

# Reaching 360,000 Homes

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

# Talk of the Town<sup>®</sup>

## Media Kit & Map

336.668.4525

advertise@talkofthetowncoupons.com



Direct Mail Co-op Booklet  
Menus & Postcards



Digital Display Ads

**Campaigns  
With  
Results**



Call Tracking





# 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  
PROSPECT HILL • 27314 / ROUGEMONT • 27572  
CEDAR GROVE • 27231 / EFLAND • 27243  
BAHAMA • 27503 | HURDLE MILLS • 27541

**N**  
20K  
CHAPEL HILL • 27514 • 27516 • 27517  
CARRBORO • 27510

**O**  
20K  
DURHAM • 27707 • 27713

## ASHEVILLE, NC 60K Homes • 3 Zones

**AVL**  
**A**  
20K  
ASHEVILLE  
28804, 28801, 28805, 28806  
WEAVERVILLE • 28787  
ALEXANDER • 28701  
LEICESTER • 28748

**AVL**  
**B**  
20K  
ASHEVILLE • 28806, 28803  
MILL RIVER • 28759  
ARDEN • 28704  
CANDLER • 28715

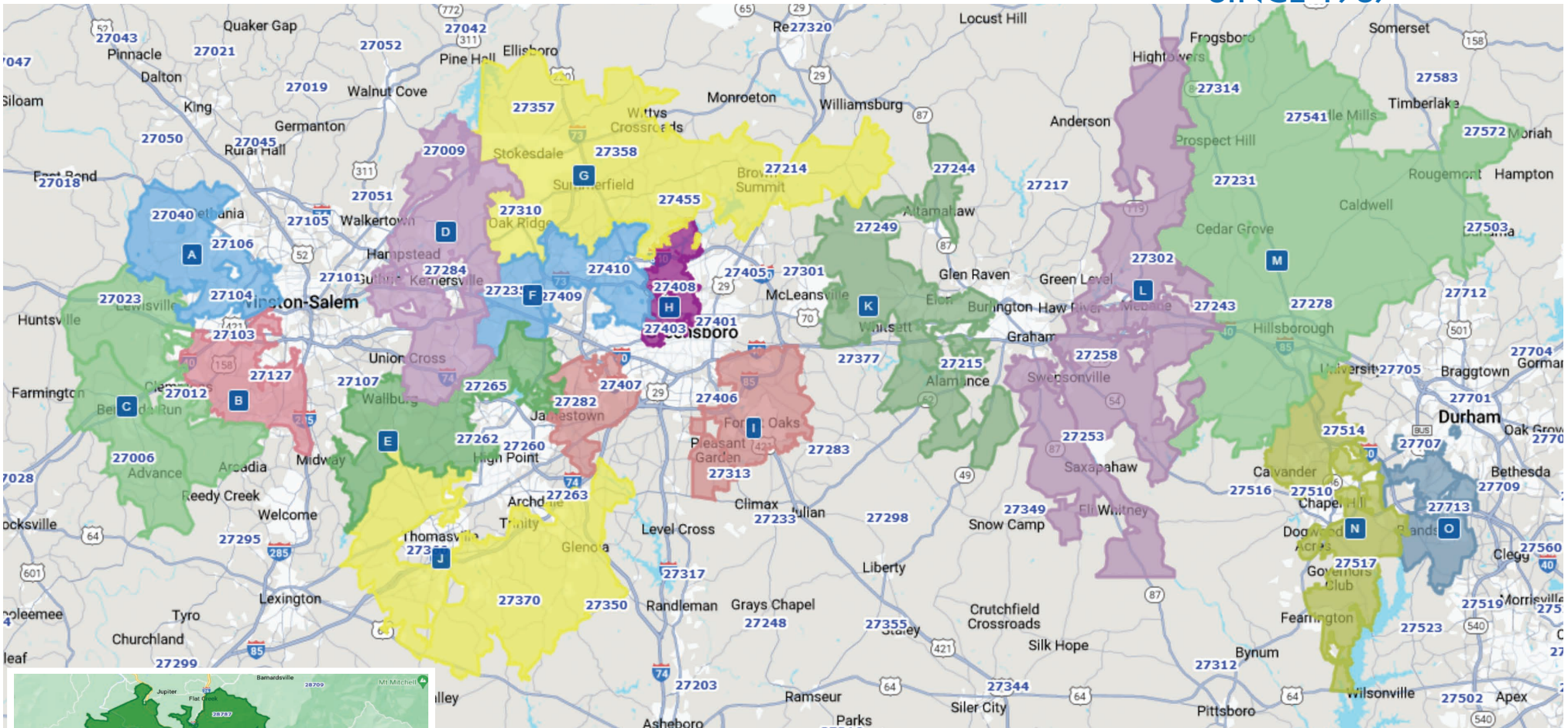
**AVL**  
**C**  
20K  
ASHEVILLE • 28803, 28805  
FAIRVIEW • 28730  
FLETCHER • 28732  
SWANNANOVA • 28778  
BLACK MTN • 28711

Zones are approximate and subject to change without notice.



# 360,000 Homes 8 Mailings Annually

Talk of the Town   
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*

## 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)*



# PRINT + DIGITAL. BETTER TOGETHER.

**WEBSITE & KEYWORD  
SEARCH RETARGETING**



**GEO FENCING**

**CONSUMER VISITS YOUR COMPETITOR  
AND IS SERVED YOUR AD**



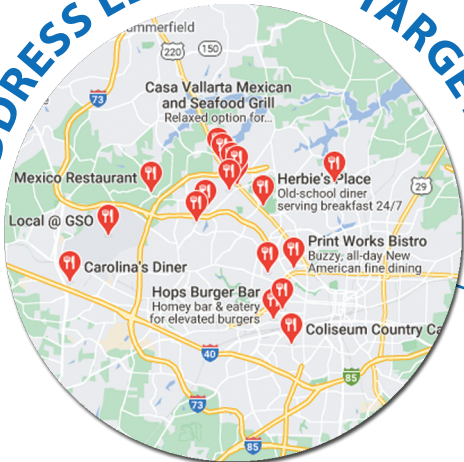
**COMPETITIVE  
CONQUESTING  
WITH CONVERSION  
ZONE TRACKING**

**EVENT TARGETING**



**MARKETING TO  
INDIVIDUALS BASED  
ON THEIR ATTENDANCE  
AT AN EVENT**

**ADDRESS LEVEL GEO-TARGETING**



**SPECIFICALLY THOSE  
RECEIVING YOUR AD  
IN THEIR MAILBOXES**

**DEMOGRAPHIC  
& BEHAVIORAL  
RETARGETING**

**YOUR  
DIRECT MAIL  
ARRIVES!**



**24/7 DASHBOARD  
TO MONITOR RESULTS**

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## AUDIENCE EXTENSION OPTIONS

### GEO FENCING & COMPETITIVE CONQUESTING

- Target the homes receiving your ad for multiple media impressions
- Target anyone who visited your location
- Target people that visited your competitors' locations
- Target your audience's relevant locations
- Enjoy seeing the results with our Conversion Zone Tracking

### SITE RETARGETING

- 97% of first time visitors to your site do not convert
- With retargeting 70% come back to your site

### SEARCH RETARGETING

- A better name would be **Research targeting**
- Searches may start with Google, but they end with the "rest of the internet"

### EVENT TARGETING

- Direct marketing towards individuals based on their participation or attendance at a particular event

### CALL TRACKING

- Track every call, measure real results, and maximize your ad campaign's ROI with call tracking



LOCATION  
DATA IS  
POWERFUL!

**BIG IMPACT, SMALL  
INVESTMENT—DIRECT  
MAIL ADVERTISING  
DONE RIGHT!**



## WE MAKE MARKETING SIMPLE!

- We'll help you develop **multi-channel marketing plans** designed to reach your audience across multiple platforms.
- We offer **audience-based programs** to deliver precision-targeted campaigns. You pick the audience, we deliver the RESULTS!
- We combine **print & digital solutions** to attract your perfect audience.
- Increased Campaign Effectiveness
- Better Brand Awareness
- Wider Reach and Audience Engagement
- Enhanced Sales and Inquiries
- Higher Conversion Rates

*"Unlock the Power of Direct Mail and Digital—Better Together!"*

### YOUR PROGRAM INCLUDES

Use of the best digital tactics to reach your audience  
5 Custom designed digital display ads  
24/7 Secure link online reporting dashboard  
Unlimited changes to keywords & geo fencing tactics

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