# THE DIGEST A Deservet News.



2025 MEDIA KIT

### 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

<sup>\*</sup>Schedule subject to change. Please contact your advertising representative to confirm deadlines. Deseret Monthly is scheduled for 12 months in 2025.

<sup>\*\*</sup>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**

84015 West Point WEBER COUNTY Clearfield Syracuse 84075 DAVIS COUNTY 84041 Fruit Kaysville Heights Morgan 84037 Farmington Centerville 84014 Coalville West Bountiful 84087 Bountiful **GREAT SALT LAKE** DAVIS COUNTY 84116 84103 SALT LAKE COUNTY Salt Lake City 84108 Park Kimball Junction 84105 Sugar House South Salt Lake 84044 West Valley City 84106 84115 Magna 84119 84128 84120 Lake Point Snyderville Millcreek 84124 84117 Park City Holladay Hideout Stansbury Park 84084 84047 Cottonwood Heights Brighton JORDANELL Midvale Erda 84006 84088 84093 84070 Sandy South Jordan 94095 Lincoln LE COUNTY 84009 WASATCH COUN Tooele Riverton Midway Draper Herriman SALT LAKE COUNTY 84020 Heber City Bluffdale **UTAH COUNTY** Charleston Alpine 84048 Highland Lehi 84003 84043 84062 Pleasant Grove 84045 84005 84057 Eagle Mountain 84604 Provo **UTAH LAKE** 84606

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 DESERT NEWS SALES REPRESENTATIVE