

# PRICING

Valid Through December 1, 2026

2-Page Spread Ad  
11" x 8.5"  
(+1/8" bleed)

Full Page Ad  
5.25" x 8.5"  
(+1/8" bleed)

Front Cover Ad  
5.5" x 6.875"  
(+1/8" bleed)

Back Cover Ad  
5.5" x 5.25"  
(+1/8" bleed)

Ad Size	Dimensions	Month-to-Month*	12 Ads Prepaid†	12mo. Contract*	5+ Regions*	10+ Regions*	15+ Regions*
Full page	5.25"x8.5"	\$350	\$220 (\$2,640)	\$224	\$217	\$210	\$199
Spread	11"x8.5"	\$600	\$395 (\$4,740)	\$399	\$387	\$375	\$350
Back cover	5.5"x5.25"	\$700	\$565 (\$6,780)	\$575	\$557	\$539	\$520
Front cover	5.5"x6.875"	\$900	\$735 (\$8,820)	\$750	\$725	\$700	\$675

\* Price listed is Per Region Per Month; † First Price listed is the pro-rated monthly cost per ad placement; in parenthesis is the amount to be paid in full, up-front

## 16 REGIONS

Last Updated July 30, 2025

## FAQ Answers

Goes To Print - 1st of the month  
Hits Homes - 25th to the 8th  
Region Size - Approx. 10,000  
Contract Required on All Ads  
Auto-Pay or Pre-Pay Required  
Ad Design is FREE

### Demographics:

Region	Average Household Income (high/low)	Median Age	Percentage of Households With Residents of:							
			Age 0-17	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	
B1 - Reisterstown/Glyndon	\$112,885 (\$236,114 / \$76,253)	57	39%	3%	18%	19%	20%	23%	38%	
B2 - West Owings Mills	\$100,662 (\$132,221 / \$76,621)	51	30%	2%	19%	19%	20%	18%	22%	
C1 - Sykesville/Marriottsville	\$142,412 (\$189,302 / \$105,975)	58	46%	3%	18%	21%	21%	25%	41%	
C2 - Mount Airy/Woodbine	\$142,412 (\$189,695 / \$126,912)	57	49%	4%	20%	21%	21%	28%	37%	
C3 - Eldersburg/Gamber	\$134,040 (\$177,528 / \$122,640)	57	48%	3%	19%	22%	20%	25%	40%	
C4 - Westminster	\$116,250 (\$142,262 / \$62,047)	56	46%	3%	19%	21%	19%	22%	34%	
C5 - Westminster/Finksburg	\$116,250 (\$142,077 / \$100,090)	58	46%	3%	18%	21%	19%	24%	40%	
F1 - New Market	\$142,233 (\$125,564 / \$160,000)	55	50%	4%	18%	23%	23%	24%	33%	
F2 - Frederick-Urbana Corridor	\$141,119 (\$183,082 / \$89,921)	54	42%	4%	15%	20%	23%	22%	27%	
F3 - Ballenger Creek	\$110,163 (\$136,422 / \$75,474)	51	37%	2%	19%	21%	19%	18%	22%	
H1 - NW Howard County	\$213,070 (\$239,057 / \$165,245)	56	49%	4%	18%	19%	24%	29%	37%	
H2 - West Ellicott City	\$168,285 (\$214,746 / \$74,543)	55	44%	3%	16%	20%	22%	23%	36%	
H3 - Ellicott City/Woodstock	\$142,2708 (\$205,559 / \$56,540)	56	37%	3%	16%	19%	21%	23%	37%	
H6 - NorthWest Columbia	\$111,414 (\$183,668 / \$79,660)	53	26%	2%	18%	17%	16%	18%	24%	
H8 - SouthWest Columbia	\$144,436 (\$213,617 / \$95,111)	54	40%	3%	17%	21%	19%	21%	34%	
H11 - Highland-Laurel Corridor	\$152,930 (\$209,250 / \$110,130)	55	50%	3%	17%	22%	25%	26%	36%	







# REGION BREAKDOWN

Book	ZIP & Region	Homes	Median Household Income	Median Age	Homes w/ Children
B1	21136 Reisterstown & Glyndon	10,232	<b>\$112,885</b> (\$236,114 / \$76,253)	57	39% (3,991)
B2	21117 Owings Mills	11,604	<b>\$100,662</b> (\$132,221/\$76,621)	51	30% (3,482)
C1	21104 Marriottsville	2,154	<b>\$172,478</b> (\$189,302/\$142,412)	58	46% (991)
C1	21784 Sykesville/Eldersburg	8,096	<b>\$132,956</b> (\$167,388/\$105,975)	56.5	46% (3,725)
C2	21771 Mount Airy	7,199	<b>\$141,971</b> (\$185,115/\$126,912)	57	49% (3,528)
C2	21797 Woodbine	3,091	<b>\$170,823</b> (\$189,695/\$133,289)	57.5	49% (1,515)
C3	21048 Finksburg	1,793	<b>\$139,750</b> (\$141,564/\$127,231)	58	46% (825)
C3	21157 Westminster	3,424	<b>\$123,588</b> (\$138,478/\$122,640)	59	48% (1,644)
C3	21784 Sykesville/Eldersburg	5,905	<b>\$137,168</b> (\$177,528/\$123,489)	57	48% (2,834)
C4	21157 Westminster	5,065	<b>\$116,250</b> (\$123,000/\$62,047)	56	42% (2,127)
C4	21158 Westminster	5,712	<b>\$115,495</b> (\$142,262/\$98,999)	55	46% (2,628)
C5	21048 Finksburg	2,200	<b>\$125,033</b> (\$130,907/\$114,390)	58	45% (979)
C5	21074 Hampstead	4,194	<b>\$116,250</b> (\$124,494/\$100,090)	58	47% (1,971)
C5	21136 Reisterstown	545	<b>\$136,104</b> (\$136,104/\$136,104)	57	47% (256)
C5	21157 Westminster	3,107	<b>\$116,221</b> (\$142,077/\$102,022)	59.5	45% (1,398)
F1	21701 Frederick	497	<b>\$116,250</b> (\$116,250/\$116,250)	50	36% (179)
F1	21771 Mount Airy	2,644	<b>\$142,233</b> (\$155,482/\$136,299)	57	50% (1,322)
F1	21774 New Market	6,495	<b>\$141,941</b> (\$160,000/\$125,594)	50.5	52% (3,345)
F2	21701 Frederick	3,215	<b>\$127,530</b> (\$154,004/\$115,128)	54.5	44% (1,399)
F2	21704 Frederick	7,491	<b>\$143,076</b> (\$183,082/\$89,921)	53.5	42% (3,146)
F3	21703 Frederick	9,777	<b>\$112,541</b> (\$136,422/\$75,474)	50.5	37% (3,617)
H1	21029 Clarksville	3,957	<b>\$215,686</b> (\$236,468/\$179,294)	56	47% (1,860)
H1	21036 Dayton	772	<b>\$197,385</b> (\$204,345/\$190,424)	57	49% (374)
H1	21042 Ellicott City	3,027	<b>\$204,985</b> (\$234,060/\$165,245)	55	46% (1,392)
H1	21723 Cooksville	317	<b>\$179,805</b> (\$179,805/\$179,805)	55	48% (152)
H1	21737 Glenelg	605	<b>\$230,076</b> (\$239,057/\$221,095)	54.5	59% (354)
H1	21738 Glenwood	1,046	<b>\$219,407</b> (\$221,248/\$218,805)	56	53% (554)
H1	21794 West Friendship	800	<b>\$198,825</b> (\$213,070/\$184,579)	56.5	52% (412)
H2	21042 Ellicott City	10,356	<b>\$268,285</b> (\$214,746/\$74,543)	55	44% (4,557)
H3	21042 Ellicott City	1,977	<b>\$189,622</b> (\$205,559/\$184,231)	56	48% (939)
H3	21043 Ellicott City	6,344	<b>\$88,640</b> (\$145,490/\$54,480)	56	46% (2,918)
H3	21163 Woodstock	2,721	<b>\$143,999</b> (\$170,083/\$139,104)	58	40% (1,088)
H6	21044 Columbia	10,557	<b>\$111,414</b> (\$183,668/\$79,660)	53	26% (2,745)
H8	21044 Columbia	9,024	<b>\$143,008</b> (\$213,617/\$95,111)	54	40% (3,610)
H8	21046 Columbia	1,396	<b>\$151,681</b> (\$156,624/\$141,619)	54	46% (642)
H11	20723 Laurel	6,697	<b>\$151,281</b> (\$204,653/\$120,123)	54	50% (3,349)
H11	20759 Fulton	2,273	<b>\$198,587</b> (\$199,148/\$178,009)	51.5	50% (1,137)
H11	20777 Highland	1,133	<b>\$207,101</b> (\$209,250/\$206,413)	56	50% (567)

## OTHER REGION DETAILS

## RANKING

Demographics:		AVERAGE						HIGH to LOW		
Region		Owner %	Renter %	Homes 15+ Years	Homes 20+ Years	Residents 10+ Years	Residents 0-2 Years	Owner %	Homes 20+ Years	Residents 10+ Years
	B1 - Reisterstown/Glyndon	79%	21%	81%	79%	52%	10%	H1 93%	C3 90%	C2 58%
	B2 - West Owings Mills	50%	48%	41%	39%	36%	12%	C2 93%	C2 88%	C3 58%
	C1 - Sykesville/Marriottsville	81%	19%	73%	72%	52%	11%	C3 91%	C5 84%	C5 56%
	C2 - Mount Airy/Woodbine	93%	7%	91%	88%	58%	11%	F1 91%	B1 79%	H1 53%
	C3 - Eldersburg/Gamber	91%	9%	91%	90%	58%	10%	C5 88%	H1 78%	B1 52%
	C4 - Westminster	77%	22%	78%	76%	48%	11%	H11 84%	C4 76%	C1 52%
	C5 - Westminster/Finksburg	88%	12%	85%	84%	56%	11%	C1 81%	H2 74%	C4 48%
	F1 - New Market	91%	9%	74%	70%	44%	18%	F2 81%	C1 72%	H2 48%
	F2 - Frederick-Urbana Corridor	81%	18%	64%	55%	37%	17%	B1 79%	F1 70%	H8 47%
	F3 - Ballenger Creek	73%	27%	58%	57%	33%	16%	C4 77%	H8 67%	H3 45%
	H1 - NW Howard County	93%	7%	83%	78%	53%	11%	H2 77%	H11 65%	H11 45%
	H2 - West Ellicott City	77%	18%	75%	74%	48%	12%	F3 73%	H3 58%	F1 44%
	H3 - Ellicott City/Woodstock	65%	32%	61%	58%	45%	10%	H8 68%	F3 57%	H6 38%
	H6 - NorthWest Columbia	43%	52%	39%	39%	38%	11%	H3 65%	F2 55%	F2 37%
	H8 - SouthWest Columbia	68%	30%	68%	67%	47%	12%	B2 50%	B2 39%	B2 36%
	H11 - Highland-Laurel Corridor	84%	15%	71%	65%	45%	13%	H6 43%	H6 39%	F3 33%