

# Money \$aver

## WINNIPEG | MAGAZINE DISTRIBUTION 2025

92%  
of Canadians  
**READ**  
Direct Mail\*

88%  
of Canadians visit  
a store or go online  
after receiving a  
direct mail piece\*

66%  
of Canadians  
**KEEP MAIL**  
they find useful\*

\*2018 Deal Nerd Coupon Study, Canada Post, Kantar, SMM Status update 2024.



- Reaching 120K homes
- Covering 4 distribution zones
- Issued 8x per year



TO ADVERTISE:  
204.633.1550 | DRM.G.com

# Money \$aver

## WINNIPEG | MAGAZINE DISTRIBUTION 2025

REACHING  
**120K**  
HOMES  
PER ISSUE

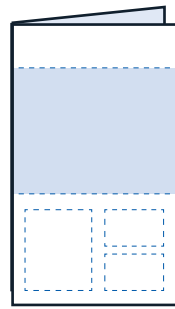


TO ADVERTISE:  
204.633.1550 | DRM.G.com

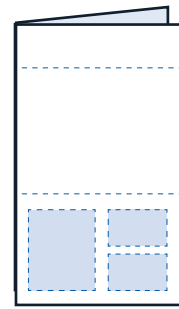
# Money \$aver

## WINNIPEG | MAGAZINE DISTRIBUTION 2025

### PUBLICATION SPECS



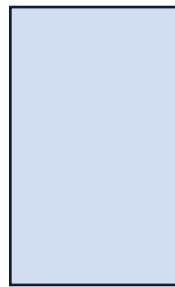
**FRONT COVER**  
6"w x 6.25"h



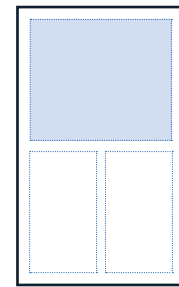
**FEATURE PANELS**  
Full: 2.65"w x 2.8"h  
Half: 2.65"w x 1.3"h



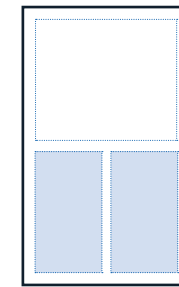
**BACK COVER**  
6"w x 10.875"h



**FULL PAGE**  
6"w x 10.875"h



**HALF PAGE**  
5.5"w x 5.06"h



**QUARTER PAGE**  
2.62"w x 5.06"h



**DOUBLE PAGE SPREAD**  
12"w x 10.875"h

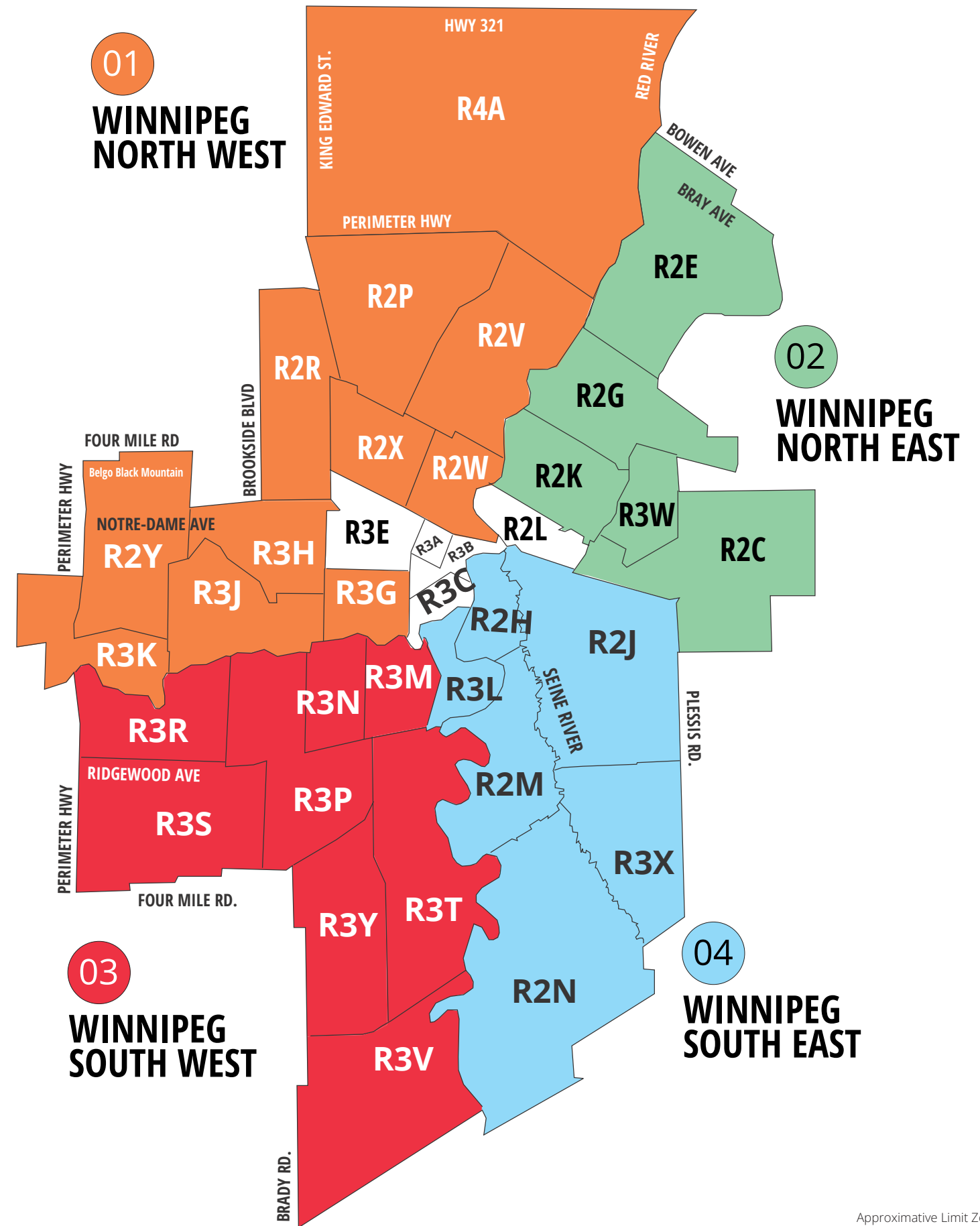


### MAILING SCHEDULE

ISSUE	IN-HOMES	DEADLINE
1 MARCH	Feb 19 - 26	Jan 29
2 SPRING <i>March</i>	Mar 26 - 2	Mar 5
3 MAY	May 7 - 14	Apr 16
4 JUNE	Jun 11 - 18	May 21
5 SUMMER <i>July</i>	Jul 23 - 30	Jul 1
6 SEPTEMBER	Sep 3 - 10	Aug 12
7 OCTOBER	Oct 8 - 15	Sep 18
8 WINTER <i>November</i>	Nov 19 - 26	Oct 28

### WINNIPEG 4 Zones • 120,000 Homes

#	Zone Description	Homes	FSAs
01	North West	30,000	R2P, R2R, R2V, R2W, R2X, R2Y, R3G, R3J, R3K, R3H, R4A
02	North East	30,000	R2C, R2E, R2G, R2K, R3W
03	South West	30,000	R3M, R3N, R3P, R3R, R3S, R3T, R3V, R3Y
04	South East	30,000	R2H, R2J, R2M, R2N, R3L, R3X



Approximative Limit Zones



Delivered by



**TO ADVERTISE:**  
204.633.1550 | [DRMG.com](http://DRMG.com)