

Reaching 360,000 Homes

Guilford, Alamance, Forsyth, Randolph, Davie, Davidson, Orange,
Durham, Rockingham, Buncombe, and Henderson Counties

Talk of the Town[®]

Media Kit & Map

336.668.4525

advertise@talkofthetowncoupons.com



Direct Mail Co-op Booklet
Menus & Postcards

**Campaigns
With
Results**



Digital Display Ads



Call Tracking



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: 60K Homes • 3 Zones

A
20K

WINSTON-SALEM • 27106 • 27104
Brookberry Farms, Greenbrier Farm, Robinhood, Reynolda, Meadowlark, NW Stratford Rd, Buena Vista, Old Sherwood Forest, N Peace Haven, Country Club PFAFFTOWN • 27040

B
20K

WINSTON-SALEM • 27103 • 27127
Ardmore, S Peace Haven, Jonestown Rd, Friedberg Village

C
20K

ADVANCE • 27006
Bermuda Run, Oak Valley, Kinderton LEWISVILLE • 27023
Arbor Run, Sequoia, Shallowford Lakes CLEMMONS • 27012
Clemmons West, Waterford, Meadowbrook

HP/KV TERRITORY: 60K Homes • 3 Zones

D
20K

KERNERSVILLE • 27284 / BELEWS CREEK • 27009
Piney Grove, Old Valley School Road, E. & W. Mountain Street, Sedge Garden

E
20K

HIGH POINT, WALLBURG • 27265 • 27262
Skeet Club Road, Oak Hollow, Clinard Farms, Penny Road, Deep River, Meadowlands, Emorywood, High Point CC UNION CROSS (WS) • 27107

J
20K

HIGH POINT/ARCHDALE • 27263
TRINITY • 27370
THOMASVILLE Colonial Country Club • 27360 SOPHIA • 27350

GSO TERRITORY: 80K Homes • 4 Zones

F
20K

GREENSBORO • 27410 • 27409 / COLFAX • 27235
The Cardinal, River Hills, Pleasant Ridge Rd, Old Oak Ridge Rd, Guilford College, Friendly Acres, Starmount, New Garden, Westridge, Hobbs, Hamilton Lakes

G
20K

SUMMERFIELD / NORTH GREENSBORO • 27358 • 27455
Polo Farms, Henson Farms, Ridgewood, Bass Chapel, Northern Shores, Air Harbor, Lake Brandt, Lake Jeanette OAK RIDGE • 27310 / STOKESDALE • 27357
BROWN SUMMIT • 27214

H
20K

GREATER GREENSBORO • 27408 • 27455 • 27403 • 27401
Cotswold, Country Park, Brassfield, Hobbs, Friendly Center, Latham Park, Greensboro Country Club, Irving Park, Lake Daniel, Starmount, Lindley Park, Fisher Park, Hobbs, Sunset Hills

I
20K

SOUTH EAST GREENSBORO • 27407 • 27406
Adams Farm, Sedgefield, Grandover, Forest Oaks JAMESTOWN • 27282
PLEASANT GARDEN • 27313

ALAMANCE CO. TERRITORY: 40K Homes • 2 Zones

K
20K

BURLINGTON • 27215
ELON • 27244
GIBSONVILLE • 27249
WHITSETT / STONEY CREEK • 27377

L
20K

MEBANE • 27302
GRAHAM / SAXAPAHAW • 27253
HAW RIVER • 27258

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

ASHEVILLE, NC 60K Homes • 3 Zones

ASHEVILLE
A
20K

ASHEVILLE
28804, 28801, 28805, 28806
WEAVERVILLE • 28787
ALEXANDER • 28701
LEICESTER • 28748

ASHEVILLE
B
20K

ASHEVILLE • 28806, 28803
MILL RIVER • 28759
ARDEN • 28704
CANDLER • 28715

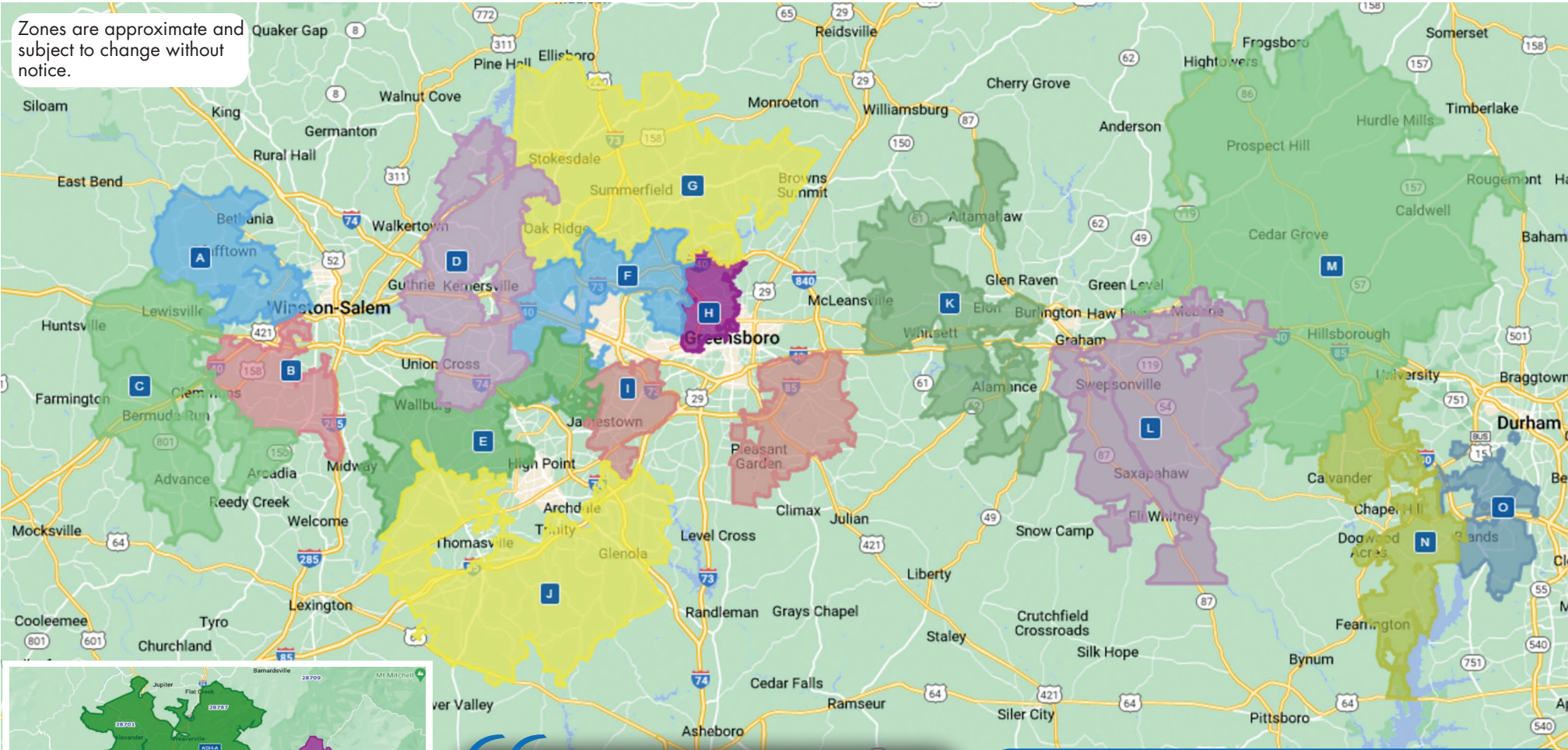
ASHEVILLE
C
20K

ASHEVILLE • 28803, 28805
FAIRVIEW • 28730
FLETCHER • 28732
SWANNANOVA • 28778
BLACK MTN • 28711

Area Map Available Upon Request.

Zones are approximate and subject to change without notice.

360,000 Homes
8 Mailings Annually



“ 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

2025 DATES

IN HOME DATES	ARTWORK DEADLINE
February 1–7	January 3
March 13–19	February 12
April 25–May 1	March 26
June 5–11	May 7
July 17–23	June 18
Sept 4–10	August 6
October 17–23	September 18
Dec 1–6	October 31

Talk of the Town®

Our Readers

360K Highest Income Homes in the Piedmont Triad & Asheville Areas

2.8 Million Homes Mailed Annually

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

51 Median Age

94% 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)

