

2026 TWIN CITIES MEDIA KIT & MAP





Who We Are...

SaveOn® is a comprehensive direct mail/digital marketing company specializing in providing solutions through a variety of products.

Our direct mail magazines are distributed monthly to the Chicago, Detroit, South Florida and Minneapolis/St. Paul areas—all supported by our platinum digital products.

In addition, we offer a full comprehensive suite of digital products to fit your unique business needs!

With over 40 years in business, you can count on SaveOn® to provide the best in marketing solutions.

What We Do...

Together, with our trusted business partners, we are dedicated to helping Savers live life for less by saving them time and money. We are passionate about the growth of our team, business partners, and the communities we call home.

SaveOn's 100% Customer Satisfaction Guarantee*

If you advertise for six months with SaveOn and are not getting the response you believe justifies the investment, we will run the next two months for free.

*Must use call tracking and fill out customer expectation form. Ask rep for details.

TOTAL MARKETING

An Advertising

Print Offerings:

- SaveOn® Magazine
- Inserts/Flyers
- Postcards
- Solo Mail
- 4-Page Circulars
- Call Tracking
- Campaign Performance Report

Custom Digital Campaigns:

- Email Marketing
- Mobile Friendly
- TV Streaming
- Websites/Microsites
- Contextual Targeting
- Behavioral Targeting
- Retargeting
- Social Advertising (Facebook & Instagram)
- Native Advertising
- Pay-Per-Click (PPC)
- Geofencing
- Event Targeting
- Addressable Geofencing
- Over 25 Digital Offerings
- & More!

MARKETING SOLUTIONS

Campaign That Creates Results.



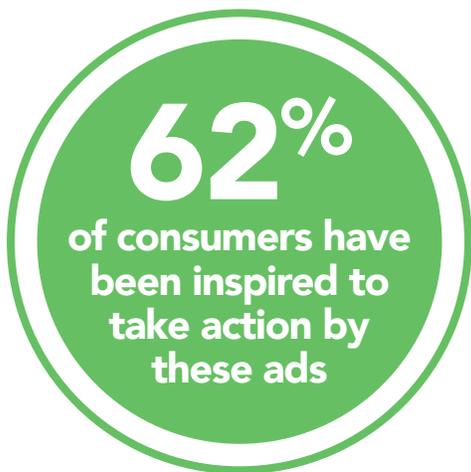
Customers Respond to Direct Mail Ads



of consumers open direct mail immediately



read all their mail at some point



What Action Are They Taking?

- 43% visited the advertiser's website
- 31% bought an advertised product or service
- 31% visited the advertiser's retail locations
- 28% conducted a search on the advertiser, product or service online
- 26% looked up reviews about the advertiser, product or service

80% of these actions are done online! With direct mail ads, you get all the benefits you associate with digital advertising.

Source: <https://salesfuel.com/62-of-consumers-still-react-to-direct-mail-ads/>

EACH ZONE CIRCULATION APPROXIMATELY 40,000

ZONE A

- 55317 CHANHASSEN
- 55318 CHASKA
- 55331 EXCELSIOR
- 55345 MINNETONKA
- 55372 PRIOR LAKE
- 55378 SAVAGE
- 55379 SHAKOPEE

ZONE B

- 55024 FARMINGTON
- 55044 LAKEVILLE
- 55068 ROSEMOUNT
- 55124 APPLE VALLEY
- 55337 BURNSVILLE

ZONE C

- 55044 LAKEVILLE
- 55068 ROSEMOUNT
- 55076 INVER GROVE HTS
- 55077 INVER GROVE HTS
- 55116 ST. PAUL
- 55118 WEST ST. PAUL
- 55120 MENDOTA HTS
- 55121 EAGAN
- 55122 EAGAN
- 55123 EAGAN
- 55337 BURNSVILLE

ZONE D

- 55343 HOPKINS
- 55317 CHANHASSEN
- 55345 MINNETONKA
- 55346 EDEN PRAIRIE
- 55347 EDEN PRAIRIE
- 55423 RICHFIELD
- 55431 BLOOMINGTON
- 55435 EDINA
- 55436 EDINA
- 55437 BLOOMINGTON
- 55438 BLOOMINGTON
- 55439 EDINA

ZONE E

- 55422 CRYSTAL/GOLDEN VALLEY/ROBBINSDALE
- 55405 MINNEAPOLIS
- 55410 MINNEAPOLIS
- 55411 MINNEAPOLIS
- 55412 MINNEAPOLIS
- 55416 ST. LOUIS PARK
- 55419 MINNEAPOLIS
- 55424 EDINA
- 55426 ST. LOUIS PARK
- 55427 CRYSTAL/NEW HOPE/GOLDEN VALLEY
- 55429 MINNEAPOLIS

ZONE F

- 55016 COTTAGE GROVE
- 55105 ST. PAUL
- 55106 ST. PAUL
- 55109 MAPLEWOOD
- 55117 LITTLE CANADA/MAPLEWOOD
- 55119 MAPLEWOOD
- 55125 WOODBURY
- 55128 OAKDALE
- 55129 WOODBURY
- 55130 ST. PAUL

ZONE G

- 55112 ARDEN HILLS/MOUNDS VIEW/NEW BRIGHTON
- 55304 ANDOVER
- 55432 SPRING LAKE PARK
- 55434 BLAINE
- 55448 COON RAPIDS
- 55449 BLAINE

ZONE H

- 55301 ALBERTVILLE
- 55303 ANOKA
- 55311 MAPLE GROVE
- 55327 DAYTON
- 55330 ELK RIVER
- 55340 HAMEL
- 55374 ROGERS
- 55376 ST. MICHAEL

ZONE I

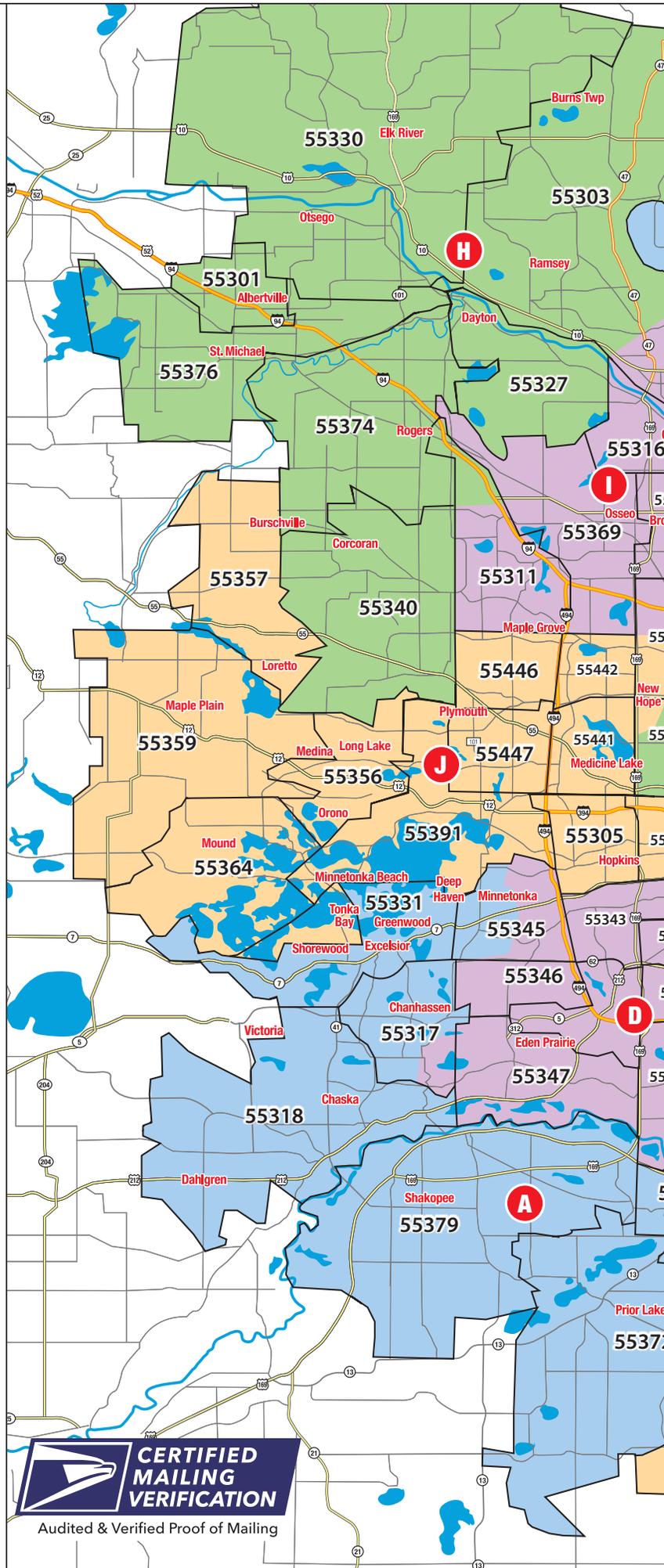
- 55303 ANOKA
- 55311 MAPLE GROVE
- 55316 CHAMPLIN
- 55369 OSSEO
- 55443 BROOKLYN PARK
- 55444 BROOKLYN PARK
- 55445 BROOKLYN PARK

ZONE J

- 55305 MINNETONKA
- 55356 LONG LAKE
- 55357 LORETTO
- 55359 MAPLE PLAIN
- 55364 MOUND
- 55391 WAYZATA
- 55426 ST. LOUIS PARK
- 55427 NEW HOPE
- 55428 BROOKLYN CENTER/CRYSTAL/NEW HOPE
- 55441 PLYMOUTH
- 55442 PLYMOUTH
- 55446 PLYMOUTH
- 55447 PLYMOUTH

ZONE K

- 54016 HUDSON, WI
- 55001 AFTON
- 55003 BAYPORT
- 55042 LAKE ELMO
- 55043 LAKELAND
- 55082 STILLWATER
- 55109 MAPLEWOOD
- 55110 WHITE BEAR LAKE
- 55115 MAHTAMEDI
- 55125 WOODBURY
- 55129 WOODBURY



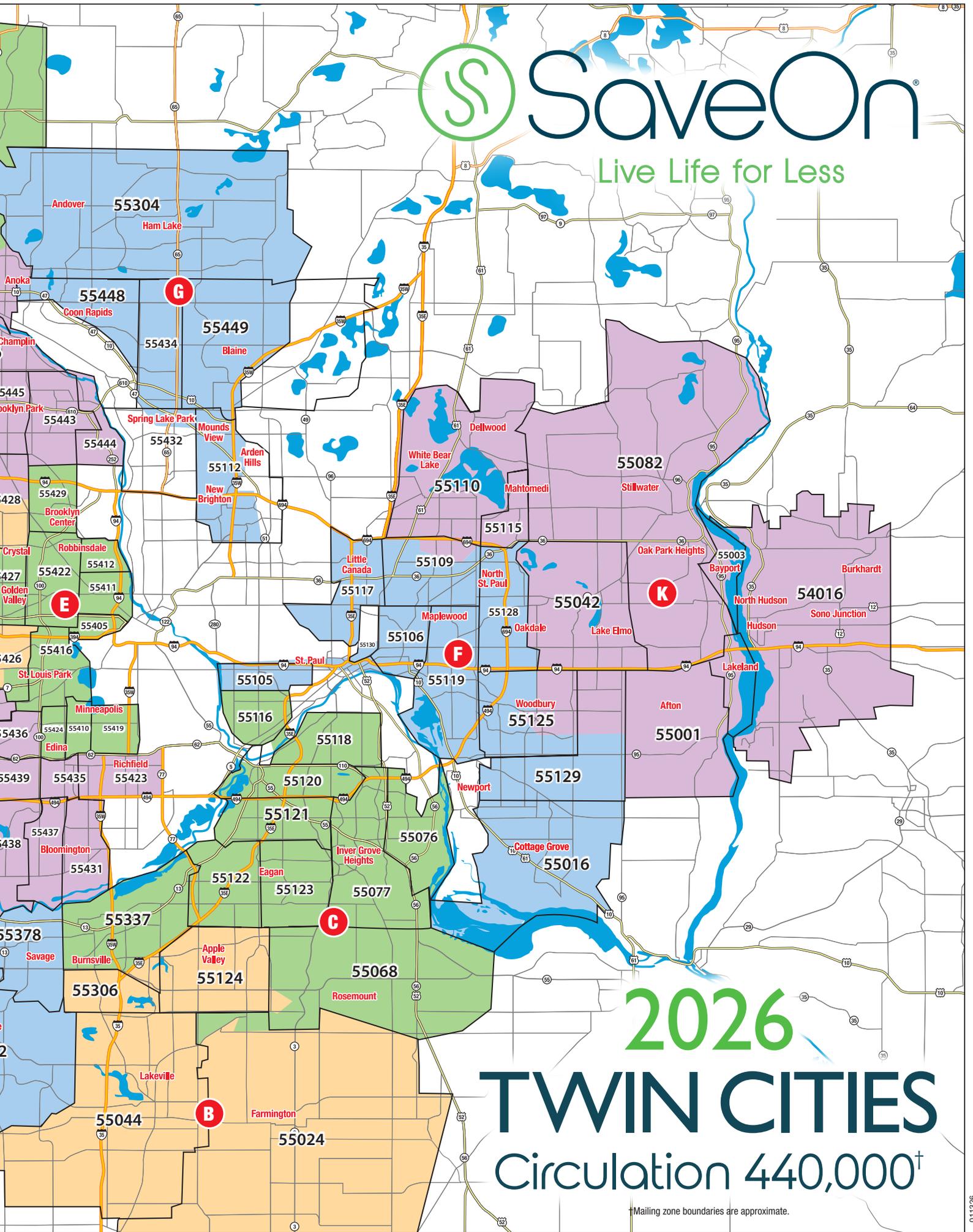
ISSUE	DEADLINE	IN-HOME*
January	January 2	January 28
February	January 30	February 26
March	February 27	March 26
April	March 27	April 23
May	April 24	May 21
June	May 22	June 18
July	June 19	July 16
August	July 17	August 13
September	August 14	September 10
October	September 11	October 8
November	October 2	October 29
December	October 30	November 25

*Estimated delivery dates (3 days +/-). We anticipate the mailing will be delivered on the scheduled in-home date but cannot guarantee USPS delivery date.



SaveOn®

Live Life for Less



2026

TWIN CITIES

Circulation 440,000[†]

[†]Mailing zone boundaries are approximate.

DELIVERING RESULTS.



Digital & Print Advertising Go Hand-In-Hand!

SaveOn® helps businesses like yours reach their target audience across different platforms and devices.



Businesses who leverage on and offline engagement retain on average 89% of their customers.¹



The average American adult spends more than 11 hours a day consuming digital media.²



Direct mail campaigns that combine print & digital have a 28% higher conversion rate than campaigns that use only one channel.³



83% of shoppers prefer personalized ads & promotions based on their location.⁴

We have a team of marketing specialists that will build a customized, affordable, targeted digital and print campaign that supports your overall marketing plans and business goals.

SOURCES:

¹www.radial.com/insights/omnichannel-customer-retention-strategy (2020) • www.arriava.com/insights/loyalty-program-trends-2024 (2024) • www.hubtype.com/blog/omnichannel-customer-support (2024)

²www.tvtechnology.com/news/nielsen-u-s-adults-spend-majority-of-waking-hours-interacting-with-media (2019) • ³<https://persuasion-nation.com/direct-mail-marketing-statistics> (2024)

⁴<https://zipdo.co/location-based-marketing-statistics> (2024)

CALL US TODAY FOR A CUSTOMIZED MARKETING CAMPAIGN FOR YOUR BUSINESS

2855 ANTHONY LN S., STE 145, ST. ANTHONY, MN 55418 | 800-495-5464 | SaveOn.com®