



My **COUNTY** **DIRECT**®

**Promoting
Local
Businesses**
since 2004

THE FIRST, BEST, ADVERTISING FOR LOCAL BUSINESSES.

Low cost. High Return.

WE MAKE PEOPLE WANT TO CHECK THEIR MAIL AGAIN.



WE HAVE THE BEST ROI IN LOCAL ADVERTISING.

My County Direct® is rapidly growing to be the most trusted and most effective local advertising solution for small businesses in central Maryland. Trusted by hundreds of independent, local, small businesses, My County Direct® spreads awareness, shares information, and drives leads and sales through superior custom design (included) and a welcoming, community-focused magazine format.

Since 2004, the great team at Trembling Giant Marketing have been providing highly effective, low-cost, high quality advertising opportunities to local businesses. Our Sykesville, Maryland business has been a guiding light for people trying to navigate a complex and often misleading marketing landscape.

Every month, our community booklets reach hundreds of thousands of households in Baltimore, Carroll, Frederick, and Howard counties.



WE MAKE THE PHONE RING.

WE DRIVE RESULTS.

YOU'RE REMEMBERED! Consumers have over **70% higher brand recall** when exposed to direct mail advertising vs digital!

IT'S WHAT THE PEOPLE WANT! Over **70% of consumers** say they **prefer direct mail advertising** when receiving unsolicited offers from companies!

THEY REACH OUT TO YOU! As of 2024, direct mail marketing has a measured typical response rate around 4.4%, but many other market surveys report an average response rate of **9% or more!**

THEY ACTUALLY LOOK AT IT! Our magazine format has an **80-90% open rate**, compared to direct mail advertisers who send out offers in an envelope, where they are lucky to get a 20% open rate (similar to email marketing).

REAL WORLD NUMBERS

RETURN ON INVESTMENT

Many marketers and advertisers consider a 5:1 return on investment to be a GOOD return, that is \$5 in sales for every \$1 spent on the marketing or advertising product. They also consider a 10:1 return on investment to be a GREAT return. Several of our loyal, local, independent advertising businesses who accurately track their customer engagements report **returns on their investment of over 25:1!**



HOW DOES IT WORK?

BREAK THROUGH. Directly delivered to homes, it gets right into their hands. The high quality print and paper, coupled with powerful design (included FREE) piques consumer curiosity and interest. It is ALL local businesses, neighbors who have a stake in their community, and brimming with great promotional offers and deals.

REPETITION. My County Direct® Consumer Edition hits homes every month! That familiarity builds trust.

ENGAGEMENT. My County Direct® Consumer Edition is non-aggressive or disruptive in the mail. Homeowners make the personal choice to engage with it, being MORE accepting and engaged with what they see. All of our advertisers encourage their audience to reach out with a strong call to action.

The name My County Direct®, and its derivatives, My Carroll Direct®, My Frederick Direct®, My Howard Direct®, My Baltimore Direct®, and My County Direct B2B®, are the copyright and registered trademarks of Trembling Giant Marketing, LLC®, 2026.



PRICING

Valid Through December 1, 2026

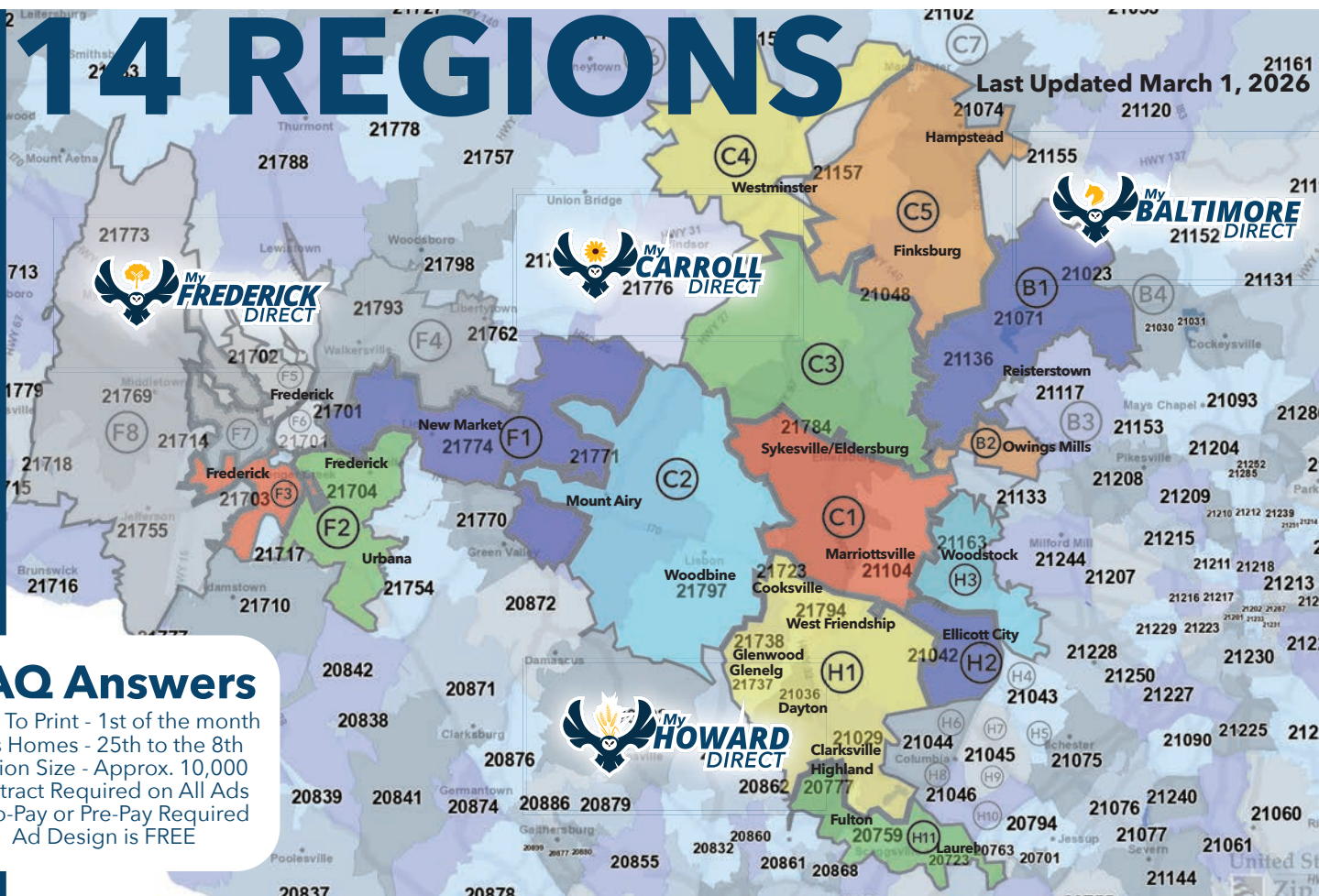
2-Page Spread Ad 11" x 8.5" (+1/8" bleed)	Full Page Ad 5.25" x 8.5" (+1/8" bleed)	Front Cover Ad 5.5" x 6.875" (+1/8" bleed)	Back Cover Ad 5.5" x 5.25" (+1/8" bleed)
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Ad Size	Dimensions	No Commit Base Price	Addtl. Per Ad Discount*	12mo.+ Base Price	Addtl. 12mo.+ Per Ad Discount	Prepay Discount
Page	5.25"x8.5"	\$350	(\$11)	\$224	(\$2)	2%
Back cover	5.5"x5.25"	\$700	(\$11)	\$575	(\$2)	2%
Front cover	5.5"x6.875"	\$900	(\$11)	\$775	(\$2)	2%

No commit base price is for independently purchased ads. Each additional ad reduces then cost of each ad by \$11 (e.g., one ad is \$350, two ads are \$339 each). * No Commit ads maximum discount is 11 ads (\$121 off per ad).

14 REGIONS

Last Updated March 1, 2026



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

OTHER REGION DETAILS

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

RANKING

HIGH to LOW		
Owner %	Homes 20+ Years	Residents 10+ Years
H1 93%	C3 90%	C2 58%
C2 93%	C2 88%	C3 58%
C3 91%	C5 84%	C5 56%
F1 91%	B1 79%	H1 53%
C5 88%	H1 78%	B1 52%
H11 84%	C4 76%	C1 52%
C1 81%	H2 74%	C4 48%
F2 81%	C1 72%	H2 48%
B1 79%	F1 70%	H3 45%
C4 77%	H11 65%	H11 45%
H2 77%	H3 58%	F1 44%
F3 73%	F3 57%	F2 37%
H3 65%	F2 55%	B2 36%
B2 50%	B2 39%	F3 33%