

**Check out  
last year's  
section  
HERE!**

**(Scan me with  
your phone's  
camera!)**

#### Tabloid

##### Sponsorship and Advertising:

**Edition Sponsor** (logo on cover and full page ad on back cover) **\$2,999**

• **Inside Cover \$2,199**

• **Inside Back Cover \$2,099**

1/4 Page  
5.03" x 5"  
**\$699**

Full Page  
10.2" x 9.5"  
**\$1,999**

1/8 Page  
3.31" x 3.75"  
**\$399**

1/2 Page  
10.2" x 5"  
**\$1,199**

#### Digital Promotion – Free

Section content and your ad will be available as a digital e-Edition on UnionLeader.com.

12 month exposure



# VACATION + SUMMER CAMP DIRECTORIES



**The New Hampshire Union Leader has you covered for vacation ideas and the best camps for your children. This Camp Directory is perfect for summer camps (away or day), sports camps, religious camps, theater, arts and music camps.**

**We will publish five Vacation and Summer Camp Directories.**

*Readership: 80,000+ print and digital | Social Media: 100,000+ | Email Blast: 20,000*

#### **1st Publication:**

**Saturday, February 7, 2026**

Deadline: Tuesday, February 3, 2026, 12:00 noon

#### **2nd Publication:**

**Saturday, March 7, 2026**

Deadline: Tuesday, March 3, 2026, 12:00 noon

#### **3rd Publication:**

**Saturday, April 4, 2026**

Deadline: Tuesday, March 31, 2026, 12:00 noon

#### **4th Publication:**

**Saturday, May 2, 2026**

Deadline: Tuesday, April 28, 2026, 12:00 noon

#### **5th Publication:**

**Saturday, June 6, 2026**

Deadline: Tuesday, June 2, 2026, 12:00 noon

#### **Ad Size**

**1/16 page**

**(2 column x 4")**

**Cost for all 5 run dates - \$750**

**Actual retail value: \$1,750**

**Savings of \$1000**

#### **Digital Options**

**Digital Display Big Square**

**(300px x 250px)**

**125,000 impressions over a 4 month period**

**Cost for all 4 months - \$500**

**Actual retail value: \$750**

**Savings of \$250**

All digital ads can be linked to your website or Facebook page.

**Check out last year's section  
HERE!**

**(Scan me with your phone's camera!)**



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# Craft Fairs & Festivals



**Publishes Saturday:**

**August 1, 2026**

**September 5, 2026**

**October 3, 2026**

**November 7, 2026**

**Space & Creative Deadline Tuesday:**

**July 28, 2026, 12:00 noon**

**September 1, 2026, 12:00 noon**

**September 29, 2026, 12:00 noon**

**November 3, 2026, 12:00 noon**

**Readership: 80,000+ print and digital**

**Social Media: 100,000+ | Email Blast: 20,000**

**Looking for the best places to shop handmade, meet local makers, or enjoy a family-friendly festival?**

Our Craft Fairs & Festivals section brings you the latest listings of artisan markets, seasonal celebrations, food festivals, and community events across New Hampshire. Whether you're a weekend explorer, a craft enthusiast, or a vendor seeking your next show, this is your go-to guide.

With a strong focus on iconic fairs like the Deerfield Fair (NH) and Fryeburg Fair (ME), the guide attracts audiences deeply engaged in agriculture, youth programs, and local culture. Advertisers benefit from targeted exposure to families, farmers, and pet owners passionate about fair season and community involvement.

From traditional print ads and coupon inserts to sponsored content and digital promotions, our customizable packages provide multiple touchpoints to connect your brand with a loyal, active audience during peak event months.

## All Print Ads Include:

Digital Display Big Square (300px x 250px) on UnionLeader.com  
25,000 impressions run of site (\$275 value)

## Broadsheet

1/4 Page  
5.03" x 10.5"  
**\$699**

Full Page  
10.2" x 21"  
**\$1,999**

1/8 Page  
5.03" x 5.25"  
**\$399**

1/2 Page  
10.2" x 10.5"  
**\$1,199**

## OTHER SIZES AVAILABLE

## Digital Promotion – Free

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12 month exposure

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# Maple Weekend

## March 21 & 22, 2026

To help our readers gear up for Maple Weekend, New Hampshire Union Leader will highlight events happening across the state in New Hampshire Weekend, our weekly entertainment guide as well as Neighborhood News and Bedford Bulletin.

Align your brand with this highly anticipated annual event.

*Readership: 80,000+ print and digital | Social Media: 100,000+ | Email Blast: 20,000*

**Deadline:**

**Monday, March 16, 2025**

**Published:**

**Thursday, March 19, 2025**

Don't miss out!  
To advertise, call your advertising  
representative today.

**603-668-4321**

**Union Leader:**

**Ad Size**

**1/16**

**(2 column x 4")**

**Cost**

**\$160**

**Bedford Bulletin/Neighborhood News:**

**Ad Size**

**1/16**

**(2 column x 4")**

**Cost**

**\$75**

*Color included*

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# NH Medical Series+

Each month, the Union Leader will include information from experts on different health topics important to our readers of all ages and stages of life.

## Included Topics:

January 14 - Mental Health  
 February 11 - Heart Health  
 March 11 - Teen Health  
 April 15 - Allergies

May 13 - Skin Cancer  
 June 3 - Memory Care/Silver Linings Seacoast  
 July 8 - Women's Health  
 August 12 - Plastic Surgery

September 9 - Sports Medicine/Orthopedics  
 October 14 - Breast Cancer  
 November 11 - Diabetes  
 December 9 - Hearing

Get your marketing message out throughout the year with these 4 great options below.

### Option 1: Pick One NH Medical Series

$\frac{1}{8}$  page \$399  
 $\frac{1}{4}$  page \$699  
 $\frac{1}{2}$  page \$1,199  
 Full Page \$1,999  
 Plus 25,000 digital impressions on [unionleader.com](http://unionleader.com) (300x250)

### Option 2: Pick Three NH Medical Series

$\frac{1}{8}$  page \$339 Per Feature  
 $\frac{1}{4}$  page \$590 Per Feature  
 $\frac{1}{2}$  page \$1,010 Per Feature  
 Full Page \$1,699 Per Feature  
 Plus 50,000 digital impressions on [unionleader.com](http://unionleader.com) (300x250)

### Option 3: Pick Six NH Medical Series

$\frac{1}{8}$  page \$279 Per Feature  
 $\frac{1}{4}$  page \$489 Per Feature  
 $\frac{1}{2}$  page \$839 Per Feature  
 Full Page \$1,399 Per Feature  
 Plus 100,000 digital impressions on [unionleader.com](http://unionleader.com) (300x250)

### Option 4: Pick Twelve NH Medical Series

$\frac{1}{8}$  page \$199 Per Feature  
 $\frac{1}{4}$  page \$349 Per Feature  
 $\frac{1}{2}$  page \$599 Per Feature  
 Full Page \$999 Per Feature  
 Plus 150,000 digital impressions on [unionleader.com](http://unionleader.com) (300x250)

## Broadsheet

