

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**





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 • RURAL HALL 27045
- 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



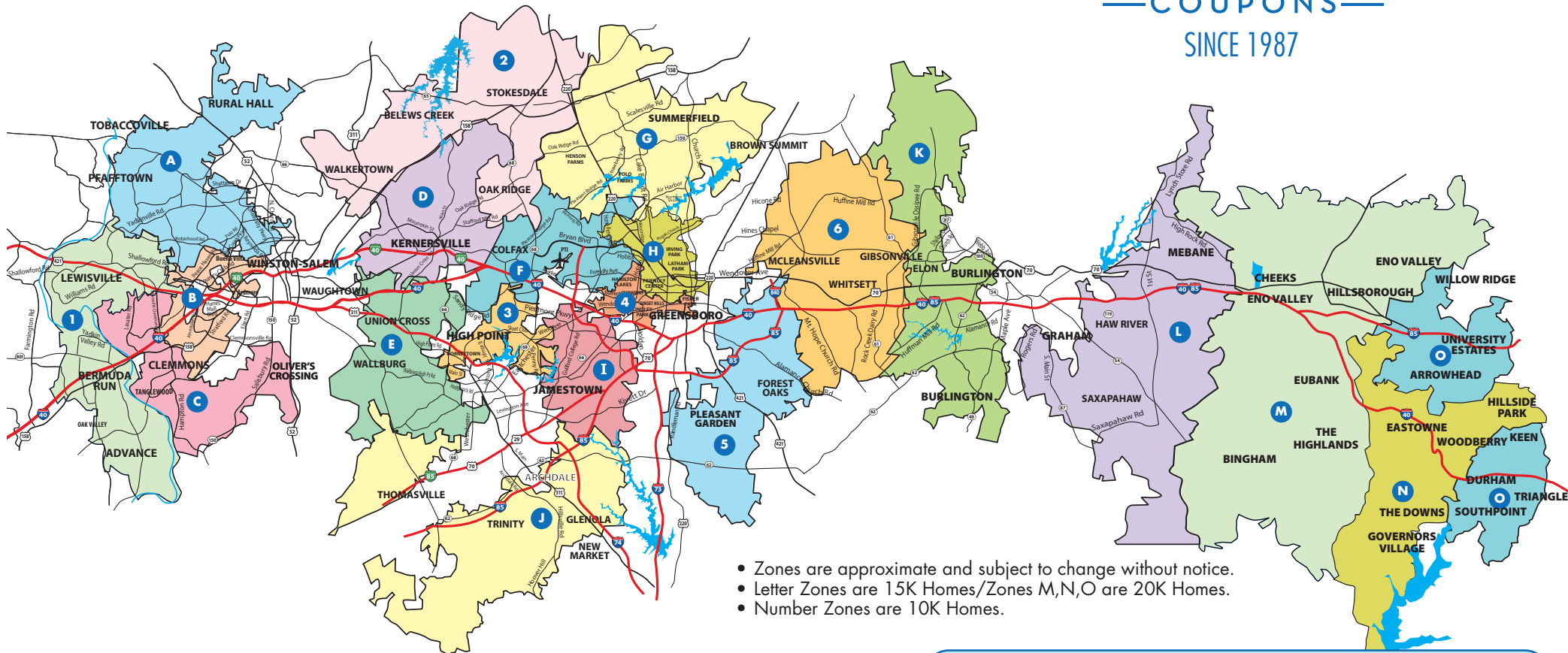
CH/DUR TERRITORY: 60K Homes • 3 Zones

- M**
20K HILLSBOROUGH • 27278 / CHAPEL HILL • 27516
CARRBORO • 27510 / EFLAND • 27243
- N**
20K CHAPEL HILL • 27517 • 27514
DURHAM • 27707
- O**
20K DURHAM • 27713 • 27705

**300,000 Homes
8 Mailings Annually**

Talk of the Town®

— COUPONS —
SINCE 1987



- 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.



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	ARTWORK DEADLINE
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

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)

