








# Money \$aver

## MARITIMES | ENVELOPE DISTRIBUTION 2025






### ARTWORK SPECIFICATIONS


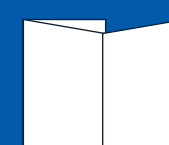
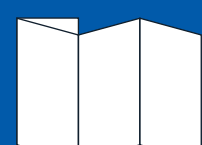
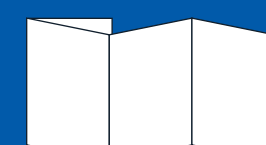
#### Cover Options

						
<b>SINGLE PANEL</b> 2.94" x 5.5" No Bleed	<b>DOUBLE PANEL</b> 6.087" x 5.5" No Bleed	<b>TRIPLE PANEL</b> 9.2426" x 5.5" No Bleed	<b>FULL INSIDE COVER</b> 10.25"w x 9.6"h	<b>INSIDE FRONT</b> 10.25"w x 5.625"h <b>INSIDE FRONT</b> 10.25"w x 3"h	<b>BACK COVER</b> 10.75" x 4"	<b>STANDARD FLAP</b> 6.25"w x 1.9"h <b>PREMIUM FLAP</b> 10.75"w x 1.9"h

#### No Fold Insert Options

		
<b>MINI INSERT</b> 3.35" x 8.25"	<b>STANDARD INSERT</b> 5.25" x 8.25"	<b>DELUXE POSTCARD</b> 5.125"w x 9"h

#### Folded Insert Options

			
<b>FLYER 3-PANEL</b> 10.5" x 8.25" Folds: 5.56" x 8.25"	<b>LARGE MENU 4-PANEL</b> 21.5" x 8.25" Folds: 5.375" x 8.25"	<b>MENU 3-PANEL</b> 16" x 8.25" Folds: 5.33" x 8.25"	<b>MENU 4-PANEL</b> 16" x 8.25" Folds to: 3.5" x 8.25"

All available in premium stock. Subject to additional fees.

**92%**  
of Canadians  
**READ**  
Direct Mail<sup>1</sup>

**88%**  
of Canadians visit  
a store or go online  
after receiving a  
direct mail piece<sup>1</sup>

**66%**  
of Canadians  
**KEEP MAIL**  
they find useful<sup>1</sup>

**39%**  
more time is spent with  
**INTERGRATED**  
direct mail and digital  
campaigns than with  
digital-only campaigns.

### DIRECT MAIL MARKETING WORKS.

Direct Mail boosts the results of other advertising efforts including online/social media and radio.<sup>2</sup>

<sup>1</sup>2018 Deal Nerd Coupon Study. Canada Post, Kantar, SMM Status update 2024.

<sup>2</sup>Canada Post's Smartmail Marketing team



# Money \$aver

## MARITIMES | ENVELOPE DISTRIBUTION 2025

REACHING  
**250K**  
HOMES  
PER ISSUE

SUPPORTING  
LOCAL BUSINESSES  
ACROSS CANADA  
FOR 26 YEARS.



TO ADVERTISE:  
1.877.616.1818 | DRMG.com



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1.877.616.1818 | DRMG.com

## Canada Post Expert Partner

As a Smartmail Marketing Expert Partner, we can pass on exclusive offers, targeting, and demographic insights to our clients.

## Frequency and Repetition

Two keys to an effective marketing strategy. A multi mailing campaign in the Money Saver Envelope achieves both.

## Shared Direct Mail

Increase your reach and lower your cost by sharing the cost of postage with local, regional, and national advertisers.

## Solo Direct Mail

Increase your response rate and have your brand stand out by communicating one-on-one with prospects through a solo postcard, menu or brochure.

## Need Menus?

We offer many different sizes and paper stock options.

## DISTRIBUTION ZONES

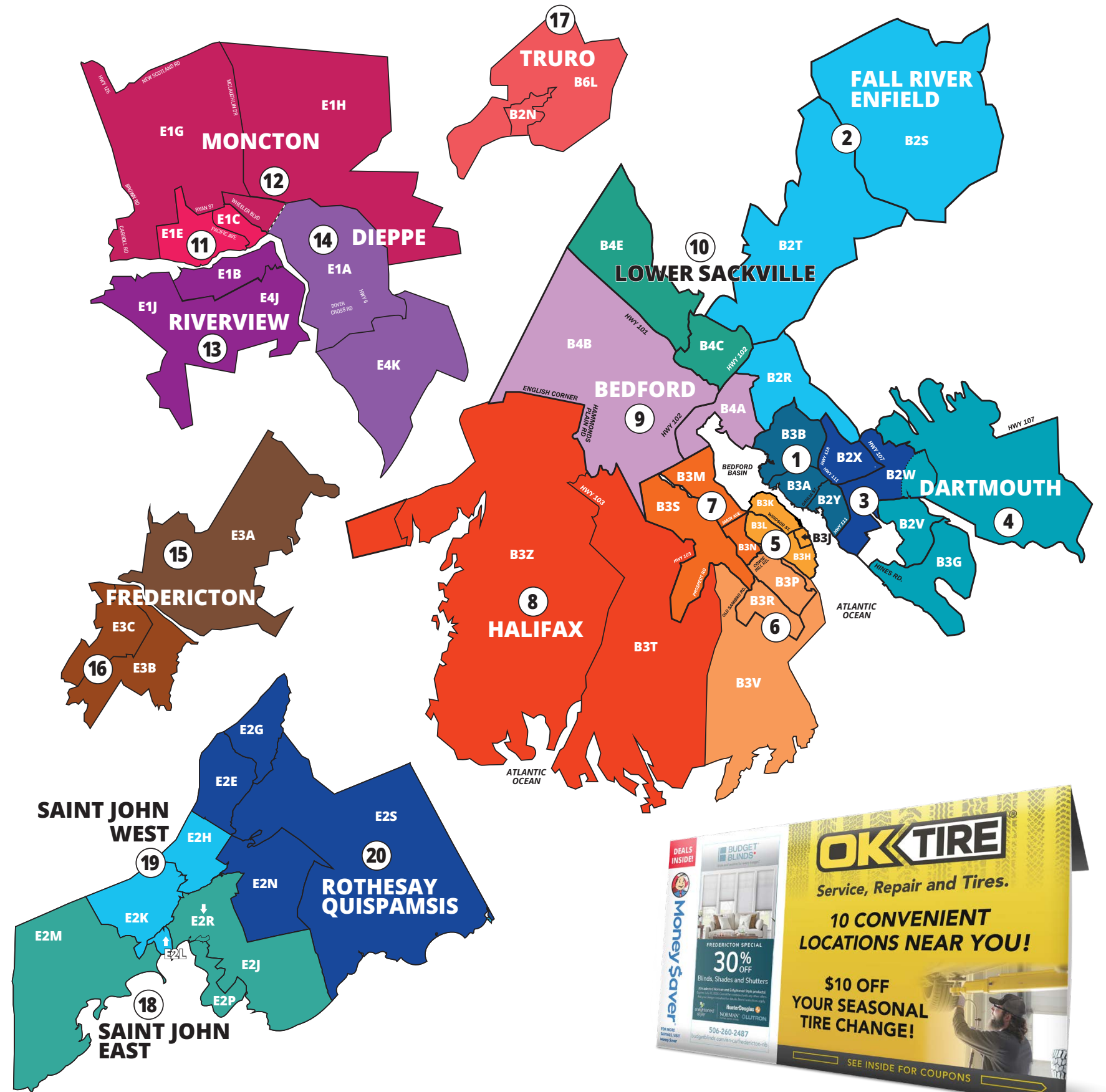
### NOVA SCOTIA 137,500 Homes

#	Zone Description	FSAs
1	Dartmouth-North	B2Y, B3A, B3B
2	Fall River/Enfield/Elmsdale	B0N, B2R, B2S, B2T
3	Dartmouth Portland Hills/Estates, Woodlawn, Westphal, Waverly	B2W, B2X
4	Dartmouth Forest Hills/Colby Village, Eastern Passage	B2V, B2W, B3G
5	Halifax, Peninsula	B3H, B3J, B3K, B3L (Forest Hill)
6	Halifax, Northwest Arm	B3P, B3R, B3V
7	Halifax, Clayton Park/Fairview/Larry Uteck	B3M, B3N, B3S
8	Halifax, Beechville, Lakeside, Timberlea, Tantallon	B3T, B3Z, B0J
9	Bedford (Includes Bedford South, Bedford West and Larry Uteck Dr)	B4A, B4B
10	Lower Sackville	B4C, B4E
17	Truro	B2N, B6L, B0N

### NEW BRUNSWICK 112,500 Homes

#	Zone Description	FSAs
11	Moncton-Downtown	E1C, E1E
12	Moncton-North	E1A (partial), E1G, E1H
13	Riverview	E1B, E1J, E4J
14	Dieppe	E1A, E4K (partial)
15	Fredericton-North	E3A
16	Fredericton-South	E3B, E3C
18	Saint John East	E2M, E2P, E2J, E2R
19	Saint John West	E2K, E2H, E2L
20	Rothesay/Quispamsis	E2N, E2E, E2G, E2S

- Reaching 250,000 homes
- Issued 8x per year
- 20 Distribution Zones 12,500 homes per zone



Approximative Limit Zones



TO ADVERTISE:  
1.877.616.1818 | DRM.G.com