

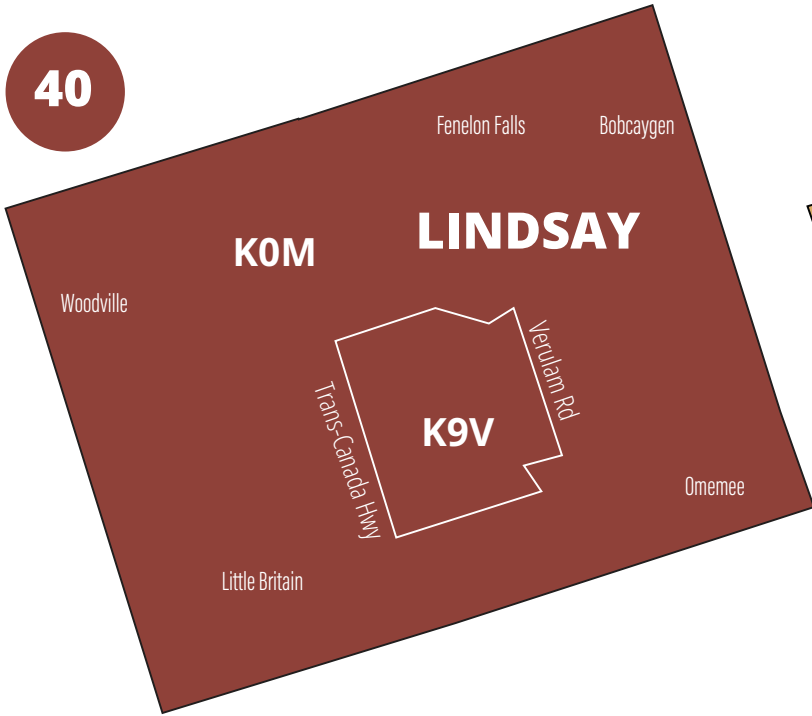
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PETERBOROUGH / LINDSAY

MAGAZINE DISTRIBUTION 2025

REACHING
60K
HOMES
PER ISSUE

40



38



Covering 2 Distribution Zones

38	Peterborough
40	Lindsay

Approximate Limit Zones

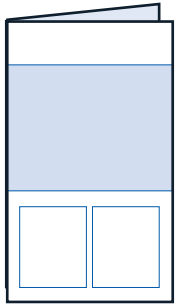


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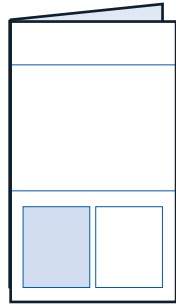
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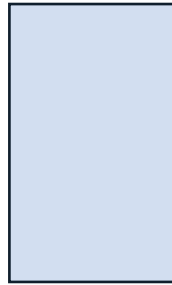
PUBLICATION SPECS



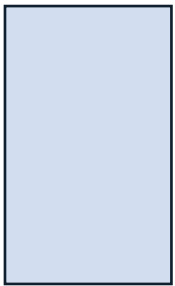
FRONT COVER
6"w x 6.25"h



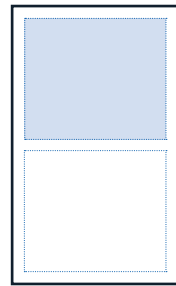
FEATURE PANELS
Full: 2.65"w x 2.8"h
Double: 5.5"w x 2.8"h



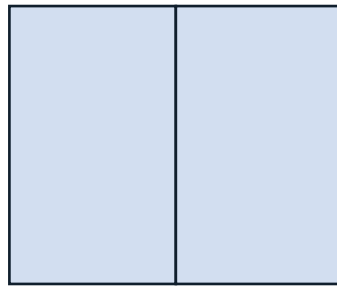
BACK COVER
6"w x 10.875"h



FULL PAGE
6"w x 10.875"h



HALF PAGE
5.5"w x 5.06"h



DOUBLE PAGE SPREAD
12"w x 10.875"h



COVERING 2 DISTRIBUTION ZONES

#	Zone Description	Homes	FSAs
38	Peterborough	35,000	K9K, K9H, K9L, K9J, K0L
40	Lindsay	25,000	K9V, K0M

- **Reaching 60,000 homes**
- **Issued 5x a year**

MAILING SCHEDULE

ISSUE	IN-HOMES
1 MAR	Mar 10 - 17
2 MAY	Apr 30 - 9
3 JUL	Jul 9 - 16
4 SEP	Sep 17 - 24
5 NOV	Nov 12-19

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a store or go online
after receiving a
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*2018 Deal Nerd Coupon Study. Canada Post, Kantar, SMM Status update 2024.



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