



Home&Garden

Every Saturday; find a mix of ideas for home and garden

Benefit to Advertiser:

234,100 regular SoundLife readers plus 83,000 online readers each week

Did you know? In Pierce County:

177,000 - Number of adults who shopped for carpet/tile/flooring items in the last 12 months

363,900 - Number of adults who shopped for furniture/mattresses in the last 12 months

468,600 - Number of adults who shopped for hardware/lawn and garden items in the last 12 months

140,300 - Number of adults who shopped for hardware/paint/large appliances in the last 12 months

369,600- Number of adults who read The News Tribune every week

Effective December 1, 2008
2008 Scarborough Release 2; 2008 Belden

2009 Rates

Includes Online Advertising! thenewstribune.com

	4x	13x	26x	39x	52x
\$3,600	\$96.05	\$91.42	\$84.21	\$79.57	\$69.27
\$9,000	\$91.42	\$80.60	\$74.94	\$71.85	\$63.61
\$25,000	\$80.70	\$74.94	\$70.30	\$63.61	\$57.68
\$47,000	\$79.94	\$69.27	\$65.92	\$61.03	\$51.76
\$83,000 +	\$63.61	\$60.00	\$55.37	\$48.41	\$41.20

Cost per column inch

Includes Full Color and Online Advertising

	4x	13x	26x	39x	52x
\$3,600	\$103.25	\$98.62	\$91.41	\$86.77	\$76.47
\$9,000	\$98.62	\$87.80	\$82.14	\$79.05	\$70.81
\$25,000	\$87.90	\$82.14	\$77.50	\$70.81	\$64.88
\$47,000	\$82.14	\$76.47	\$73.12	\$68.23	\$58.96
\$83,000 +	\$70.81	\$67.20	\$62.57	\$55.61	\$48.40

Cost per column inch

Every Saturday Home&Garden features an interesting mix of ideas for readers as they plan projects for home and garden:

Local stories with seasonal appeal

Nationally-known personality - HGTV's Debbie Travis

How-to stories

Local resources

New H&G products

Niki Sullivan's "Does it Work" reviews

Style trends for the home

Go and do

thenewstribune.com will feature additional H&G content

No additional discounts apply.

Cancellation policy – If an ad is cancelled after deadline, a 50% cancellation fee will be incurred.

THE NEWS TRIBUNE
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