



ONTARIO | MAGAZINE DISTRIBUTION 2024

92%
of Canadians
READ
Direct Mail*

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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 2019.



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ONTARIO | MAGAZINE DISTRIBUTION 2024

REACHING
406K
HOMES
PER ISSUE



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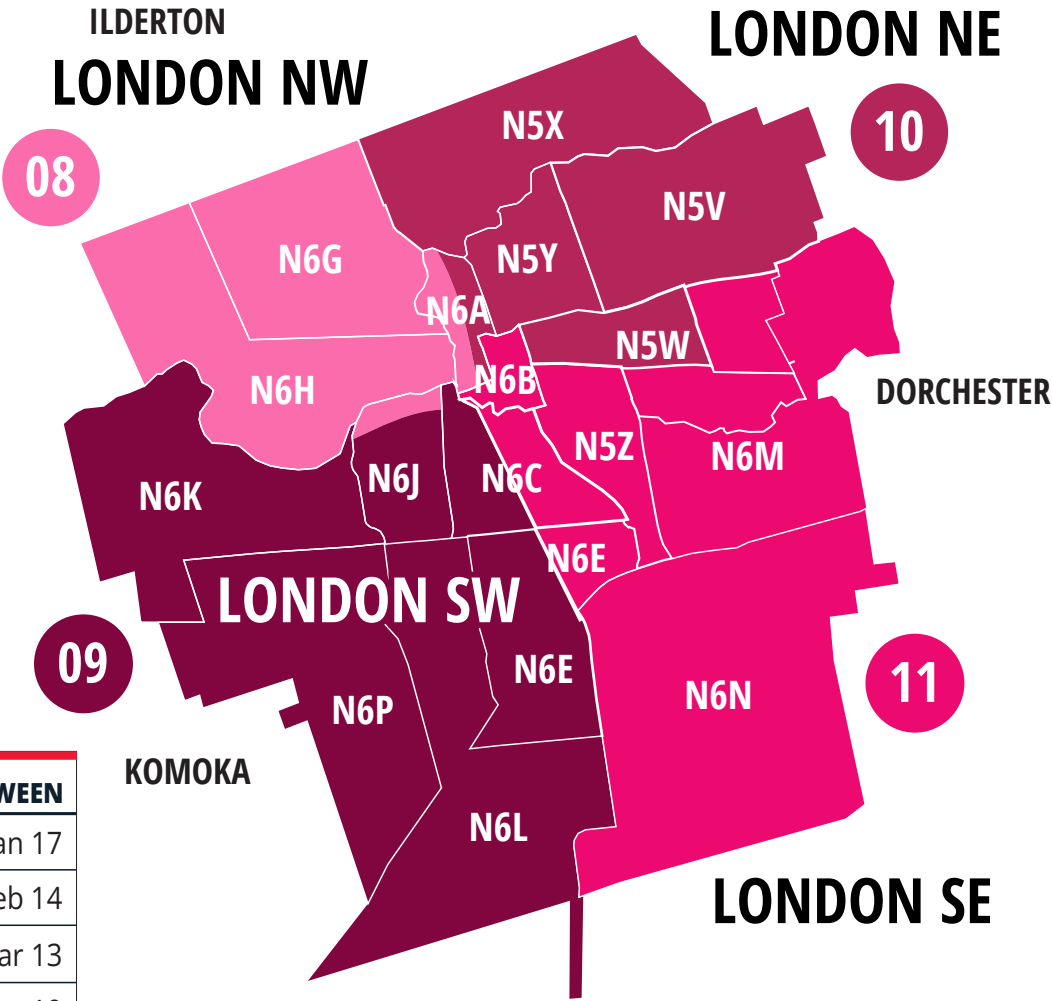
Ad Save Magazine - Ontario

Distribution Zones

- Reaching 406K homes
- Covering 9 distribution zones
- Issued 12x per year

Mailing Schedule

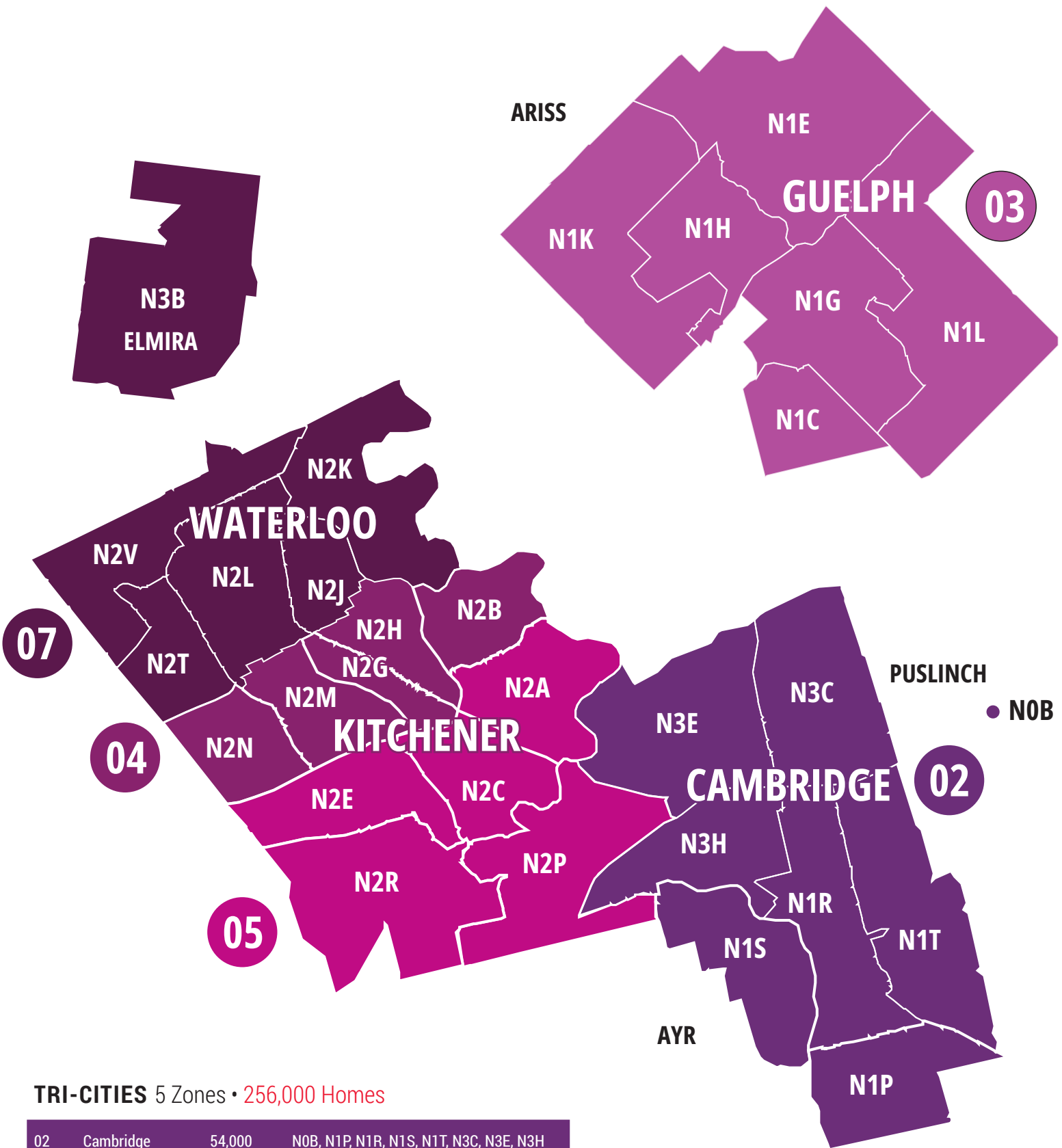
ISSUE	IN-HOMES BETWEEN	
1	JAN	Jan 10 - Jan 17
2	FEB	Feb 7 - Feb 14
3	MAR	Mar 6 - Mar 13
4	APR	Apr 3 - Apr 10
5	MAY	May 1 - May 8
6	JUN	Jun 5- Jun 12
7	JUL	Jul 10 - Jul 17
8	AUG	Aug 14 - Aug 21
9	SEP	Sep 18 - Sep 25
10	OCT	Oct 23 - Oct 30
11	NOV	Nov 13 - Nov 20
12	DEC	Dec 4 - Dec 11



LONDON 4 Zones • 150,000 Homes

08	North West	37,500	N6G, N6A, N6H, N6J, N0M
09	South West	37,500	N6J, N6E, N6C, N6P, N6K, N6L, N0L
10	North East	37,500	N6B, N5W, N6A, N5Y, N5X, N5V
11	South East	37,500	N6B, N5Z, N5W, N6C, N6E, N6N, N6M, N0L, N5V

Approximative Limit Zones



TRI-CITIES 5 Zones • 256,000 Homes

02	Cambridge	54,000	N0B, N1P, N1R, N1S, N1T, N3C, N3E, N3H
03	Guelph	55,000	N1C, N1E, N1G, N1H, N1K, N1L
04	Kitchener North	50,000	N2M, N2G, N2N, N2H, N2B
05	Kitchener South	50,000	N2A, N2E, N2P, N2R, N2C
07	Waterloo	47,000	N2J, N2K, N2L, N2T, N2V, N3B



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