

# inserts & direct mail

**The Homesteader** is pleased to offer our advertisers a number of options to enhance their message to our readership of new and recent home-buyers. Inserts and Direct Mail offer the opportunity for more direct response and a higher impact and readership, which fits well with any advertising campaign.

## direct response

Inserts are another form of advertising which work well with traditional display advertising.

- Immediate impact - the flyer falls out of the paper so is seen by many readers
- Call to Action - Inserts typically provide better "direct response" results than traditional advertising.
- Image Control - You print your inserts so you have total control over quality and cost.

Inserts can be delivered to new and recent home buyers for about one-tenth the cost of first-class direct mail.

## inserts

Inserts offer the best alternative to direct mail. For about a dime per household, you can send your printed piece to our entire readership, or pick out certain demographics of interest:

- Run-of-press (entire circulation of publication)
- The Most Recent Movers (last month, three months, six months, one year, or more)
- The Highest Income Readers (by home price)
- Couples (two buyers)
- Zip Code(s)

Inserts must be preprinted and shipped directly to our printer, with tracking. See your sales representative for shipping details and deadlines.

### ADVERTISER'S RATE:

**\$100/thousand for Run-of-Press. Any subset, \$110/thousand.  
Minimum 5,000 inserts/year.**

### NON-ADVERTISER'S RATE:

**\$150/thousand for Run-of-Press. Any subset, \$175/thousand.  
Minimum 5,000 inserts/year.**

## direct mail

Some advertisers prefer to send a first-class letter, or even a small gift (like a refrigerator magnet). You can purchase our database in any of the following subsets:

- Price of home (above any sale price)
- Length of stay in home (pick any time frame, from last month to five years ago!)
- Zip Code(s)

### Delivery is available in any of these formats:

- Peel-and-stick labels
- Diskette
- Excel file (via email)

### ADVERTISER'S RATE:

**\$95/thousand in any format (email, diskette, peel-and-stick labels)  
Minimum Order \$50/month**

### NON-ADVERTISER'S RATE:

**\$125/thousand in any format. Minimum Order: \$100/month.**

Call Amanda for further information or to meet with a local Territory Manager

**800-941-9907 ext. 12**

Since 1990

THE  
**Homesteader**<sup>®</sup>

The Publication for New & Established Homeowners™

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