

ADVERTISE WITH NEW HAMPSHIRE'S LARGEST NEWSPAPER



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:

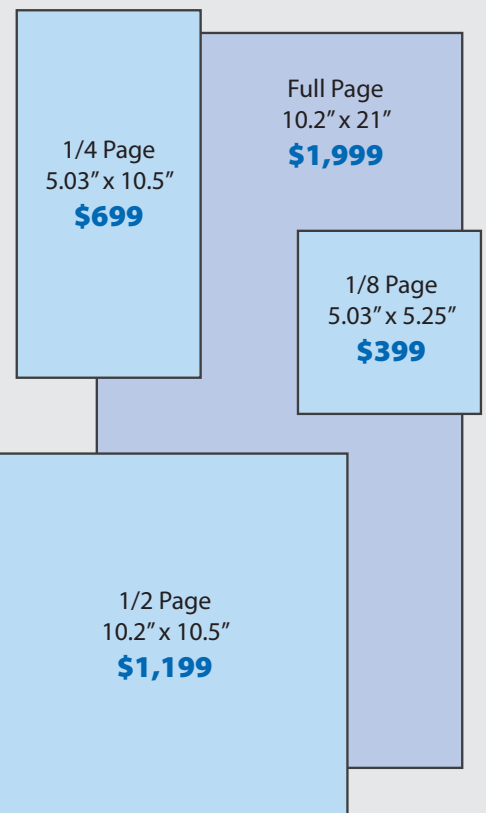
Digital Display Big Square (300px x 250px) on UnionLeader.com
25,000 impressions run of site (\$275 value)

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



(Scan me with your phone's camera!)

Broadsheet



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



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**



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Tabloid

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

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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**
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.



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:

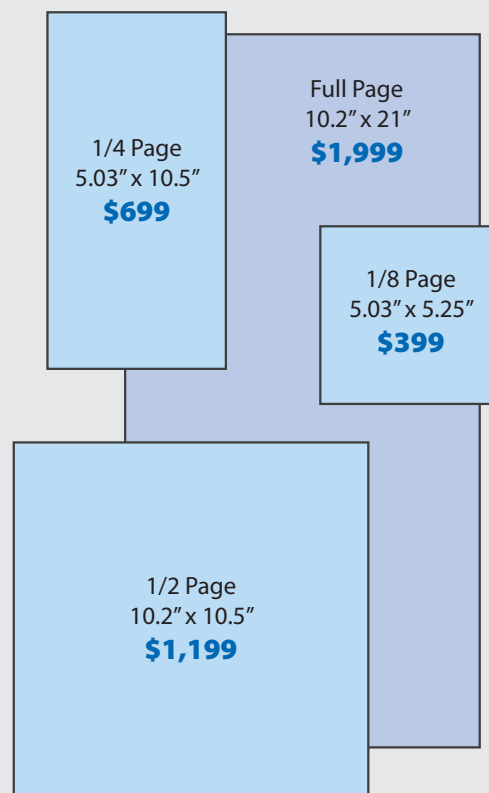
Digital Display Big Square (300px x 250px) on UnionLeader.com
25,000 impressions run of site (\$275 value)

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



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OTHER SIZES AVAILABLE

Digital Promotion – Free

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12 month exposure



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:

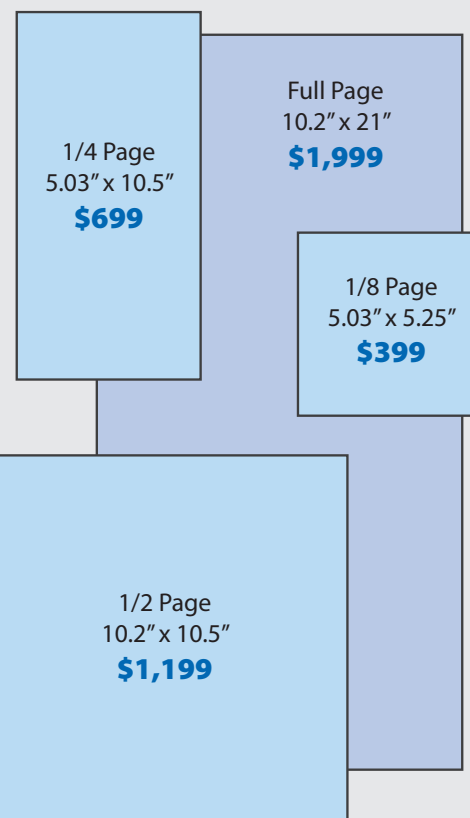
Digital Display Big Square (300px x 250px) on UnionLeader.com
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12 month exposure

ADVERTISE WITH NEW HAMPSHIRE'S LARGEST NEWSPAPER



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:

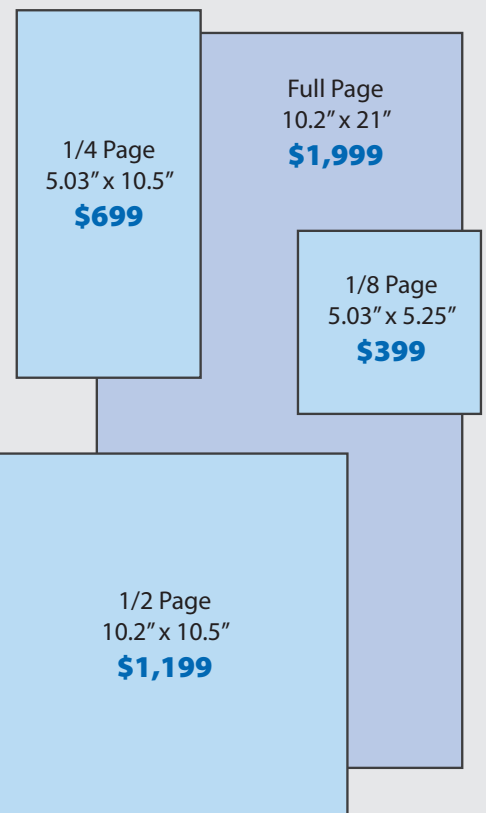
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12 month exposure

NEW HAMPSHIRE
UNION LEADER

Open up New Hampshire.

PO Box 9555, Manchester, NH 03108 • 603-668-4321 • UnionLeader.com



Readers' Choice: Promote the Vote Package

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

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

**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!

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





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:

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\$399

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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**

12 month exposure

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, amusements parks and family fun. Whether you paddle a kayak, cast a finishing 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!)

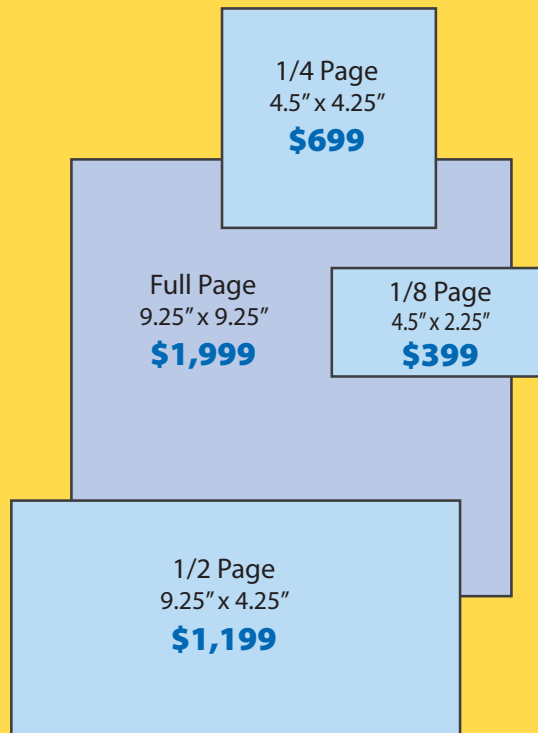
Premium

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**



Digital Promotion – Free

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

12 month exposure



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:

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\$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



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!

NEW HAMPSHIRE
UNION LEADER

Open up New Hampshire.

100 William Loeb Drive, Manchester, NH 03109 • 603-668-4321 • UnionLeader.com



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





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)

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\$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**

12 month exposure



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!

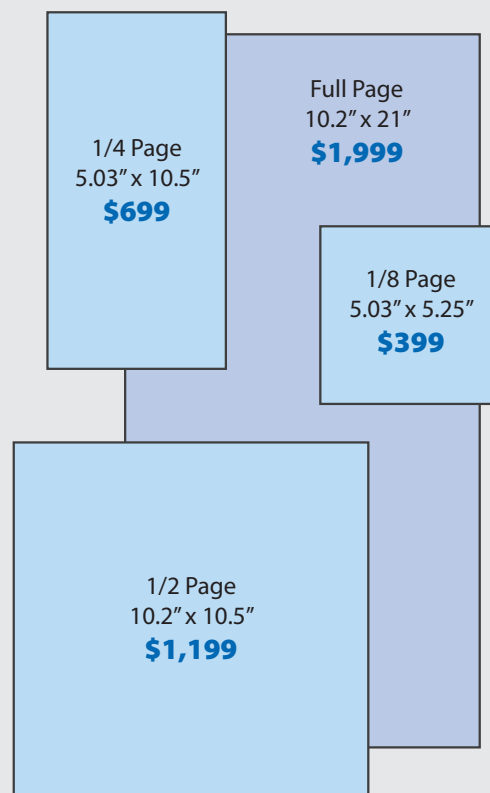
The Paws & Whiskers pet section is the purr-fect place for your business to connect with loyal, engaged pet lovers who treat their furry companions like family. Our readers turn to this new section for trusted health advice, fun activity ideas, and the latest in pet wellness. Whether you offer grooming, 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



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12 month exposure

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!](#)



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Tabloid

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12 month exposure



WICKEDSTEM

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**
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Digital Promotion – Free

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12 month exposure



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:

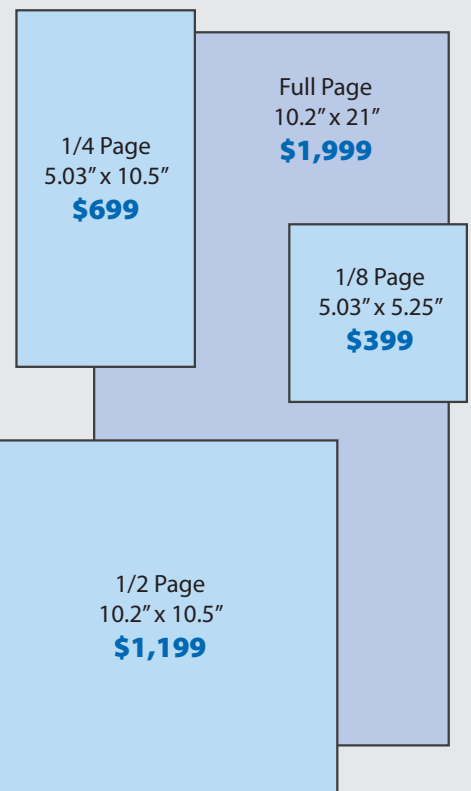
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25,000 impressions run of site (\$275 value)

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12 month exposure



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.

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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:

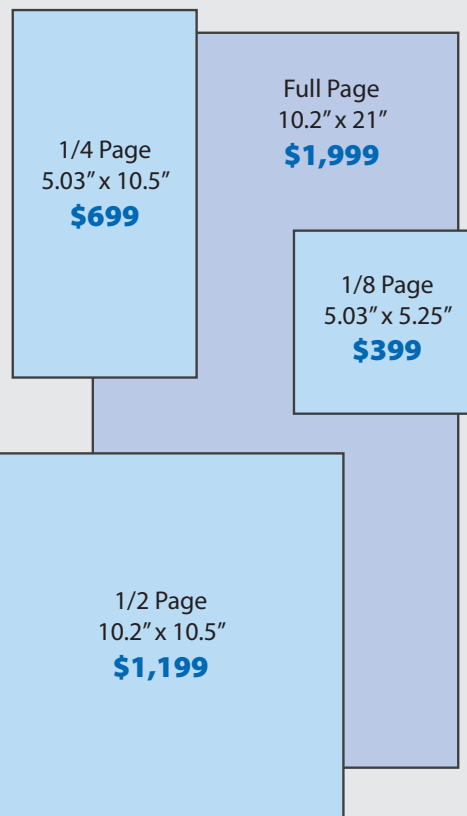
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12 month exposure



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**

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12 month exposure



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:

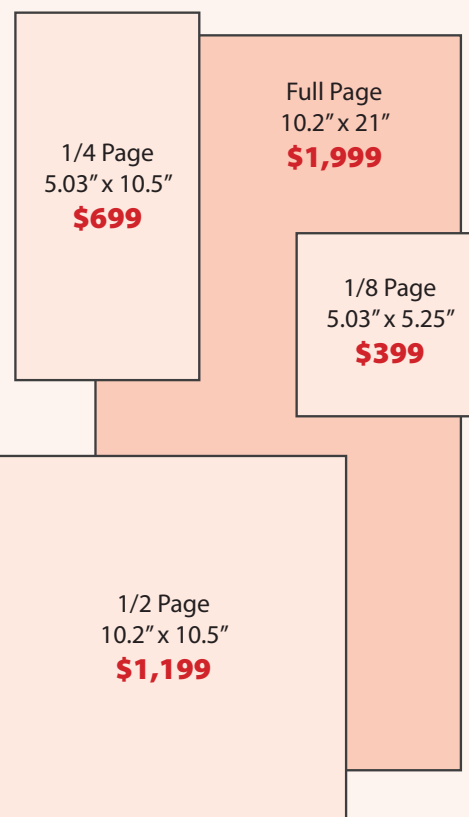
Digital Display Big Square (300px x 250px) on UnionLeader.com
25,000 impressions run of site (\$275 value)

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



(Scan me with your phone's camera!)

Broadsheet



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



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

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



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

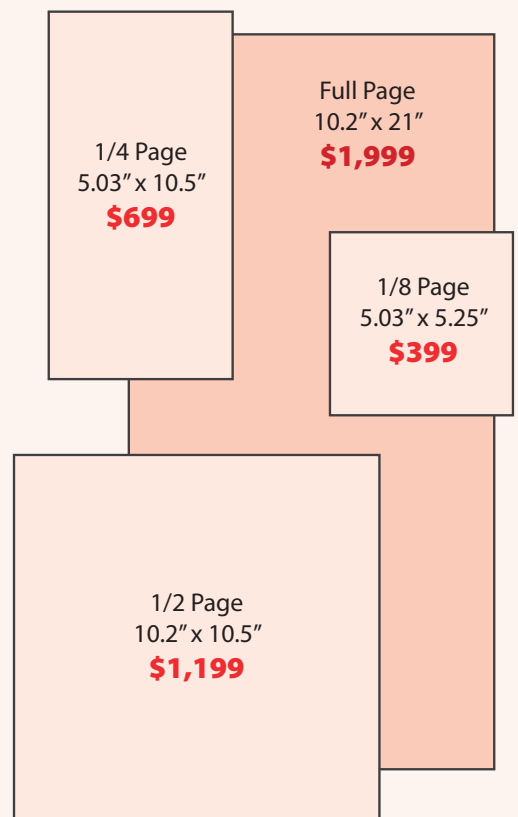


Shop Local



(Scan me with your phone's camera!)

Broadsheet



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

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

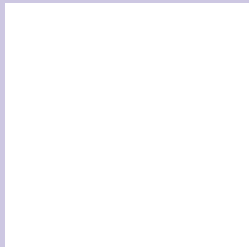


New Hampshire winters are made for playing in the snow all day, then coming into the warmth for delicious food and drinks by the fire. Granite State ski resorts excel at both – with excellent skiing and snowboarding plus fine dining restaurants and full-service spas and salons – all in one place. Mix 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!)





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.

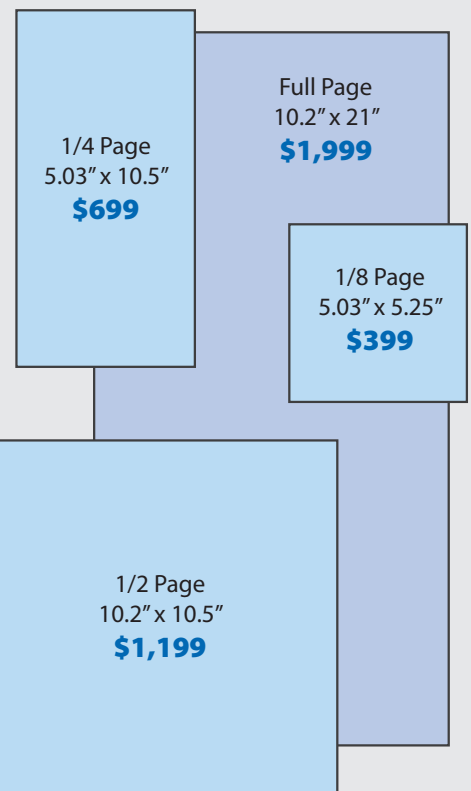
With a strong focus on iconic fairs like the Deerfield Fair (NH) and Fryeburg Fair (ME), the guide attracts audiences deeply engaged in agriculture, youth programs, and local culture. Advertisers benefit from targeted exposure to families, farmers, and pet owners passionate about fair season and community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



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

ADVERTISE WITH NEW HAMPSHIRE'S LARGEST NEWSPAPER



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

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

1/8 page **\$399**

1/4 page **\$699**

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

Full Page **\$1,999**

Plus 25,000 digital impressions on unionleader.com (300x250)

Option 2: Pick Three NH Medical Series

1/8 page **\$339** Per Feature

1/4 page **\$590** Per Feature

1/2 page **\$1,010** Per Feature

Full Page **\$1,699** Per Feature

Plus 50,000 digital impressions on unionleader.com (300x250)

Option 3: Pick Six NH Medical Series

1/8 page **\$279** Per Feature

1/4 page **\$489** Per Feature

1/2 page **\$839** Per Feature

Full Page **\$1,399** Per Feature

Plus 100,000 digital impressions on unionleader.com (300x250)

Option 4: Pick Twelve NH Medical Series

1/8 page **\$199** Per Feature

1/4 page **\$349** Per Feature

1/2 page **\$599** Per Feature

Full Page **\$999** Per Feature

Plus 150,000 digital impressions on unionleader.com (300x250)

Broadsheet

