

2026 MEDIA KIT QUARTER 2

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: 50,000+

Target Market: Homeowners

Distribution: Direct mail in Davis, Salt Lake and Utah County

2026 QUARTER 2 SCHEDULE

Distribution Date	Space Reservation	Artwork Deadline
April 4th	March 16th	March 19th
April 18th	March 30th	April 1st
May 2nd	April 13th	April 16th
May 16th	April 27th	April 30th
June 6th	May 18th	May 21st
June 20th	June 1st	June 4th

**Schedule subject to change. Please contact your advertising representative to confirm deadlines. Deseret Digest is scheduled for 12 months in 2026. **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 AREAS.

APRIL 4TH

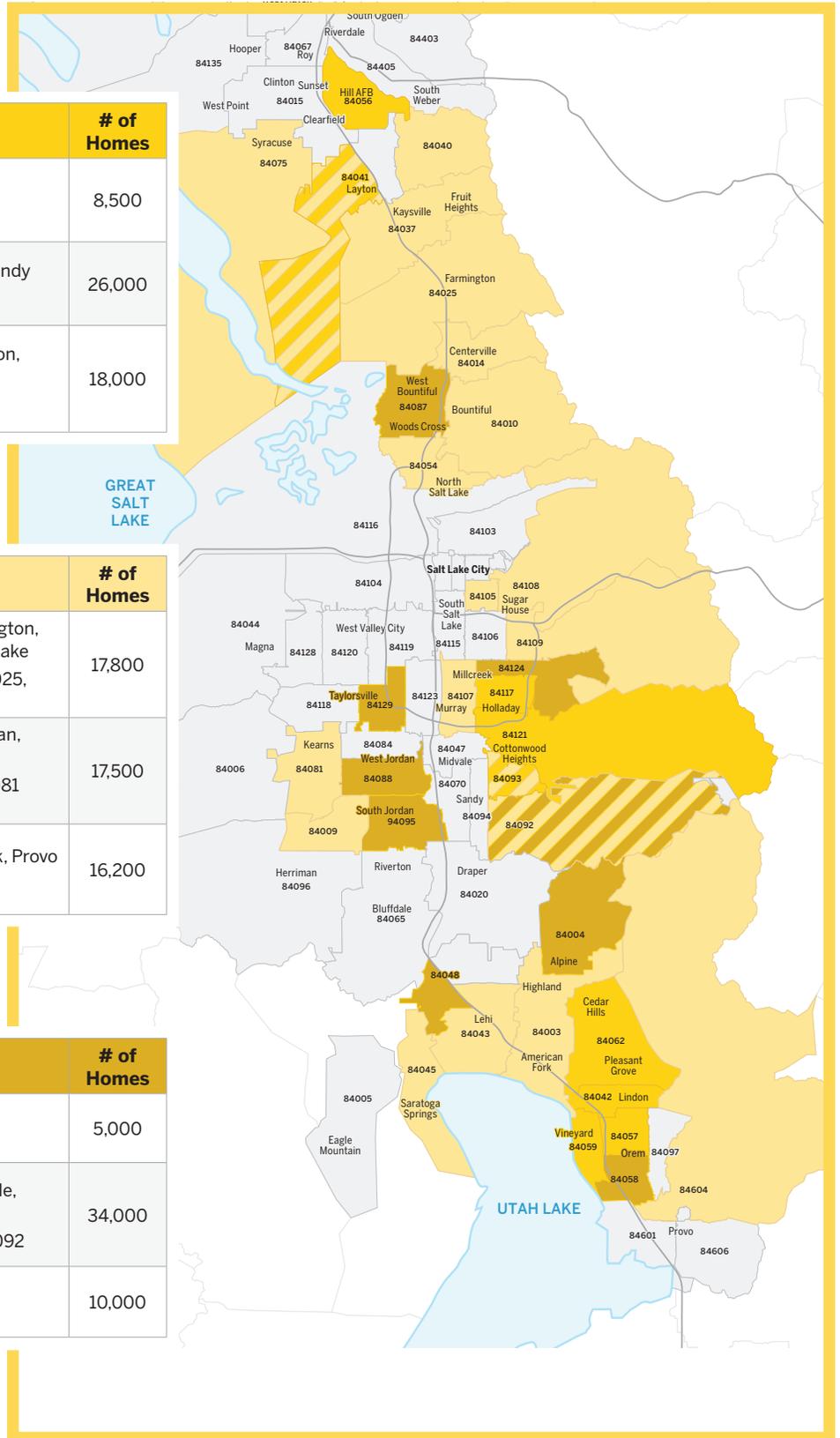
County	Municipality	# of Homes
Davis County	Hills AFB, Layton West of I-15 84056, 84041	8,500
Salt Lake County	Cottonwood Heights, Millcreek, Sandy 84121, 84117, 84093	26,000
Utah County	Pleasant Grove, Cedar Hills, Lindon, Vinyard, Orem 84062, 84042, 84059, 84057	18,000

APRIL 18TH

County	Municipality	# of Homes
Davis County	Syracuse, Layton, Kaysville, Farmington, Centerville, Bountiful, North Salt Lake 84075, 84041, 84040, 84037, 84025, 84014, 84010, 84054	17,800
Salt Lake County	Murray, Salt Lake City, West Jordan, South Jordan, Sandy 84107, 84105, 84108, 84109, 84081 84009, 84094, 84093	17,500
Utah County	Saratoga Springs, Lehi, American Fork, Provo 84045, 84043, 84003, 84604	16,200

MAY 2ND

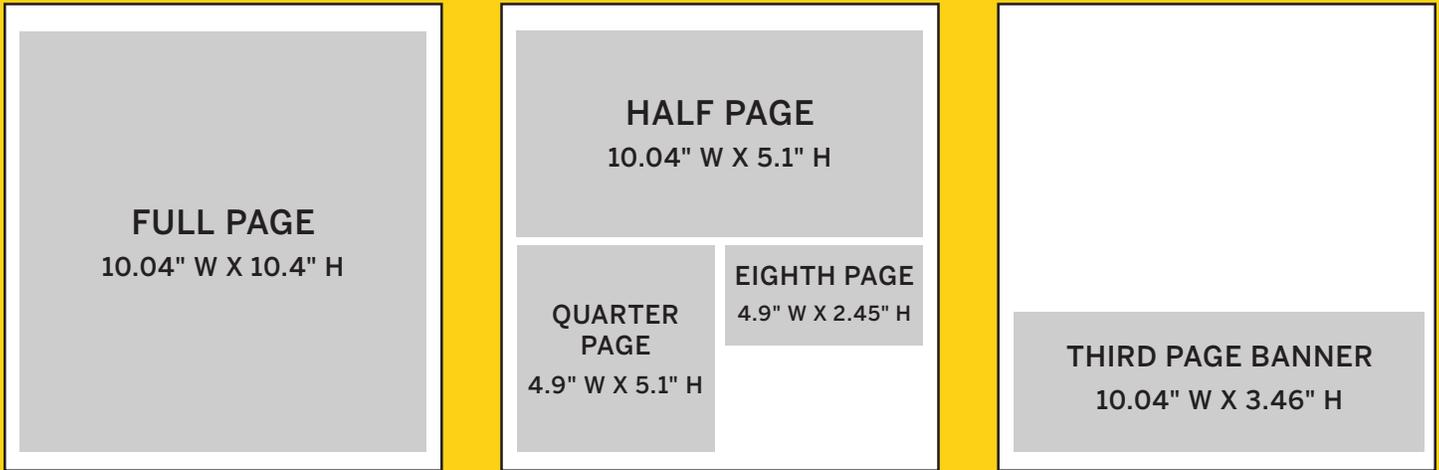
County	Municipality	# of Homes
Davis County	Woods Cross 84087	5,000
Salt Lake County	Holladay, West Jordan, Taylorsville, South Jordan, Sandy 84124, 84088, 84129, 84095, 84092	34,000
Utah County	Lehi West of I-15, Alpine, Orem 84048, 84004, 84058	10,000



*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

