

Central Florida's Most Fun Community Paper!

# Peddler's Post



www.Peddlers-Post.com

They found  
it in the  
Peddler's  
Post!

Central Florida's Most Fun Community Paper!

## Peddler's Post

(352) 844-2700  
www.Peddlers-Post.com

FREE  
POST  
YOUR  
TV

SERVING HERNANDO COUNTY AND SURROUNDING AREAS!  
VOLUME 1 - ISSUE 7 OCTOBER 2022 DISTRIBUTED MONTHLY

**Local Businesses**

**Auto Sales**  
Call now to book your next appointment with Tiffany today!  
352-942-8050  
12270 Saffron Ct. Brooksville, FL

**RIVERA'S ELECTRIC INC.**  
Clearance Certified-New Construction-Panel Changes  
352-410-1040  
100011688

**YOUR ONE STOP SHOP FOR THE PERFECT BOAT DAY!**  
1508 Shoal Line Blvd.  
Hernando Beach, FL 34607  
(352) 922-3224

**Your Local Guide for Medicare Plans**  
Serving Hernando & Citrus Counties

**NATURE COAST**  
352-777-5231  
VETERAN OWNED BUSINESS

JOKES-PUZZLES-CLASSIFIEDS-RECIPES-COMMUNITY EVENTS-FEATURE ARTICLES

Central Florida's Most Fun Community Paper!

## Peddler's Post

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FREE  
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SERVING CITRUS COUNTY AND SURROUNDING AREAS!  
VOLUME 16 - ISSUE 10 OCTOBER 2022 DISTRIBUTED MONTHLY

**Cady's Cafe**  
1525 E. Hwy 91A, Umatilla  
NOW SERVING  
Breakfast, Lunch, Dinner  
Catering, Events, Parties  
Specialty Coffee, Cream  
Sandwiches and more!  
Sales, Events, Rentals  
Call for more information  
Visit our Facebook page  
Cady's Cafe for the latest  
news and events!

**Services We Offer**

- PAINTING
- TREE REMOVAL
- DELIVERY AND INSTALLATION INCLUDE
- FULL CONSTRUCTION - FROM START TO FINISH

**PROFESSIONAL STRUCTURES!**

- Sheds
- Playsets
- Garages
- Swim
- Buildings
- Guesthouses
- Pain Barns
- RV/Carports
- Dog Kennels

**Worth Repeating**  
All October long... 20% off select clothing  
make jewelry, leggings, shoes, dresses and more!

**Commitment - We Go Above and Beyond!**  
Empower Children & Teen-App, Job-Ready  
Memberships: Orange, University, Christian, Creative, Career,  
Sponsoring, Memorabilia, & Unconditional Love!

1452 Hwy. 41 N. • Inverness 352-600-6788 www.worthrepeatingeale.com

JOKES-PUZZLES-CLASSIFIEDS-RECIPES-COMMUNITY EVENTS-FEATURE ARTICLES

Headquartered in Citrus County, Florida Peddler's Post has been entertaining Central Florida since 2006. We offer our readers community events, classifieds, history, recipes, puzzles, jokes, and so much more. The

Peddler's Post also includes a wide variety of advertisements from business owners in the area who have entrusted Peddler's Post to help them grow their business.

**Peddler's Post currently has two papers=**

**Citrus County and Surrounding Areas**

**Established in November 2006**

As of November 2022, we distribute 16,000 papers to over 340 distribution points in and around Citrus County each month.

(Up from 12,000 in September 2021)

**Hernando County and Surrounding Areas**

**Established in April 2022**

As of September 2022, we distribute 8,000 papers to over 160 distribution points in and around Hernando County each month.

(Reader base growing substantially)

The Peddler's Post has been operating with new owners since August 2022. We have been making great strides in growing our website traffic and social media presence since purchasing the paper. We hope to offer advertising on these platforms in "2023" to a limited number of clients.

[www.Peddlers-Post.com](http://www.Peddlers-Post.com)

Approx: 675-750 visitors per month. That is up from less than 200 visitors per month just one year ago.

Facebook 

Our FB reach has grown over 3.5K% in the last 1 year period.  
**\*\*\*AND WE ARE GROWING\*\*\***  
(as of November 2022)

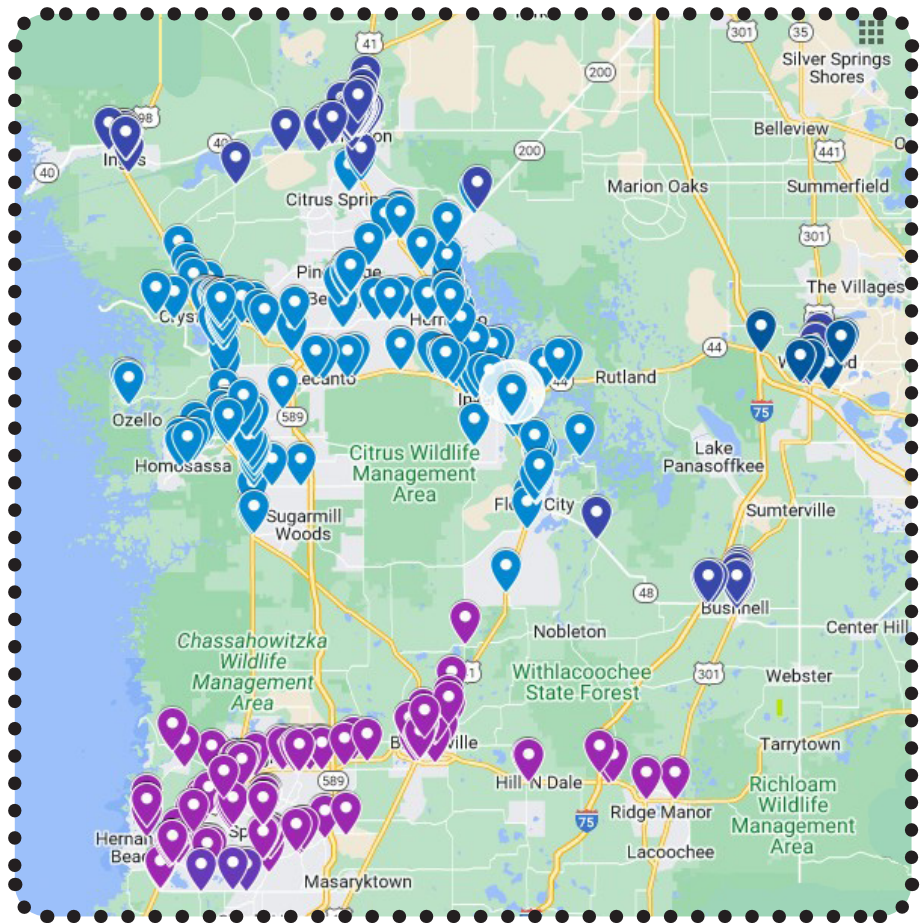
**THEY FOUND IT IN THE PEDDLER'S POST!  
CENTRAL FLORIDA'S MOST FUN COMMUNITY PAPER!**

With nearly 500 drop locations (and growing) it's not hard to find a copy of the Peddler's Post. To make it even easier, we put an interactive map on our website to help you find the Peddler's Post pick up location nearest you!

<https://peddlers-post.com/pick-up-locations>

## Pick-Up Locations Include:

- Grocery Stores
- Restaurants
- Doctor's Offices
- Office Buildings
- Social Clubs
- Banks
- Convenience Stores
- Chamber of Commerce
- Libraries
- Post Offices
- Retail Stores
- Car Dealerships
- Barbers/Salons
- Local Markets
- Gated Communities



**AT SOME OF OUR BUSIEST PICK UP LOCATIONS YOU MAY SEE ONE OF OUR CUSTOM WOODEN PAPER BOXES.**



# READER BASE

While Peddler's Post offers fun for the entire family, our primary reader base consists of adults ages 35 and older. We see a greater following from individuals over the age of 55 on our social media platforms and this trend appears to be consistent with our print advertisement following as well.



We bring communities together!

## **Citrus County Demographics**

According to usafacts.org in 2020 Citrus County had a population of 153,010 of which 71.5% are over the age of 35 years old.

## **Hernando County Demographics**

According to usafacts.org in 2020 Hernando County had a population of 198,792 of which 64.5% are over the age of 35 years old.

# WHAT MAKES US DIFFERENT?

We are not direct mail. The Peddler's Post community papers are distributed directly to the neighborhoods that our readers live in, and then chosen by our readers. This advertising medium is less intrusive than other mediums like Radio, TV, and even direct mail. These mediums can sometimes be seen as an interruption to the end user's day.

Every page of the Peddler's Post is engaging. To ensure your ad gets the visibility it deserves we add a little fun on every page of our publication. This ensures that not only our premium page advertisers get seen, but every advertiser in our book. Your ultimate goal is to get seen, to stay relevant to the community you serve, we get that!

Peddler's Post encourages community engagement by publishing FREE community events each month on our community board at no cost. This helps our readers, and your customers get out of the house, and into the neighborhoods where your businesses exist.

Peddler's Post helps support the local not-for-profits by offering discounted advertising for their community engagement events. We know that the not-for-profits play a big role in our communities being successful ones. So, when you advertise with the Peddler's Post, you are also supporting this initiative.

We interact with our readers in many ways. We offer free personal classified ads for our readers and allow them to submit jokes to be featured in a future publication. We attend community events and interact directly with our readers, collecting jokes and just being neighborly. In "2023" we will be offering sweepstakes to further engage with our readers!

# TESTIMONIALS

July-2022, I placed 3 ads in the Peddlers Post and had tremendous success. I was selling a 1949 jeep; I was looking for someone to paint murals and another for yard and lawn work. Fabulous response, sold the jeep, got a fabulous artist, and a terrific guy to help with my lawn. A wonderful place to advertise. Thanks Amy  
Sharyn - Free Classified Ad Advertiser - Reader - Funny Gal  
(She sends in jokes)

I have never gone into the red advertising with the Peddler's Post. I have always earned more business than the ad has cost me.  
JR - JR's Heating and Air - Advertiser since 2014

I have no PC or Smart Phone. I am an old hippy! This is so great to have a way to reach people.  
Linda - Reader - FREE Classified Contributor. - Brooksville

We cannot keep those papers in here if you bring them, they will go.(in reference to how quickly the Peddler's Post papers go in her establishment)  
Lisa - Mama's Kuntry Kafe - Advertiser - Drop Location -  
(We drop off between 400 - 450 each month at her location alone in Inverness)

Visiting from the hurricane area and found your publication. What a great paper. Great puzzles. Great info. Thank you.  
(Visiting Crystal River during Hurricane Ian)  
Forest Brubaker

# **AD SIZES**

**1/8 Page.....3.5in(W) X 2.7in(H)**

**1/4 Page.....3.5in(W) X 5.4in(H)**

**1/4 Page Long.....7.125in(W) X 2.7in(H)**

**1/2 Page.....7.125in(W) X 5.4in(H)**

**1/2 Page Long.....3.5in(W) X 10.9 in(H)**

**1 Page.....7.125in(W) X 10.9in(H)**

**..... We can accommodate your pre-made design. ....**

**..... We can use your logo and pictures and create a  
..... custom design for you. We can craft you something  
..... original from scratch, all at no additional cost. ....**

**..... WE ARE FLEXIBLE LIKE THAT! ....**

# PRICING

	Front Cover (Premium)	Back Cover (Premium)	Page 2/3 (Premium)	Inside Pages
1/8 Page	Limited Availability \$132	Limited Availability \$110	\$99	\$77
1/4 Page	Limited Availability \$245	Limited Availability \$189	\$170	\$143
1/2 Page	X	Limited Availability \$338	\$310	\$262
Full Page	X	X	\$560	\$499

**OUR PRICES CAN NOT BE BEAT!**



# INSIDE PAGE DISCOUNTS

3 Month Subscription  
5% OFF

6 Month Subscription  
10% OFF

Chamber Of Commerce Discount  
5% off

Military and First Responder Discount  
5% off

Running Two Ads?

25% OFF AD of = or < Value

**\*\*\*DISCOUNTS DO NOT APPLY TO PREMIUM PAGES\*\*\***

**LIMITED SPACES AVAILABLE**



# LET'S GET SOCIAL!

**BUILD YOUR BRAND ♡ STAY RELEVANT ♡ ENGAGE YOUR COMMUNITY**

Social Media Marketing is a great way to generate leads. However, it serves a much more important role this day in age. It helps one establish a following for your brand which improves brand loyalty. Social Media Marketing will also help improve your search engine rankings. These are all important parts of staying relevant and competitive in the community you serve. We would love to help you grow your Social Media footprint.

## MONTHLY FACEBOOK PACKAGES

### ON THE DAILY \$500 PER MO.

- 1 Custom branded image post every day on your page
- Include up to 5 hashtags # per post

### EVERY OTHER DAY \$300 PER MO.

- 1 Custom branded image post every other day on your page
- Include up to 5 hashtags # per post

### SOMETHING ELSE IN MIND?

- Let's Chat about your goals and see what we can come up with!

\*\*\*All posts will also tag the Peddler's Post business page for extra exposure! We can also post to Instagram if your accounts are already linked.\*\*\*

## VIDEO - ALA - CART - (CELL PHONE QUALITY - BUILT FOR FACEBOOK)

Still Picture Video  
\$50/\$75

- Up to 10 pictures with accompanying words
- no longer than 15/30 seconds
- Include up to 5 Hashtags #
- You provide quality pictures

On Location Video 15/30 seconds  
\$75 /\$100

- at your site we highlight a sale or product
- no longer than 15/30 seconds
- Include up to 5 Hashtags#
- up to 2 revisions

On Location Video 45/60 seconds  
\$125/\$150

- At your site, highlight your business/products/ services.
- No longer than 45/60 seconds
- Include up to 5 Hashtags #
- up to 2 revisions

## POST VARIETY INCLUDES BUT IS NOT LIMITED TO ...

PATIENCE IS A TREE WHO'S ROOT IS BITTER, BUT IT'S FRUIT IS SWEET!



**Motivation**

Facts about your business, Random Fun Facts, Holidays, Upcoming Events, Sales, ect.



**Products**

I have an ant infestation in my fridge and air conditioning units! They are refrigerants!



**Jokes**



**National Days**



\*\*\*SOFT OFFERING- LIMITED SPACES AVAILABLE- OFFERING FOR PEDDLER'S POST COMMUNITY PAPER ADVERTISERS ONLY\*\*\*

**FOR MORE INFORMATION ON SPACE  
AVAILABILITY AND TO CREATE AN  
ADVERTISING PACKAGE THAT  
FITS YOUR NEEDS  
CALL US TODAY AT 352-344-2700.**

