

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



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...

- 37+ 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 110 Million Coupons With More Than 330 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

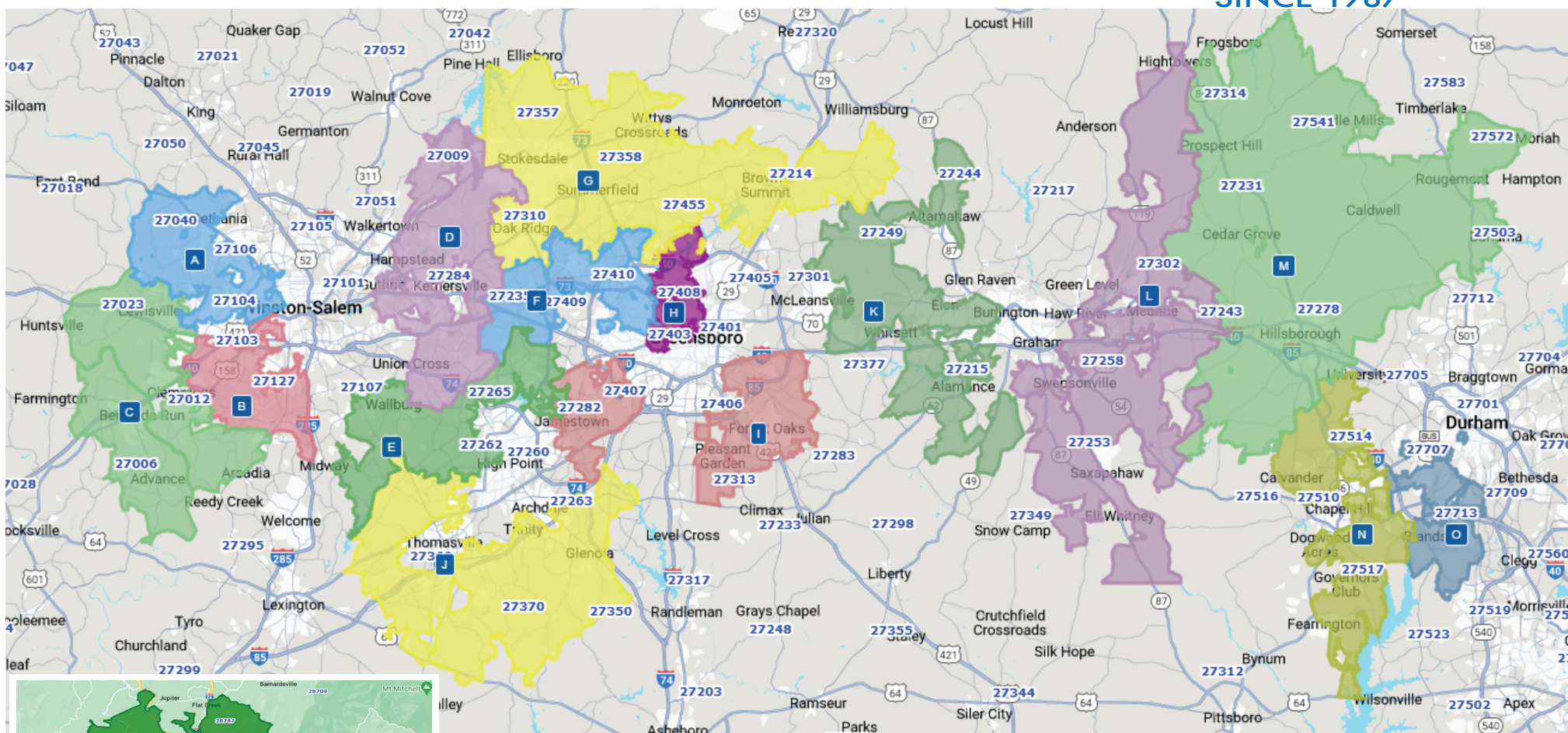
AVL B
20K
ASHEVILLE • 28806, 28803
MILL RIVER • 28759
ARDEN • 28704
CANDLER • 28715

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

2026 DATES

IN HOME DATES	ARTWORK DEADLINE
October 15-22	September 9
Nov 30-Dec 7	October 29

2027 DATES

February 4-11	January 19
March 18-25	March 1
April 26-May 3	April 8
June 3-10	May 17
July 15-24	June 24
Aug 30-September 6	Aug 12
October 14-21	September 28
November 29-Dec 6	November 10

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)

