

THE DIGEST

DeseretNews.



2025 MEDIA KIT
DECEMBER

AUDIENCE DEMOGRAPHICS

Deseret News Monthly section, a compilation of the finest stories from Deseret News’ online platform, magazine, and weekly sections. Immerse yourself in the most engaging online articles, thought-provoking Deseret Magazine pieces, and topical newspaper stories, carefully curated to enrich your reading experience.

This tabloid will be distributed twice a month to a total of 100,000+ homes, reaching various zones and ensuring broad readership across the region. Prepare to delve into a world of captivating storytelling, insightful reporting, and compelling narratives delivered straight to your doorstep.



Circulation: Approximately 100,000+ homes per month
Target Market: Homeowners
Distribution: Direct mail in zones from Davis to Utah County

2025 DECEMBER SCHEDULE

Distribution Date	Space Reservation	Artwork Deadline
December 6, 2025	November 17, 2025	November 19, 2025
December 20, 2025	December 1, 2025	December 3, 2025

DISTRIBUTION AREAS

DECEMBER 6TH

County	Municipality	Approx. # of Homes
Davis County	Farmington, Woods Cross 84025, 84087	12,500
Salt Lake County	Salt Lake City, Murray, West Jordan, Taylorsville, Sandy 84116, 84107, 84088, 84129, 84093	26,500
Utah County	Saratoga Springs 84045	11,000

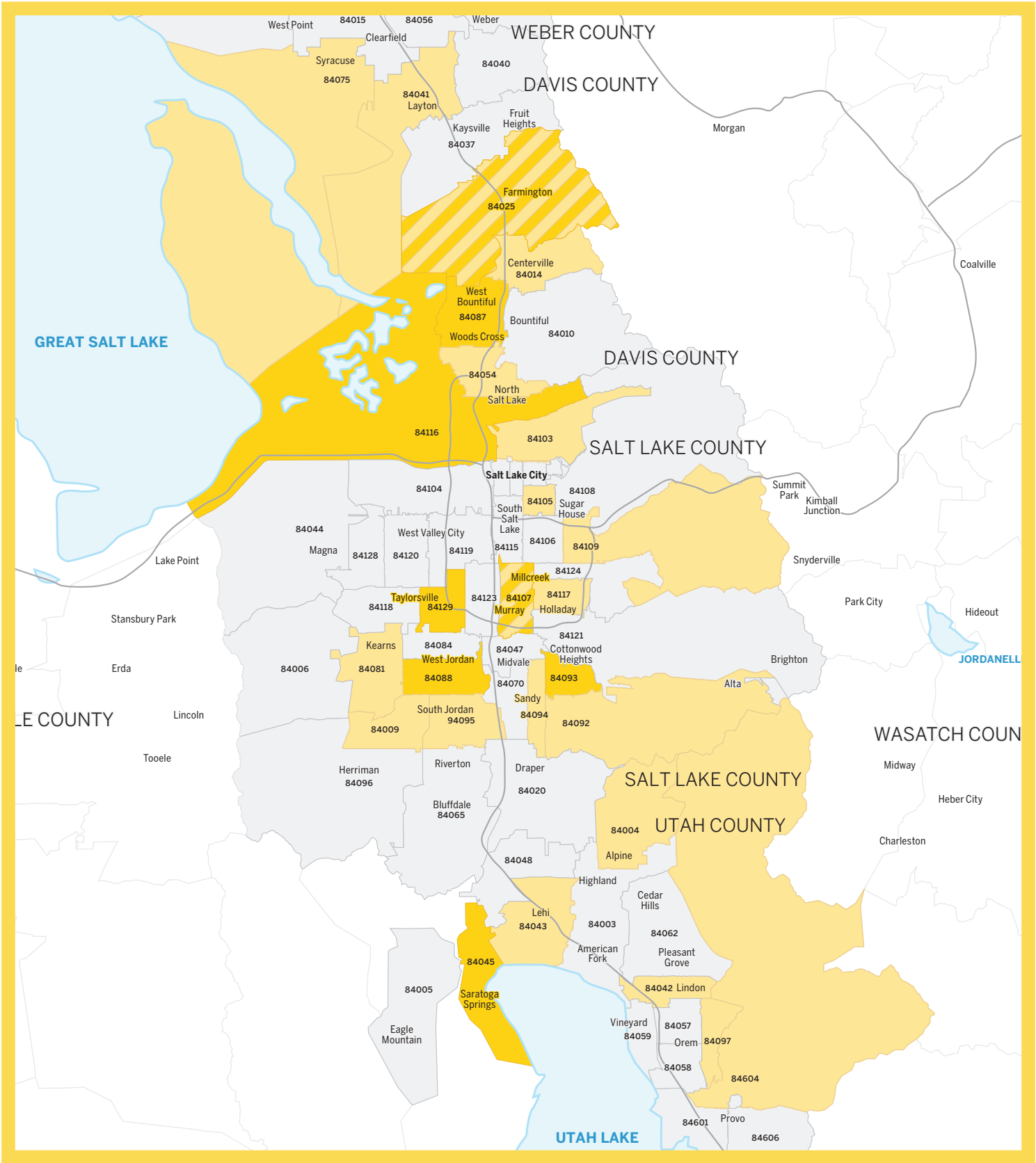
DECEMBER 20TH

County	Municipality	Approx. # of Homes
Davis County	Layton, Syracuse, Centerville, Farmington, North Salt Lake 84041, 84075, 84014, 84025, 84054	8,500
Salt Lake County	Salt Lake City, Murray, Sandy, West Jordan, South Jordan, Holladay 84103, 84105, 84107, 84109, 84094, 84092, 84081, 84095, 84009, 84117	28,000
Utah County	Alpine, Lehi, Lindon, Provo, Orem 84004, 84043, 84042, 84604, 84097	13,000

*Schedule subject to change. Please contact your advertising representative to confirm deadlines. Deseret Monthly is scheduled for 12 months in 2025.
**A deposit is required on all advertising space unless approved for credit through Deseret News. Balance will be due and payable in the publication month.

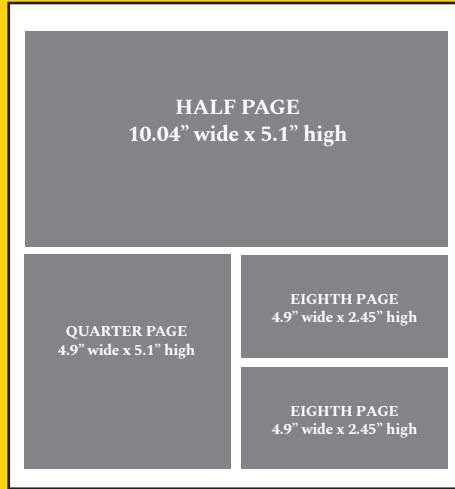
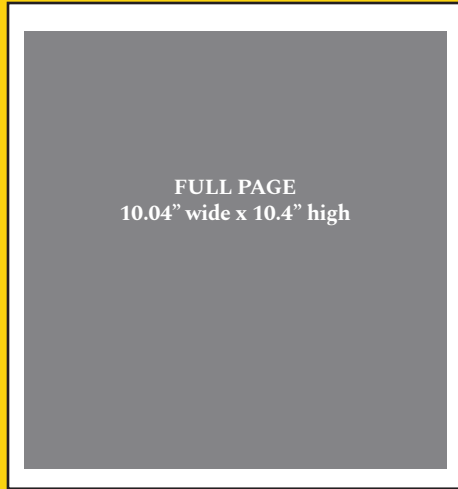
DISTRIBUTION MAP

December 6 Distribution December 20 Distribution



**Map details subject to change and not specifically represented by the shapes, this is for reference only. Some areas may overlap.*

AD SPECS



ADVERTISING RATES

Premium Positions	Size	Base Rate
Front Page Banner	10.04" x 3.46"	\$1000
Back Page	10.04" x 10.4"	\$1800
Page 3	10.04" x 10.4"	\$1800
Inserts (Single Sheets)	See Sales Rep	\$23 CPM

Standard Sizes	Size	Price
Eighth Page	4.9" x 2.45"	\$175
Quarter Page	4.9" x 5.1"	\$350
Half Page	10.04" x 5.1"	\$700
Full Page	10.04" x 10.4"	\$1400

- Acceptable file format. PDF Only: No application files such as InDesign, QuarkXPress, Illustrator or Word will be accepted.
- Do not include bleeds, trims or printer marks when creating your PDF
- Color and resolution. All elements in ads must be built in CMYK or grayscale with a resolution of 200 to 400 dpi. Images used from a Web site are not acceptable as they are RGB and 72 dpi.
- Fonts. All fonts must be embedded into the document during the PDF creation process or turned to outlines before creating the PDF.

HAVE ANY QUESTIONS? PLEASE CONTACT YOUR DESERET NEWS SALES REPRESENTATIVE