

# SMARTSAVER<sup>TM</sup>

MAGAZINE

The Buying Guide for Smart Homeowners

## MEDIA KIT 2021



**400,000**  
**HOMEOWNERS**



**CALL TODAY TO RESERVE YOUR SPOT 888-690-8811**

[www.SmartSaverMagazines.com](http://www.SmartSaverMagazines.com)

# Media Kit Information Direct Mail Advertising

**Smart Saver Magazine is partnering up with you to increase your sales goals for many years to come**

**Distributed to more than 400,000 Homeowners.  
Property Value \$500,000 and Up.**

- Frequency: 12 Times Per Year
- Circulation: 100,000 Copies
- Readership: 400,000
- Distribution: 100% Direct Mail
- Demographic: 100% Homeowners
- Property Value: \$500,000 and Up
- Household Income: \$100,000 and Up



## TRACK YOUR SUCCESS

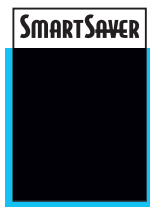
By using call tracking, you can compare the phone traffic generated by each line in order to determine which of your marketing strategies are most effective and which are not yielding a satisfactory return on investment.



## DESIGN SERVICES INCLUDED

Our skilled designers have the experience and creativity it takes to drive results through graphic design.

## FULL COLOR AD SIZES



**COVER**  
8" x 8.45"

Plus 0.125" Bleed

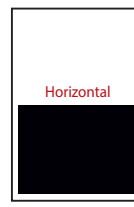


**BACK COVER**  
8" x 8.45"

Plus 0.125" Bleed



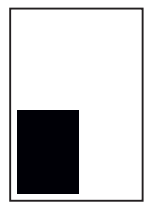
**FULL PAGE**  
7.5" x 9.75"



**1/2 PAGE**  
7.5" x 4.75"



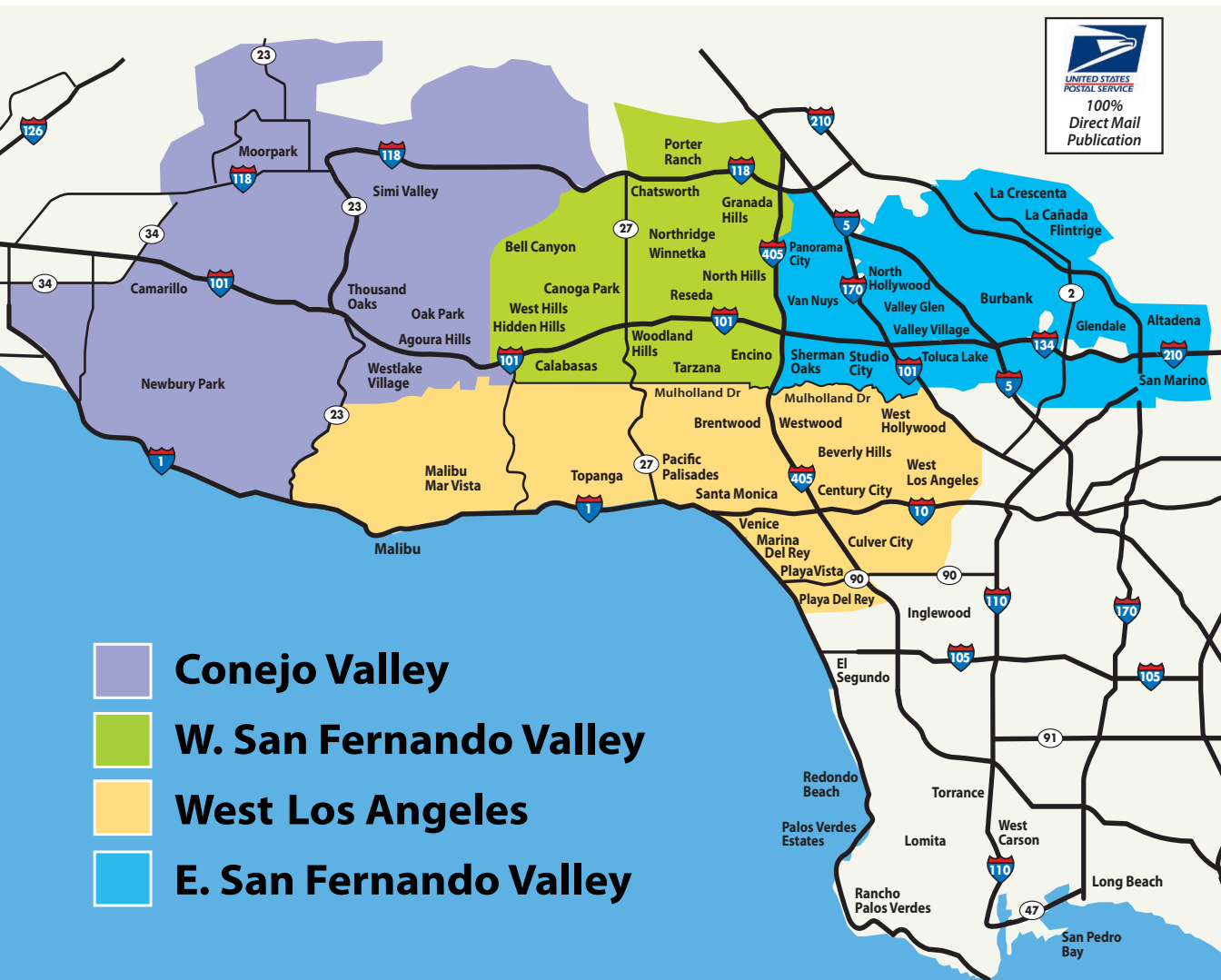
**1/2 PAGE**  
3.625" x 9.75"



**1/4 PAGE**  
3.625" x 4.75"

# CURRENT MAILING ZONES

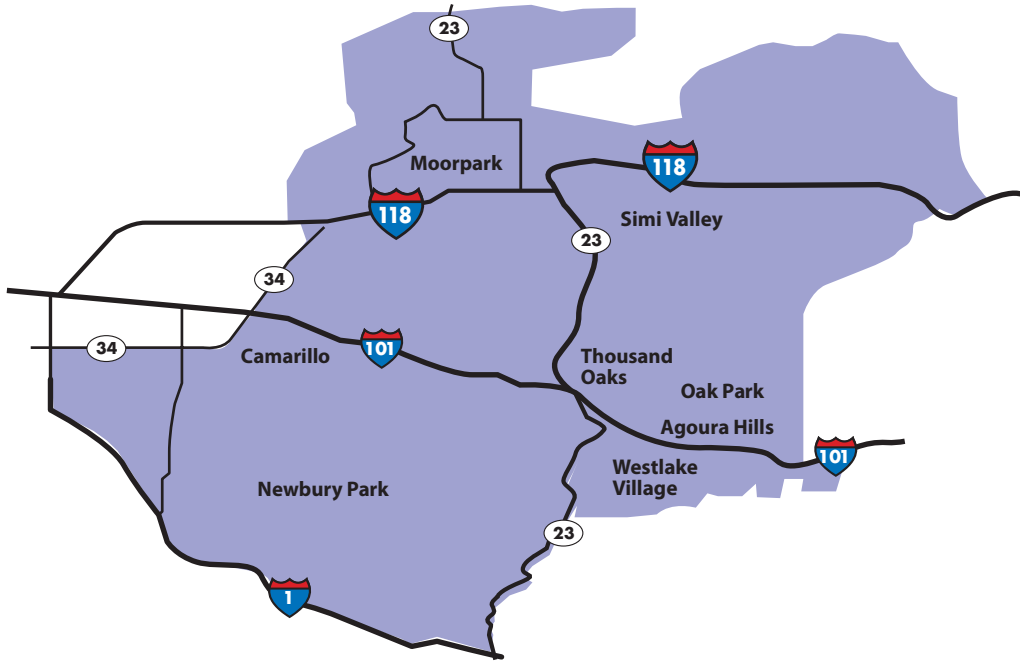
The Buying Guide for Smart Homeowners



**100,000 Magazines** (per zone)

# SMART SAVER MAGAZINE™

## CONEJO VALLEY DISTRIBUTION MAP



### Conejo Valley - Zone

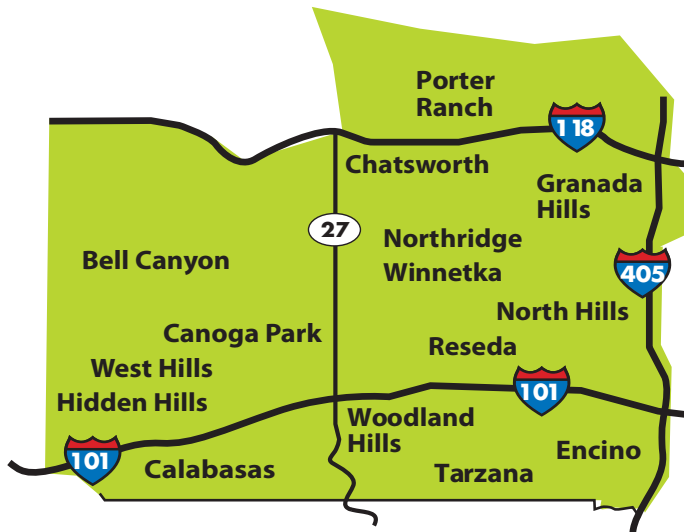
AGOURA HILLS  
CAMARILLO  
MOORPARK  
NEWBURY PARK

OAK PARK  
SIMI VALLEY  
THOUSAND OAKS  
WESTLAKE VILLAGE

# SMART SAVER

MAGAZINE

## W.SFV DISTRIBUTION MAP



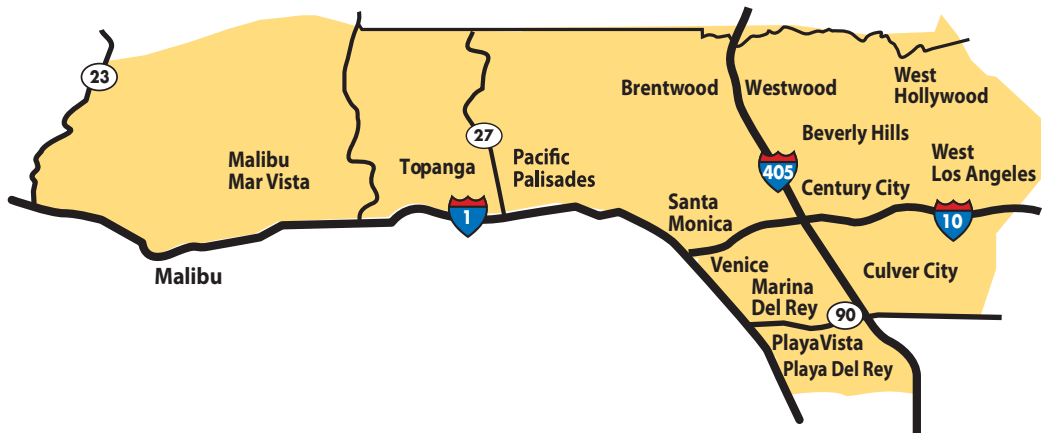
### W. San Fernando Valley - Zone

BELL CANYON  
CALABASAS  
CANOGA PARK  
CHATSWORTH  
ENCINO  
GRANADA HILLS  
HIDDEN HILLS  
NORTH HILLS

NORTHRIDGE  
PORTER RANCH  
RESEDA  
TARZANA  
WEST HILLS  
WINNETKA  
WOODLAND HILLS

# SMART SAVER MAGAZINE <sup>TM</sup>

## WEST LA DISTRIBUTION MAP



### West Los Angeles - Zone

BEL AIR  
BEVERLY HILLS  
BRENTWOOD  
CENTURY CITY  
CULVER CITY  
LOS ANGELES  
PLAYA VISTA  
PLAYA DEL REY  
MALIBU  
MARINA DEL REY

MAR VISTA  
PACIFIC PALISADES  
PALMS  
SANTA MONICA  
VENICE  
TOPANGA  
WEST HOLLYWOOD  
WEST LOS ANGELES  
WESTWOOD

# SMART SAVER

MAGAZINE

## E.SFV DISTRIBUTION MAP



### E. San Fernando Valley - Zone

SHERMAN OAKS  
STUDIO CITY  
VALLEY VILLAGE  
NORTH HOLLYWOOD  
BURBANK  
GLENDALE  
PASADENA

PANORAMA CITY  
TOLUCA LAKE  
VAN NUYS  
VALLEY GLEN  
VALLEY VILLAGE  
LA CAÑADA  
SAN MARINO

# EXCLUSIVE OFFERINGS



## Zipcard™ Insert

A 2-sided, full-color, full-bleed, 4 x 6 or 5 x 8 glossy insert.

Placed inside the magazine to fall right into the hands of buyers as they page through our magazine.



## Pop out Single Sheet Insert

8 1/2 x 5 Postcards.

Detached Address Labels (DALs) are solo postcard mailers that accompany our magazine.

This is a rare opportunity to get a solo postcard mailer for half the price.



## Bookmark Insert

The Bookmark Insert is 1 taller than the magazine and creates a unique marketing opportunity

As a 2-sided, full color, full-bleed, 11.5 x 5.25 glossy insert

Placed inside, it extends beyond the magazine for exceptional visibility and reader impact.

**Our Mission Is To Partner With You  
To Find Your Next Customer!**

**CALL TODAY TO RESERVE YOUR SPOT | 888-690-8811**

[www.SmartSaverMagazines.com](http://www.SmartSaverMagazines.com)