



ROCK COUNTY EDITION

The Advantage Magazine program offers 5 key benefits to advertisers:

Marketwide Coverage

- Reaches 42,500+ households in Rock County (homes, condos, apartments) with an avg. median household income of \$65,000 or higher.

High Retention Rate

- Over 81.3% of recipients review or save Advantage, thanks to its money-saving offers valid for 5-8 weeks, resulting in above-average ad response rates.

Vibrant Full Color Ads

- Ensures your message stands out & leaves a lasting impression.



Key Demographics

- Age:** Primarily Female 28-68
- Life Stages:** Young professionals, homeowners, mothers/women, empty nesters, active retirees
- Role in Spending Decisions:** Key influencer or primary decision-maker in categories such as home upgrades, dining, entertainment, personal care & family services.

Dual-Purpose Ad Design

- Combines informative content with motivational coupons/incentives, educating consumers while driving immediate purchases.



Smarter ROI Ads

Measurable Results

- Track ROI through coupon redemptions, unique phone numbers & custom URLs (and QR codes).



Online Integration

Our website www.couponbetter.com complements the print version by offering:

- Current & Alternate Ad Versions
- Printable Offers
- Website Link Integration
- Exclusive Online Savings

Traffic is driven to couponbetter.com using Google Ad Words, Social Media Marketing & Search Engine Optimization.

2026 Publications

Mailing Week

Copy Deadline

Spring 2026

Week of May 14, 2026

April 23, 2026

Fall 2026

Week of September 17, 2026

August 27, 2026



ADVANTAGE MAGAZINE (ROCK COUNTY) 2026 RATES

SIZE	1X RATE	2X RATE
½ PAGE	\$1,125 Cost Per Copy Delivered = 2.65¢	\$1,095 Cost Per Copy Delivered = 2.58¢
FULL PAGE	\$1,645 Cost Per Copy Delivered = 3.87¢	\$1,595 Cost Per Copy Delivered = 3.75¢



Premium Pages

- Front Cover (\$2,045)
- Back Cover (\$2,245)
- Front Inside Cover (10% Premium)
- Page 3 (15% Premium)
- Back Inside Cover (10% Premium)
- Back Inside Page (10% Premium)



Advantage Magazine Rock County has a circulation of **42,500+ copies** & is mailed to the Rock County zip code-carrier routes listed below with **average median household income of \$65,000** or more:

- 53505 (Avalon)
- 53511 (Beloit)
- 53525 (Clinton)
- 53534 (Edgerton)
- 53536 (Evansville)
- 53545 (Janesville)
- 53546 (Janesville)
- 53548 (Janesville)
- 53563 (Milton)
- 53576 (Orfordville)



www.couponbetter.com



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