

Columbus *Finest* for your Home, Family, & Lifestyle



City Publications is a **premier lead generator** dedicated to bringing you the ideal customer through targeted advertising campaigns. Our proprietary mailing list reaches and engages the affluent homeowners who are **ACTIVE spenders on their home, family and lifestyle**. The premium card deck format cuts through the clutter, is welcomed into the home and strengthens your brand. Direct mail works better than ever now and is also an enhancement to your online presence. There is **less clutter in the mailbox** and **more clutter in the inbox**.

Card Deck – Mailed quarterly to the top 25% Homeowners

- Direct mail card deck sent to top spending consumers
- 4.25" x 6" two-sided, four-color postcard
- **Mailed to up to 100,000 high-income, active spending, single family homeowners**
- **No renters, apartments or condos**
- Proprietary mailing list – best in Columbus
- Addressed to the homeowner by name
- Marketing support and graphic design
- Call tracking available
- Long shelf life (average of 2 months)
- Enhancement to your web site traffic



2018 Mailing Schedule

CAMPAIGN	IN-HOME WEEK
• Spring	March 5
• Late Spring	May 14
• Summer	August 23
• Fall	October 15

"I have been with City Publications the past 3 years. This program generates 6 figures in revenue for my business from premium qualified leads"
Jacob Basnett – Landscape Design Solutions

Solo Mail – Starting at only 19.5 cents each!

- 5" by 8.375" two-sided, four-color, heavy 9-point cardstock
- Target sub-zip codes that align with customer profile
- **Includes trade area analysis and targeting**
- Addressed to the homeowner by name
- Price includes creative, graphics, postage and handling
- 5-6 week lead time for creative
- **Additional formats, specialty lists and sizes available**



A Consumer Audience of 100,000 Affluent Homes
In Two Zones of 50,000 Households Each: West and East

WEST ZONE STATS

- 61% Incomes > \$125K
- 76% Net Worth > \$500K
- Avg. Home Value \$416,928
- Avg. Square Feet 2,750
- Avg. Year Built 1978
- Avg. Acres .84



EAST ZONE STATS

- 52% Incomes > \$125K
- 62% Net Worth > \$500K
- Avg. Home Value \$345,486
- Avg. Square Feet 2,650
- Avg. Year Built 1986
- Avg. Acres 1.05

Area	Zip Code	City	Homes	Total	%
NORTHWEST	43065	Powell	8138	47,717	95%
	43017	Dublin	6580		
	43221	Upper Arlington	4649		
	43016	Dublin	3850		
	43026	Hilliard	3697		
	43015	Delaware	3522		
	43220	Upper Arlington	3333		
	43235	West Worthington	3147		
	43214	Clintonville	2907		
	43085	Worthington	2782		
	43212	Grandview	2016		
	43064	Plain City	1528		
	43201	Victorian Village	768		
SOUTHWEST	43061	Ostrander	490	2,283	5%
	43202	Columbus	310		
	43116	Commercial Point	45		
	43123	Grove City	1339		
	43119	Galloway	390		
	43146	Orient	197		
	43162	West Jefferson	153		
43204	Columbus	116			
43228	Columbus	43			
			50,000	50,000	100%

Area	Zip Code	City	Homes	Total	%
NORTHEAST	43082	Westerville	7883	44,251	89%
	43035	Lewis Center	6441		
	43081	Westerville	5270		
	43054	New Albany	4476		
	43230	Gahanna	3696		
	43021	Galena	3498		
	43209	Bexley	3238		
	43074	Sunbury	1992		
	43004	Blacklick	1967		
	43062	Pataskala	1855		
	43031	Johnstown	1296		
	43068	Reynoldsburg	1125		
	43213	Whitehall	658		
	43205	Near East	261		
	43215	Downtown	216		
	43219	Columbus	144		
	SOUTHEAST	43203	Near East		
43231		Minerva Park	89		
43224		Columbus	30		
43229		Columbus	26		
43147		Pickerington	2675		
43110		Canal Winchester	1428		
43206		German Village	1399		
43125		Groveport	125		
43137		Lockbourne	62		
43136		Lithopolis	36		
43207	Obetz	24			
			50,000	50,000	100%

Reach 100,000 of Columbus' most affluent homeowners
in neighborhoods with the highest response rates

Only Single-Family Households	High-Income (\$100K+)	Net Worth Above \$500K = 70%
Business Owners / Executives	New & Older Homes / Movers	Avg. Year Home Built = 1982
Professionals / Doctors / Attorneys	Home Values \$280K - \$1 Million+	Avg. Home Value = \$381,207