

Reaching 300,000 Homes

Guilford, Alamance, Forsyth, Randolph, Davie, Davidson,
Orange, Durham, & Rockingham Counties

Talk of the Town®

Media Kit & Map

336.668.4525

advertise@talkofthetowncoupons.com



Direct Mail Co-op Booklet
& Postcards



Digital Display Ads



Call Tracking

**Campaigns
With
Results**



TalkoftheTownCoupons.com | The Oldest & Largest Cooperative Direct Mail Company in the Piedmont Triad



Who We Are...

The Oldest & Largest Cooperative Direct Mail Company In The Piedmont Triad

What We Do...

We Are In The Business Of Growing Your Business

Our Company...

- 35+ Years Of Promoting Local Businesses In The Triad
- 1/3 Of Our Advertisers Have Mailed With Us For More Than 10 Years
- Locally Owned & Operated
- We Mail An Average Of 87 Million Coupons With More Than 262 Million Offers In A Given Year

WS TERRITORY: 55K Homes • 4 Zones

- 1**
10K
ADVANCE • 27006
Bermuda Run, Oak Valley, Kinderton
LEWISVILLE • 27023 Arbor Run, Sequoia, Shallowford Lakes
- A**
15K
WINSTON-SALEM • 27106 Brookberry, Greenbrier (Robinhood, Reynolda, Meadowlark) PFAFFTOWN 27040
- B**
15K
WINSTON-SALEM • 27104 • 27103 Buena Vista, Ardmore, Old Sherwood Forest (N. Peace Haven, S. Peace Haven, Country Club, N. Stratford Rd, Hanes Mall, Jonestown Rd)
- C**
15K
CLEMMONS • 27012 Clemmons West, Waterford, Meadowbrook, Friedberg Village Winston-Salem • 27127

HP/KV TERRITORY: 55K Homes • 4 Zones

- D**
15K
KERNERSVILLE NORTH • 27284 Piney Grove, Old Valley School Road, E. & W. Mountain Street
- E**
15K
KERNERSVILLE SOUTH, SEDGEGARDEN • 27284 Union Cross (WS) • 27107 HIGH POINT, WALLBURG • 27262 • 27265 Meadowlands, Emorywood, High Point CC
- J**
15K
HIGH POINT / ARCHDALE • 27263 TRINITY • 27370 THOMASVILLE Colonial Country Club • 27360
- 3**
10K
NORTH HIGH POINT • 27265 Skeet Club Road, Oak Hollow, Clinard Farms, Penny Road, Deep River

BUR/MEB TERRITORY: 40K Homes • 3 Zones

- 6**
10K
GIBSONVILLE • 27249 WHITSETT / STONEY CREEK • 27377
- K**
15K
BURLINGTON • 27215 ELON • 27244 GRAHAM • 27253
- L**
15K
MEBANE • 27302 GRAHAM / SAXAPAHAW • 27253 HAW RIVER • 27258

GSO TERRITORY: 90K Homes • 7 Zones

- 2**
10K
OAK RIDGE • 27310 • STOKESDALE • 27357 WALKERTOWN • 27051 BELEWS CREEK • 27009
- F**
15K
GREENSBORO • 27410 • 27409 The Cardinal, River Hills, Pleasant Ridge Rd., Old Oak Ridge Rd., Guilford College, Friendly Acres, Westridge, New Garden COLFAX • 27235
- G**
15K
SUMMERFIELD /NORTH GREENSBORO • 27358 • 27455 • 27410 Polo Farms, Henson Farms, Ridgewood, Bass Chapel, Northern Shores, Air Harbor, Lake Brandt, Lake Jeanette BROWN SUMMIT • 27214
- H**
15K
GREATER GREENSBORO • 27408 • 27455 • 27410 • 27401 Cotswold, Country Park, Brassfield, Westridge, Hobbs, Friendly Center, Latham Park, Greensboro Country Club, Irving Park, Lake Daniel
- 4**
10K
GREATER GREENSBORO • 27410 • 27403 • 27401 • 27407 The Shops at Friendly Center, Starmount, Hamilton Lakes, Lindley Park, Fisher Park, Spring Garden, Holden, Hobbs, Sunset Hills
- I**
15K
SOUTH GREENSBORO • 27407 • 27409 Adams Farm, Sedgfield, Grandover JAMESTOWN • 27282
- 5**
10K
SOUTHEAST GREENSBORO • 27406 Forest Oaks, Randleman Rd. PLEASANT GARDEN • 27313

CH/DUR TERRITORY: 60K Homes • 3 Zones

- M**
20K
HILLSBOROUGH • 27278 / MEBANE • 27302 PROSPECT HILL • 27314 / ROUGEMONT • 27572 CEDAR GROVE • 27231 / EFLAND • 27243 HURDLE MILLS • 27541
- N**
20K
CHAPEL HILL • 27514 • 27516 • 27517 CARRBORO • 27510
- O**
20K
DURHAM • 27707 • 27713

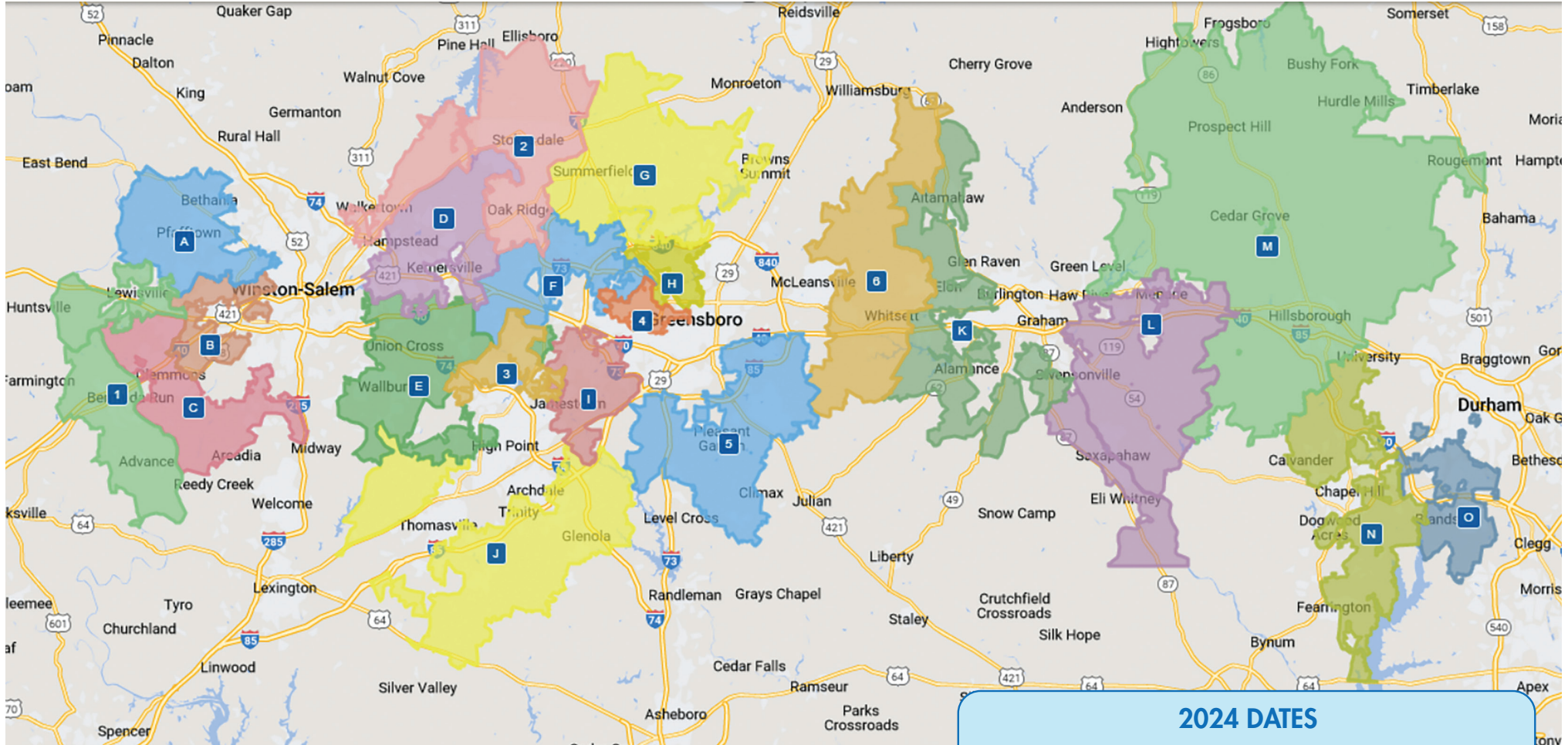
**Coming Soon
Fall 2024
Asheville, NC**

- Zones are approximate and subject to change without notice.
- Letter Zones are 15K Homes/Zones M,N,O are 20K Homes.
- Number Zones are 10K Homes.

300,000 Homes • 8 Mailings Annually

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- Number Zones are 10K Homes.

Talk of the Town
—COUPONS—
SINCE 1987



“We’re having a great season and a big part of that is due to our Talk of the Town Coupons® campaign. They are reaching the right people with the spending power! Talk of the Town is outperforming other direct mail options we’re using in the Triad area. Thanks for the quality leads!”

Brad Beachy, Owner Porch Conversion of Charlotte

2024 DATES

IN HOME DATES

February 1–8	January 3
March 14–21	February 14
April 25–May 2	March 27
June 5–12	May 8
July 18–25	June 19
Sept 5–12	August 7
October 16–23	September 18
Nov 29–Dec 6	November 1

ARTWORK DEADLINE

Our Readers

300K Highest Income Homes in the Piedmont Triad & Surrounding Areas

2.4 Million Homes Mailed Annually

42% The Homes We Mail Have a 42% Higher Income Than the Median NC Household Income

51 Median Age

95% Single Family Homes

86% Of Consumers Coming From Wealthier Households Said They are Always on the Lookout for Good Deals *(Source: Lab43)*



Unreal how I'll think I really need to try a certain retail, food, or other place and like my mind is being read, Talk of the Town has those same particular establishments' coupons in their packet. Fantastic job of staying on top of the latest and greatest places to be!

K Austin (Facebook® testimony)

