

THE DIGEST

Deseret News.

2026 MEDIA KIT QUARTER 1

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 1 SCHEDULE.

Distribution Date	Space Reservation	Artwork Deadline
January 17, 2026	December 29, 2025	December 31, 2025
February 7, 2026	January 19, 2026	January 21, 2026
February 21, 2026	February 4, 2026	February 6, 2026
March 7, 2026	February 16, 2026	February 18, 2026
March 21, 2026	March 4, 2026	March 6, 2026

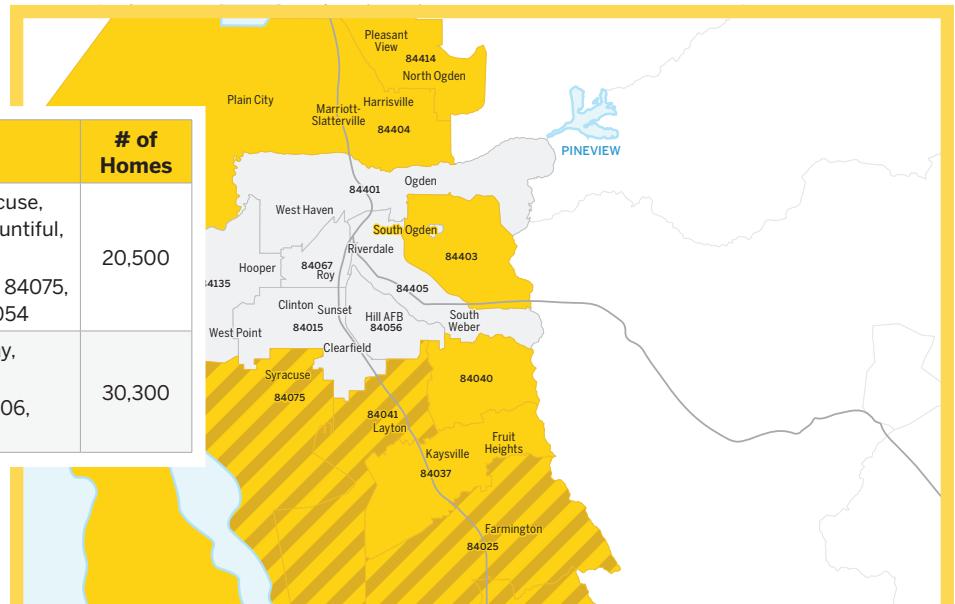
*Schedule subject to change. Please contact your advertising representative to confirm deadlines. Deseret Digest is scheduled for 12 months in 2026. **A deposit is required on all advertising space unless approved for credit through Deseret News. Balance will be due and payable in the publication month.



DISTRIBUTION AREAS.

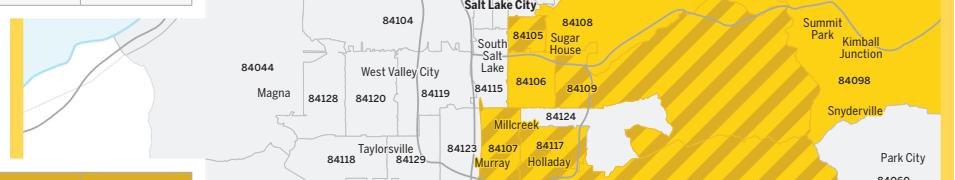
JANUARY 17TH

County	Municipality	# of Homes
Davis County	North Ogden, Ogden, Layton, Syracuse, Kaysville, Centerville, Farmington, Bountiful, North Salt Lake 84414, 84404, 84403, 84040, 84041, 84075, 84037, 84014, 84025, 84010, 84054	20,500
Salt Lake County	Park City, Salt Lake City, Holladay, Cottonwood Heights 84098, 84103, 84105, 84108, 84106, 84107, 84109, 84117, 84121	30,300



FEBRUARY 7TH

County	Municipality	# of Homes
Salt Lake County	Riverton, Bluffdale, Herriman South 84065, 84096	27,500
Utah County	Lehi West of I-15, American Fork, Highland, Alpine 84043, 84048, 84003, 84004	24,500



FEBRUARY 21ST

County	Municipality	# of Homes
Davis County	Layton, Farmington, Syracuse, Centerville 84041, 84025, 84075, 84014	9,200
Salt Lake County	Salt Lake City, Murray, Holladay, Cottonwood, Sandy, South Jordan, Herriman 84103, 84105, 84107, 84117, 84121, 84093, 84094, 84009, 84096	31,300
Utah County	Alpine, Lehi, Lindon, Provo, Orem 84004, 84043, 84042, 84604, 84097	9,700



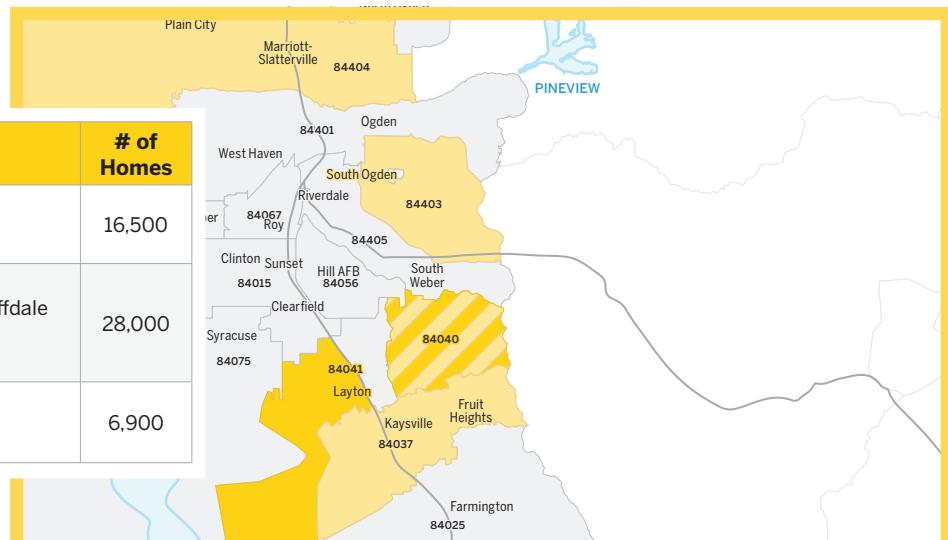
**Map details subject to change and not specifically represented by the shapes, this is for reference only. Some areas may overlap.*



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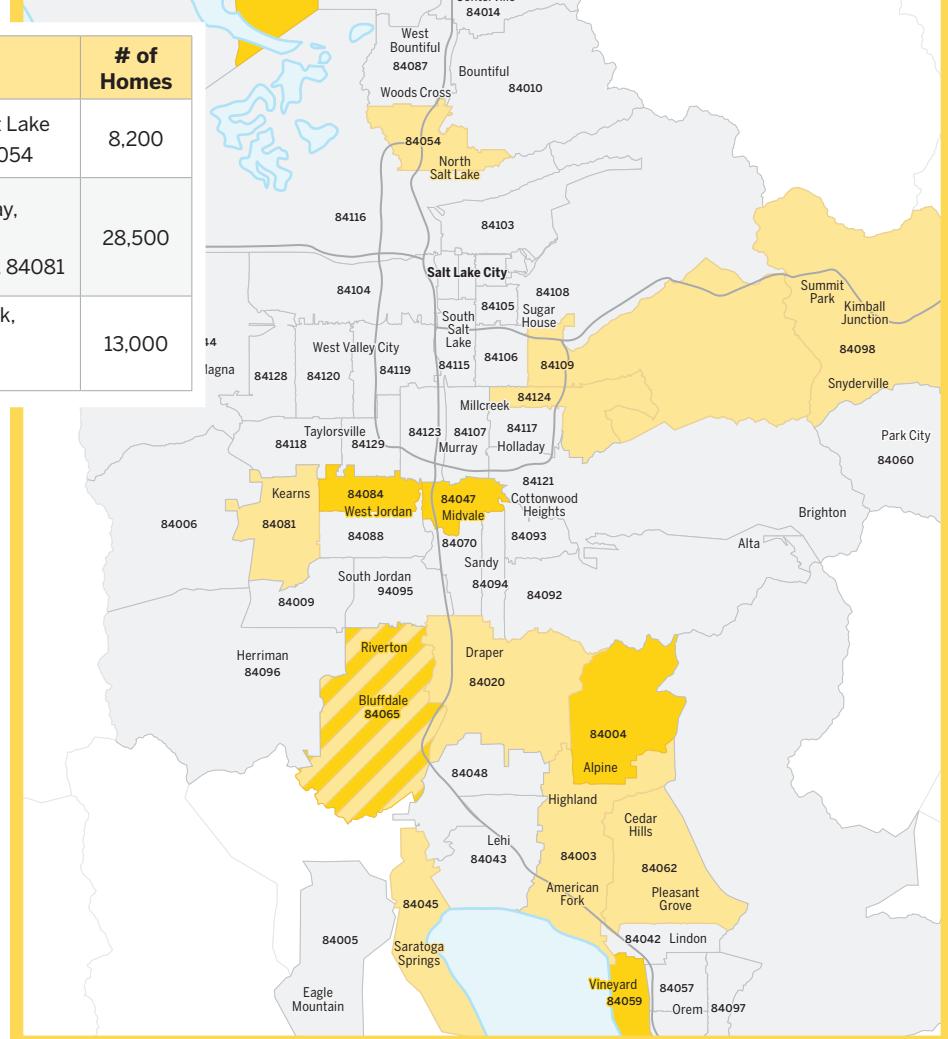
MARCH 7TH

County	Municipality	# of Homes
Davis County	Layton 84041, 84040	16,500
Salt Lake County	Midvale, West Jordan, Riverton, Bluffdale 84047, 84084, 84065	28,000
Utah County	Vineyard, Alpine 84059, 84004	6,900



MARCH 21ST

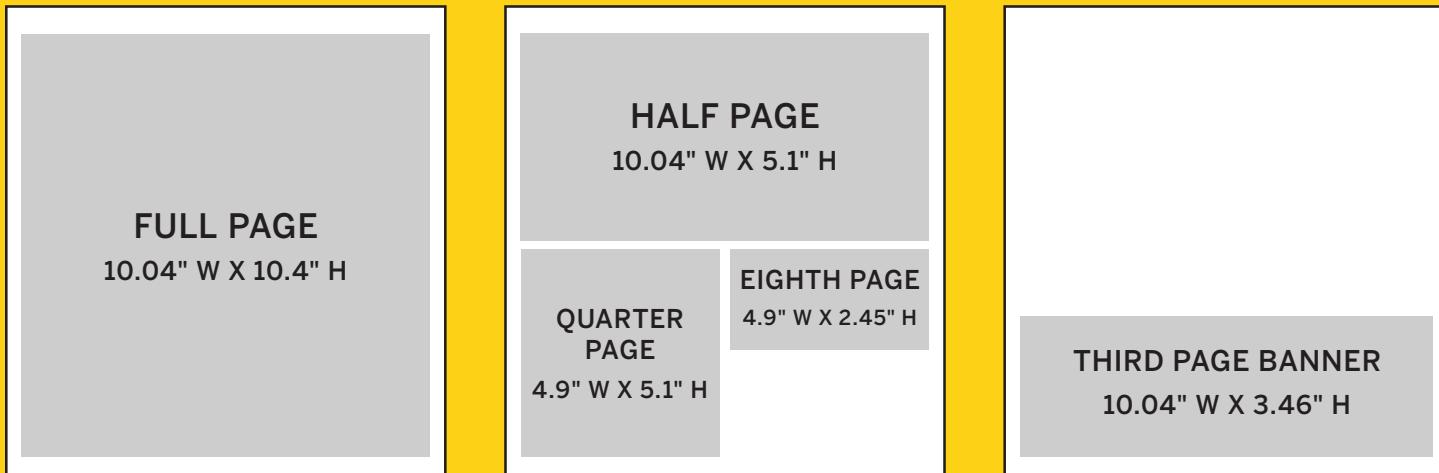
County	Municipality	# of Homes
Davis County	Ogden, Kaysville, Layton, North Salt Lake 84404, 84403, 84037, 84040, 84054	8,200
Salt Lake County	Park City, Salt Lake City, Holladay, Draper, Riverton, West Jordan 84098, 84109, 84124, 84020, 84065, 84081	28,500
Utah County	Saratoga Springs, American Fork, Pleasant Grove 84048, 84003, 84062	13,000



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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

