

Get to Know Us

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We are the Smart Shopper and we are mailed to almost 25,000 households and businesses in South Central Massachusetts.

In an uncertain economy and amid reports of “hard times” for the newspaper industry, we’re going strong. With newspaper audit companies reporting daily & Sunday circulation declines of over 10% in the last few years, circulation for weekly shoppers such as ours grew 2.9%. We actually grew over 35% from last year.

Why are we doing so well? Because we provide what our readers and advertisers want.

Retailers and service providers turn to us because we can saturate their market and they don’t have to pay to advertise where they don’t want to go.

Readers turn to us because we’re involved in our communities. We provide information on local events and we’re a great resource for finding sales and services. Our readers actually read our paper. And we have a lot of readers, because we’re free.

Get to know us.

We may be just what you’re looking for.



Smart Shopper

INC.

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