

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

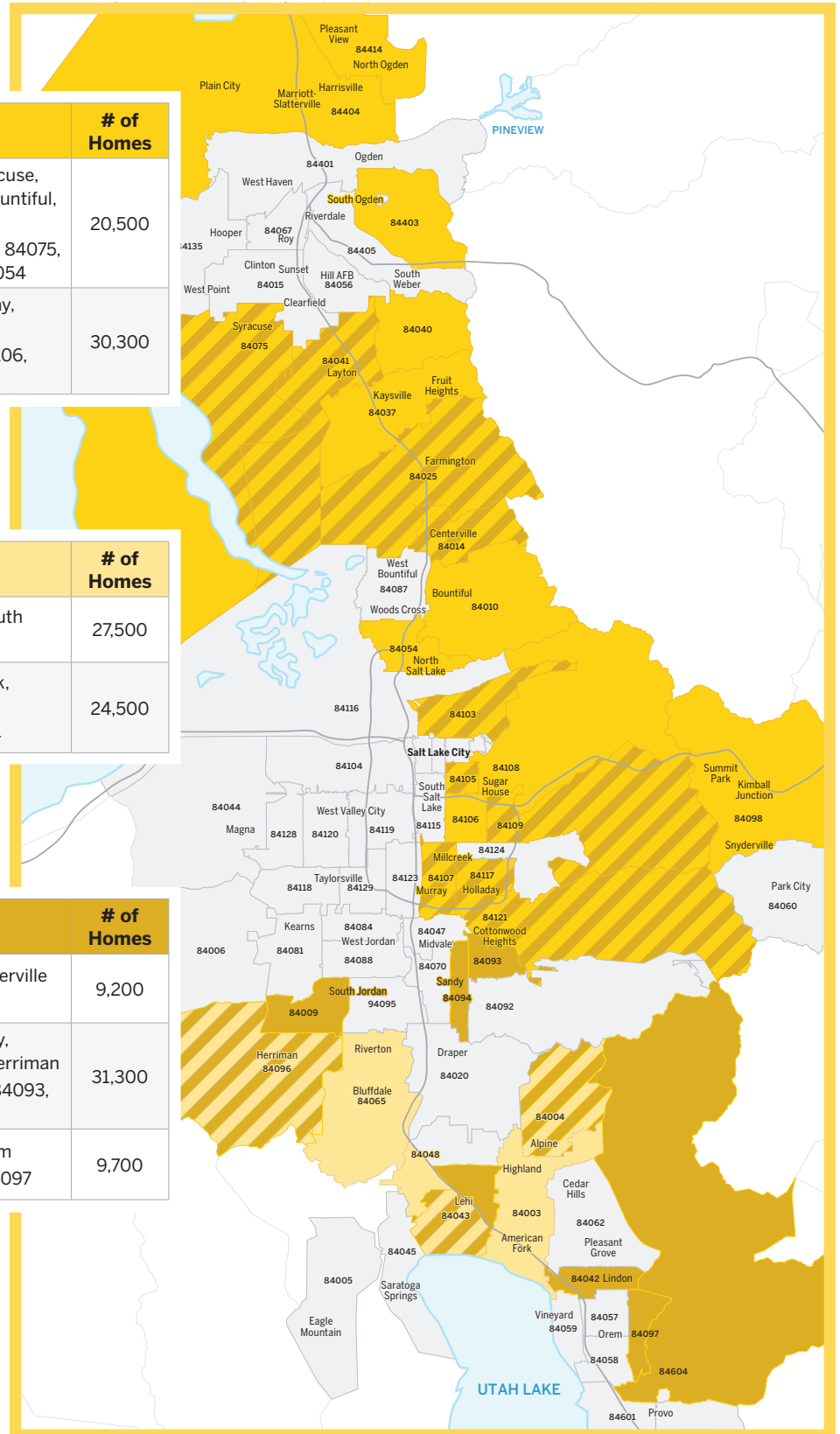
| County | Municipality | # of Homes |
|------------------|---|------------|
| Davis County | North Ogden, Ogden, Layton, Syracuse, Kaysville, Centerville, Farmington, Bountiful, North Salt Lake 84414, 84404, 84403, 84040, 84041, 84075, 84037, 84014, 84025, 84010, 84054 | 20,500 |
| Salt Lake County | 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.



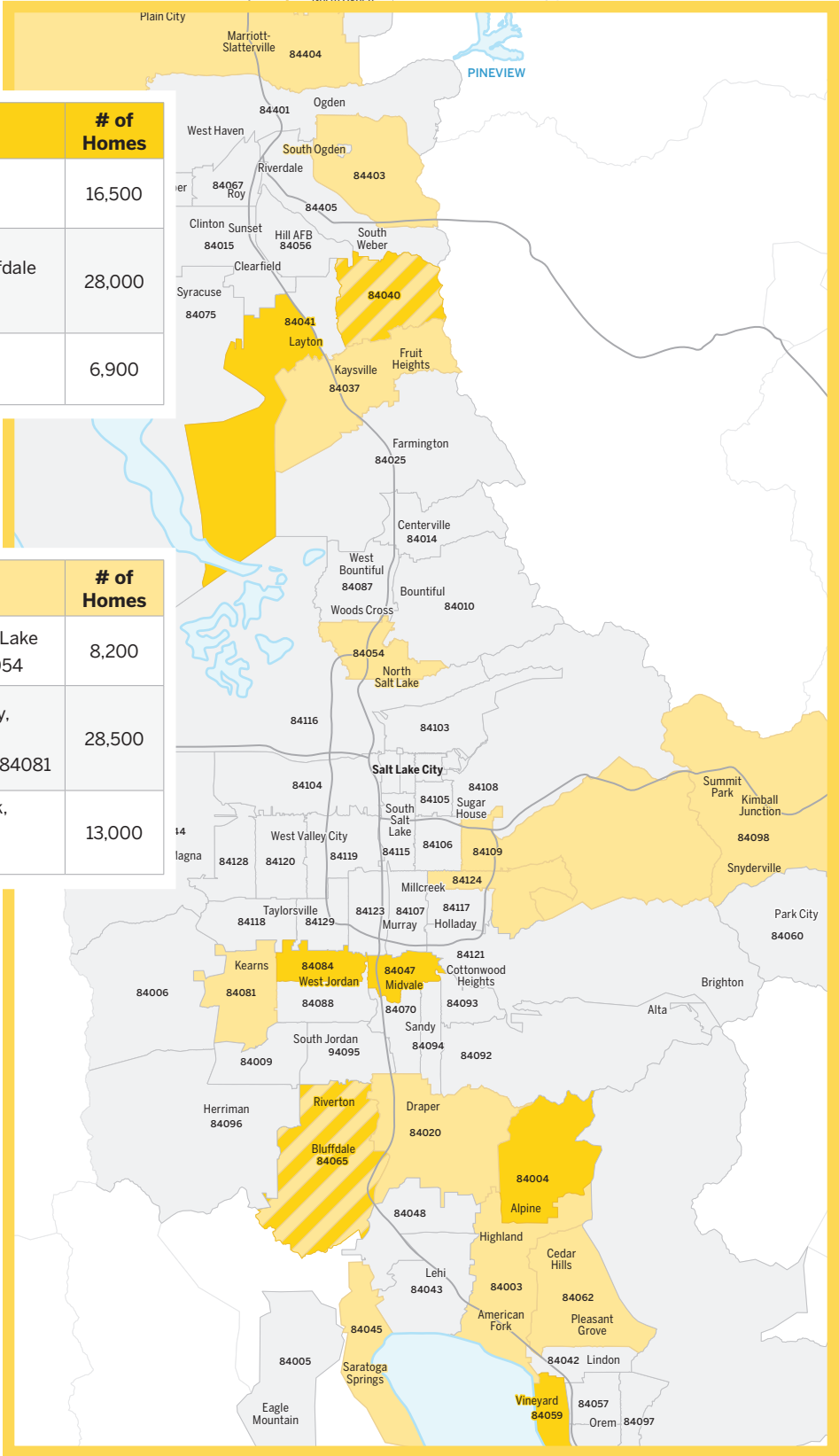
DISTRIBUTION AREAS.

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

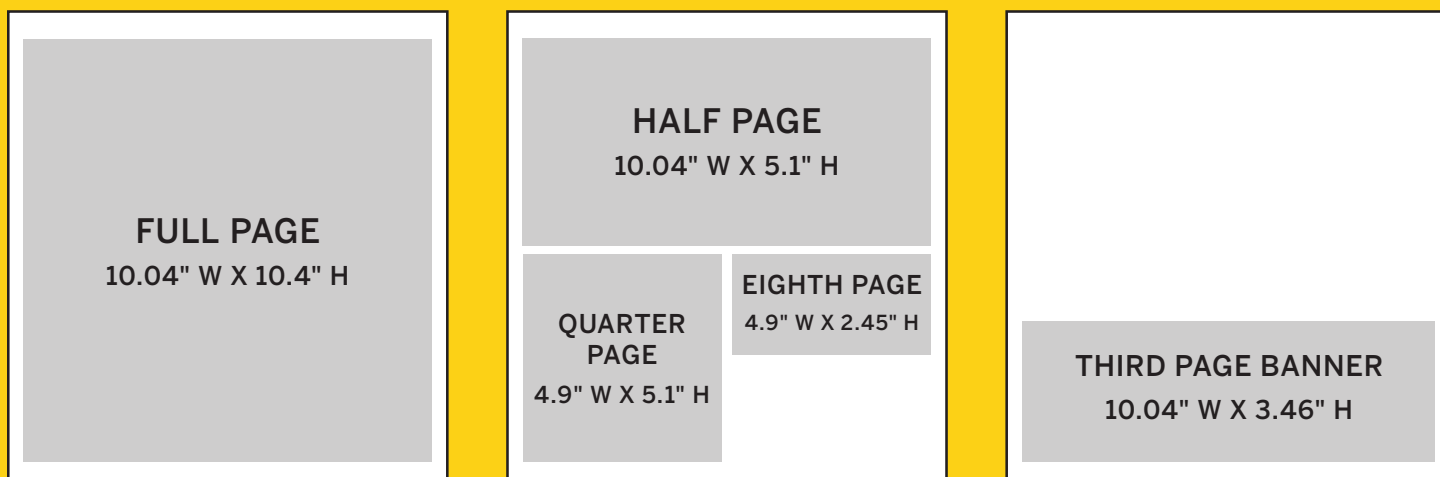
| County | Municipality | # of Homes |
|------------------|--|------------|
| Davis County | Ogden, Kaysville, Layton, North Salt Lake 84404, 84403, 84037, 84040, 84054 | 8,200 |
| Salt Lake County | Park City, Salt Lake City, Holladay, Draper, Riverton, West Jordan 84098, 84109, 84124, 84020, 84065, 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

