

THE
SHOPPER



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Effectively reach bargain conscious consumers.

Bargain conscious consumers in Arizona spend millions of dollars each year on everything from apparel and furniture to entertainment and technology and are constantly on the look out for good deals. These individuals are savvy shoppers who seek out the Valley's best values, and they rely on *The Shopper* to provide them with purchasing information. The readers are comprised of all demographics including stay-at-home mothers, dual income families and retired couples in search of the best prices. *The Shopper* features great weekly specials, bargain-hunting tips, things to do with the family, crossword puzzles, horoscopes and more. This engaging publication is the Valley's one-stop shopping guide, and the most cost-effective way to reach savvy bargain consumers looking for deals. Great for small businesses and retail outlets, advertising with *The Shopper* means advertising to your target audience and driving consumers right to your door. It stands out against the competition, reaches thousands of shoppers in your area, and showcases your products and services. Place an ad or insert today and increase your visibility.

The Shopper reader profile:

- 21% are 18-34
- 24% are 35-44
- 55% are 45+
- 23% have annual household incomes under \$35K
- 43% have annual household incomes between \$35-75K
- 34% have annual household incomes of \$75k+
- 27% are dual income families
- 59% have at least some college education

Consumer shopping habits:

- 38% plan on purchasing computer equipment in the coming year
- 25% plan to buy a video camera/DVD in the next year
- 25% plan on buying a TV in the next year
- 32% have a car loan

Deadlines:

Publication date:

Every Thursday

Display space and materials deadline:

Friday prior to publication by 5 p.m.

Liner space deadline:

Tuesday prior to publication by 10 a.m.

Distribution and frequency:

- *The Shopper* has more categories than anyone, featuring Merchandise, Real Estate, Employment, Business & Money, Rentals, local shops and specialty services
- Audited circulation by Verified Audit Circulation

Target your message to one, two or all three areas across the Valley.

- *The Shopper* is published weekly and distributed FREE at over 2,500 high traffic locations
- There are three targeted editions distributed across the East, West, and Central Valley totaling 80,000 copies

Reach the customers you are looking for.
Call today 602.444.2727

Pricing Per Week

One Zone

	Open	8 Wks	13 Wks	26 Wks	52 Wks
Full Pg	\$851.00	\$648.00	\$555.00	\$463.00	\$371.00
1/2 Pg	\$497.00	\$378.00	\$324.00	\$270.00	\$216.00
1/4 Pg	\$284.00	\$216.00	\$185.00	\$154.00	\$124.00
1/8 Pg	\$160.00	\$122.00	\$104.00	\$87.00	\$69.00
1/16 Pg	\$89.00	\$67.00	\$58.00	\$48.00	\$39.00
2 Inch	\$44.00	\$34.00	\$28.00	\$24.00	\$19.00
3 Inch	\$65.00	\$49.00	\$43.00	\$36.00	\$28.00
4 Inch	\$87.00	\$66.00	\$57.00	\$47.00	\$38.00
Dbl Truck	\$1,702.00	\$1,296.00	\$1,110.00	\$926.00	\$742.00

Two Zones

	Open	8 Wks	13 Wks	26 Wks	52 Wks
Full Pg	\$1,616.90	\$1,231.20	\$1,054.50	\$879.70	\$704.90
1/2 Pg	\$944.30	\$718.20	\$615.60	\$513.00	\$410.40
1/4 Pg	\$593.60	\$410.40	\$351.50	\$292.60	\$235.60
1/8 Pg	\$304.00	\$231.80	\$197.60	\$165.30	\$131.10
1/16 Pg	\$169.10	\$127.30	\$110.20	\$91.20	\$74.10
2 Inch	\$83.60	\$64.60	\$53.20	\$45.60	\$36.10
3 Inch	\$123.50	\$93.10	\$81.70	\$68.40	\$53.20
4 Inch	\$165.30	\$125.40	\$108.30	\$89.30	\$72.20
Dbl Truck	\$3,233.80	\$2,462.00	\$2,109.00	\$1,759.40	\$1,409.80

Three Zones

	Open	8 Wks	13 Wks	26 Wks	52 Wks
Full Pg	\$1,914.75	\$1,458.00	\$1,248.75	\$1,041.75	\$834.75
1/2 Pg	\$1,118.25	\$850.50	\$729.00	\$607.50	\$486.00
1/4 Pg	\$639.00	\$486.00	\$416.25	\$346.50	\$279.00
1/8 Pg	\$360.00	\$274.50	\$234.00	\$195.75	\$155.25
1/16 Pg	\$200.25	\$150.75	\$130.50	\$108.00	\$87.75
2 Inch	\$99.00	\$76.50	\$63.00	\$54.00	\$42.75
3 Inch	\$146.25	\$110.25	\$96.75	\$81.00	\$63.00
4 Inch	\$195.75	\$148.50	\$128.25	\$105.75	\$85.50
Dbl Truck	\$3,829.50	\$2,916.00	\$2,497.50	\$2,083.50	\$1,669.50

Color Rates

Black + One Color		Black + Three Colors	
1 Zone	\$53.00	1 Zone	\$103.00
2 Zone	\$100.70	2 Zone	\$195.70
3 Zone	\$119.25	3 Zone	\$231.75

Premium Ad Positions

Top Front Page Ad

With color - \$368.00 per zone.

Top Inside Front over w/color

With color - \$228.00 per zone

Top Front Page Ad

With color - \$158.00 per zone.

Back covers and inside back covers are available at 25% increase over above rates.

Service Directory

Valley side coverage - \$45.00

Line Ads

Please contact your sales representative at 602-444-2727. Full run classified ads in *The Arizona Republic* are eligible for a rate of \$2.00 per line for recruitment and \$1.50 per line for all others when running the same ad in *The Shopper*.

Rates are based upon current distribution, and are subject to change as distribution changes.

**Reach more potential customers.
Call today 602.444.2727**