# HOMETOWN SAVVY®

## Eugene | Springfield

**Home Guide Version:**

Distribution Exclusively by US postal service delivery to Single-Family Homes!

Targeted Reach including nearly 45,000 Homeowners.

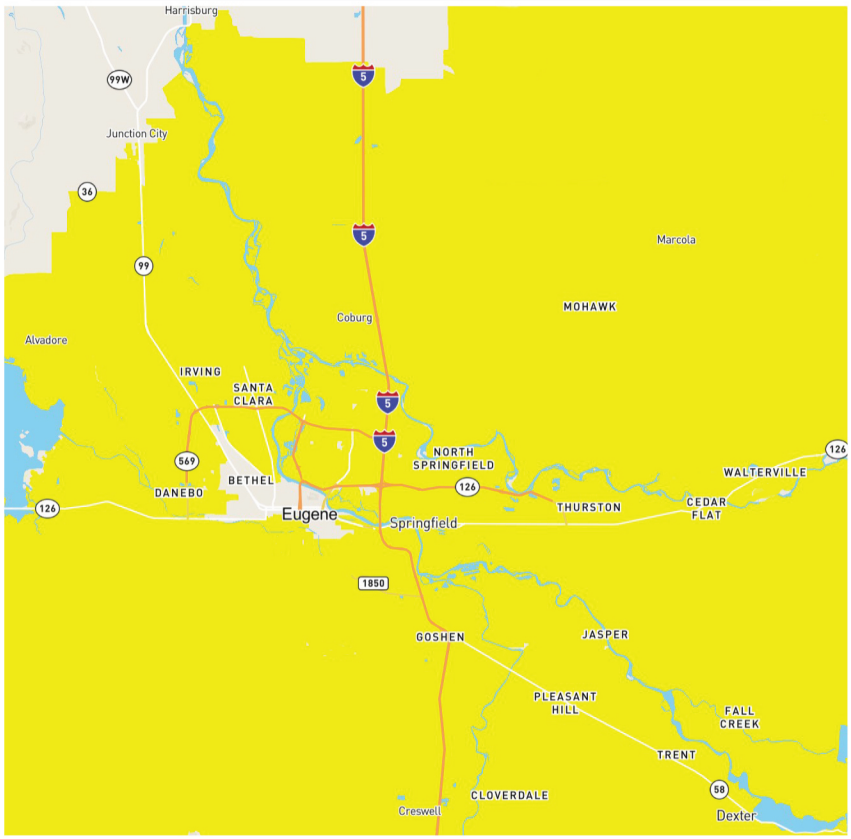
## Every Household Receives Mail!

**The BEST marketing "site" is the one place consumers check everyday....**

**Their Mailbox!**

**Five Issues Published Each Year: late-Winter, Spring, early-Summer, Fall, Holiday**

**Mailed Distribution Coverage Shown in Yellow Below**




## 66,000 Single-Family Homes

**Mailed Each Issue!**

### Distribution by Region:

| | Homes Mailed |
|---|---|
| Coburg Rd. / Coburg | 12,000 |
| River Road | 13,500 |
| South Eugene & Hendricks Park | 17,000 |
| West Eugene | 8,500 |
| Springfield / Thurston / Walterville | 13,000 |
| Creswell & Hwy 58 to Lowell | 2,000 |

**541-378-3044 • www.hometownsavvy.com**

# HOMETOWN SAVVY®

## SUPPLEMENTAL DISTRIBUTION

A Second/Separate Magazine Version

→ Exclusively Mailed to Apartments / Multi-Family Homes ←

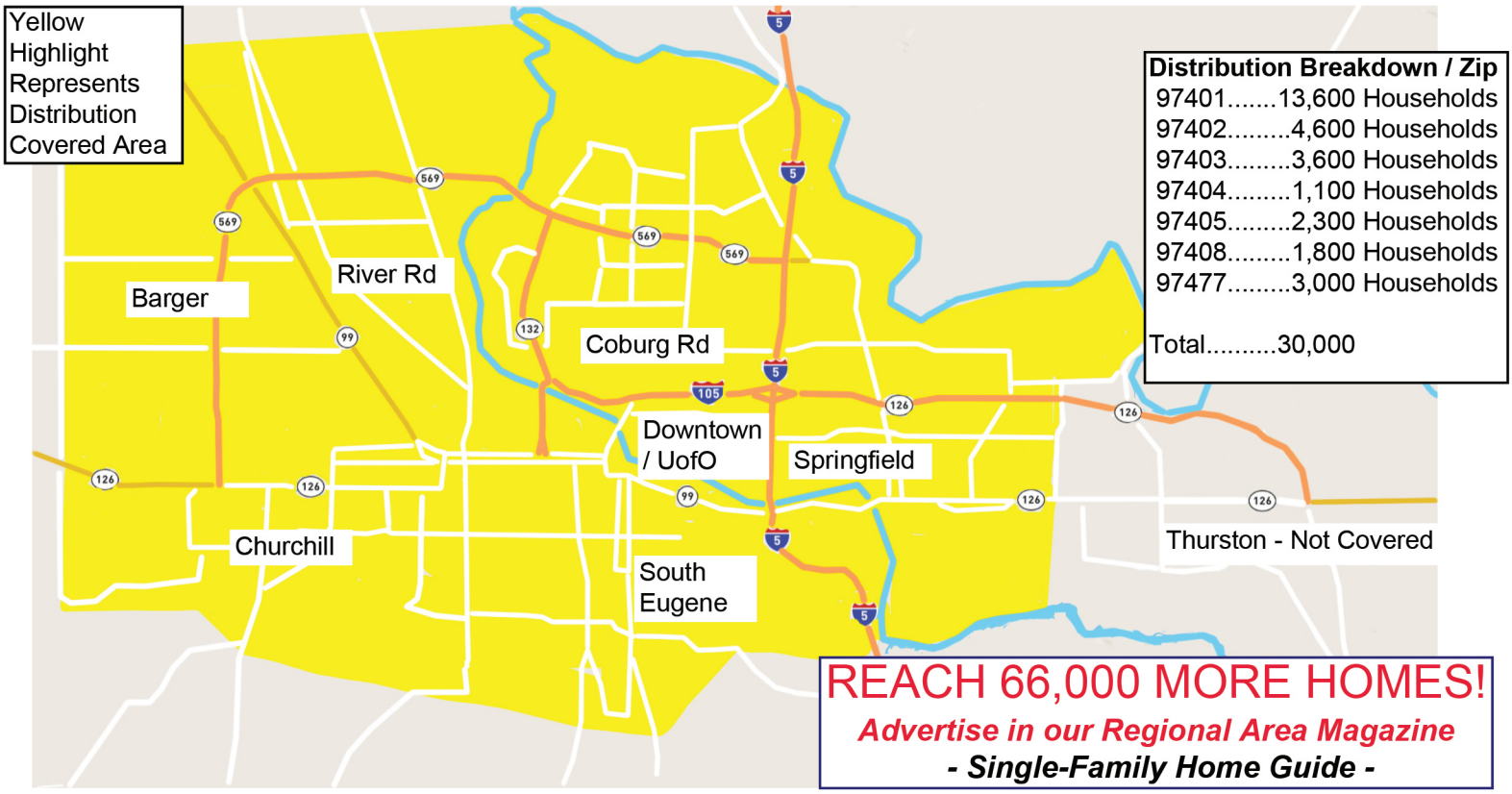
*- These are Households Not Covered by Our Regular Distribution -*

US Postal Service Delivery
Postcard Style Advertising

**PUBLISHED 5X YEARLY: late-Winter, Spring, early-Summer, Fall, Holiday**

**Mailed to 30,000 Apartments/issue**

- Local Residential: 21,000 apartments
- Designated as College: 9,000 apartments




**Distribution Breakdown / Zip**

| | |
|---|---|
| 97401 | 13,600 Households |
| 97402 | 4,600 Households |
| 97403 | 3,600 Households |
| 97404 | 1,100 Households |
| 97405 | 2,300 Households |
| 97408 | 1,800 Households |
| 97477 | 3,000 Households |
| Total | 30,000 |

REACH 66,000 MORE HOMES!

***Advertise in our Regional Area Magazine***

***- Single-Family Home Guide -***

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