

Data-driven Direct mail Delivered.

Reach your most qualified prospects at home, in their mailbox anywhere in Canada by leveraging the power of data, analytics, and digital integrations.

1.866.993.0600

[DRMG.com](https://www.drmg.com) info@drmг.com



Company Overview

4 - 9

- Who we are
- Distribution overview
- Our clientele
- Products we offer

The Power of Direct Mail

10 - 13

- No place like home
- Direct Mail remains a powerful tool
- Why boost your marketing mix

Case Studies

14 - 18

- Small business Sandra
- Franchise Frank
- Home Improvement Harry
- Head Office Haley

Our Solution Strategy

19 - 22

- Turnkey campaign solution
- Tackling key marketing strategies
- 3 Steps to success
-

Product Deep Dive

17 - 23

- Shared Mail Overview
- Solo Direct Mail
- Personalized Mail
- Performance Analytics

Sample Ads

30 - 32

COMPANY OVERVIEW

WHO WE ARE

DRMG is Canada's leading Direct Mail Company.

We have been helping businesses of all sizes, from local to national boost sales and brand recognition through **Targeted Direct Mail Campaigns** for more than 20 years.

We are Canadian owned & Canada's leading Direct Mail company delivering a wide range of neighbourhood mail, including our widely recognized Money Saver brand, regarded as Canada's most dependable publication for everyday savings and coupons.

We are a Canada Post Expert Partner, and their largest shared mail customer.



Smartmail
Marketing™ | Expert
Partner



Money Saver



Presented by Canada Post • 2022

Sustainable Partner
Environment Award

OUR PURPOSE

Helping Canadians Save, Businesses Grow, and Neighbourhoods Thrive; delivering more value to consumers, in their homes, and encouraging Canadians to shop local.

OUR BRAND PROMISE

On Time.
On Message.
On Target.
On Results.

OUR CORE VALUES

We treat people right.
We are in this to win.
We practice ferocious customer service.
We contribute to our communities.
The team is the heart of everything.
We know how to have a good time.

REACH ANYONE & EVERYONE

MEDIA KIT | 2023

▶ NATIONWIDE COVERAGE



DISTRIBUTION IS AUDITED & DELIVERY
IS GUARANTEED BY CANADA POST

14.4M

Addresses you
can reach

3.4M

Condos &
apartments

2M

Rural
addresses

779K

Businesses

CUSTOMIZABLE SOLUTIONS

MEDIA KIT | 2023

No matter what size or industry your business falls under, we are able to tailor a program that meets your marketing needs & budget.

PIZZA NOVA HAKIM
OO OPTICAL

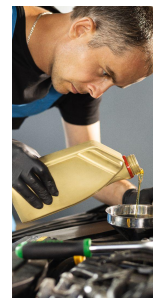
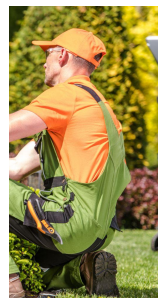
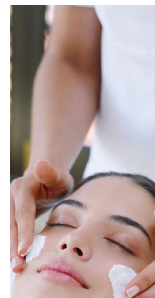
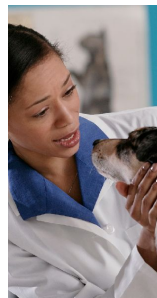
PURINA MR. LUBE

McDonald's SWISS
CHALET
ROTISSERIE & GRILL

ROYAL LEPAGE Closets
byDesign

The Deck Store CИК
TELECOM THE HOME
DEPOT

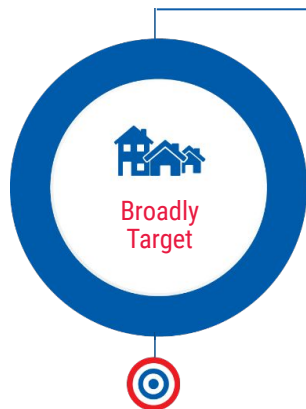
FRESH SLICE PIZZA ANYTIME
FITNESS



PRODUCTS WE OFFER

MEDIA KIT | 2023

Targeted Direct Mail Products



SHARED MAIL

Broadly reach homes in select neighbourhoods; targeting a preferred geographic profile through monthly scheduled publications featuring local, regional and national advertisers.

- > 14 publications in 7 provinces
- > Reaching over 6 Million homes
- > Across 234 zones (ave 26,963 homes/zone)
- > Each zone covering multiple postal codes



SOLO DIRECT MAIL

Choose your own mailing schedule with a standalone advertisement. Going solo provides micro-targeting capabilities, such as preferred geographic, demographic & psychographic profiles.

- > Reach 14.4 Million addresses
- > 3.4 Million condos & apartments
- > 779 Thousand businesses
- > 2 Million rural addresses



PERSONALIZED MAIL

Speak to a single person, household or business. Delivered in an envelope or addressed on the flyer itself.

- > Target existing customers
- > Maximize customer loyalty initiatives



Analytics & Insight



DRMG INSIGHT™

Proprietary analytic software provides the ability to track live customer engagement generated by Direct Mail campaigns.

- > Captures leads by QR scans & number of calls
- > Tracks location, date & time
- > Records calls

WE TACKLE **MARKETING CHALLENGES**

MEDIA KIT | 2023



Generating Leads & Acquiring Customers

We provide advertisers with hyper-local targeting capabilities that generate quality leads; resulting in higher conversion rates and a higher return on investment.



Retaining Customers

We offer advertisers the ability to stay top of mind with consistent mailing schedules & new offerings, along with personalized mail options to stay connected with existing customers and build customer loyalty.



Budget & Resources

Consider us your "resources". We design, print & deliver. And with a full range of Direct Mail options to choose from, there is a product for every budget.



Measuring ROI

With the ability to track incoming calls & QR Code scans generated by Direct Mail Campaign, it's easy to determine the cost per lead & help allocate marketing budgets more effectively & improve the overall ROI of marketing campaigns.

LEVERAGE THE POWER OF DIRECT MAIL

NO PLACE LIKE HOME



The home continues to be the center of our lives where important decisions are made. That makes direct mail the ideal channel to target customers. DRMG gives you the data, insights and expertise to make it happen.

You only have to look at your email inbox to understand the **Power of Direct Mail**

EXPOSURE CASE STUDY

200 Emails per day

40K Digital Ads per day

And only **6** Direct Mail Pieces received per day

Customers are influenced by Direct Mail advertising more than any other medium.

DIRECT MAIL REMAINS A **POWERFUL TOOL**

MEDIA KIT | 2023

88% **Visit** a store
or go online

51% **Purchase**
in-store or online
after receiving a Direct Mail Piece

92% **Read**
Direct Mail

71% **Share**
Direct Mail



BOOST YOUR **MARKETING MIX**

MEDIA KIT | 2023

Digital campaigns

including Direct Mail are

27% more likely

to deliver top-ranking sales performance, and

40% more likely

to deliver top-ranking acquisition levels, versus campaigns without mail.



CASE STUDIES



Small Business Sandra

DIRECT MAIL CHANNELS:

- ☒ Shared Mail
- ☐ Solo Direct Mail
- ☐ Personalized Mail

ANALYTICS & INSIGHT:

- ☐ Call Tracking
- ☐ QR App Download
- ☒ QR Code Link

TYPE OF BUSINESS: Drycleaning
ANNUAL MARKETING BUDGET: \$6K - \$12K
TARGET AUDIENCE: Local residents 30yrs +
AUDIENCE REACH: Local
CAMPAIGN LENGTH: 12 months

OBJECTIVE:

Create neighbourhood awareness & attract new customers.

APPROACH:

Incentivise customers with one-time promotions every mailing

- **Shared Mail:** Targeted neighbourhoods surrounding location.
By using shared mail, Sandra was able to effectively target her local market.
- **Analytics & Insight:** Track promotions by QR scan & rate offers by redemption

RESULTS:

Sandra kept track of coupon redemptions per mailing and began tailoring her promotions based on the most popular, resulting in increased traffic and customer loyalty.



Franchise Frank

DIRECT MAIL CHANNELS:

- ☒ Shared Mail
- ☒ Solo Direct Mail
- ☐ Personalized Mail

ANALYTICS & INSIGHT:

- ☐ Call Tracking
- ☐ QR App Download
- ☒ QR Code Link

TYPE OF BUSINESS:

Pizza Shop

ANNUAL MARKETING BUDGET:

\$5K - 50K

TARGET AUDIENCE:

Houses, Apartments & Businesses

AUDIENCE REACH:

Local

CAMPAIGN LENGTH:

12 months

OBJECTIVE:

Increase takeout and delivery takeout and delivery sales for all 3 franchise locations.

APPROACH:

Offer coupons specifically for take-out and delivery orders.

Shared Mail: Selected all zones within restaurant delivery area, advertising special offers and one-time redemption coupons.

Solo Direct Mail: Specifically targeted businesses.

Analytics & Insight: QR code linked directly to menu.

RESULTS:

Decreased orders from third-party delivery apps resulting in higher profits.



Home Improvement Harry

DIRECT MAIL CHANNELS:

- ☒ Shared Mail
- ☒ Solo Direct Mail
- ☐ Personalized Mail

ANALYTICS & INSIGHT:

- ☒ Call Tracking
- ☐ QR App Download
- ☐ QR Code Link

TYPE OF BUSINESS:

HVAC

ANNUAL MARKETING BUDGET:

\$10K - 75K

TARGET AUDIENCE:

Homeowners

AUDIENCE REACH:

Regional

CAMPAIGN LENGTH:

10 months

OBJECTIVE:

Create brand awareness. Promote heating services in fall/winter and cooling services in spring/summer.

APPROACH:

Promote discounts on off-season products and services for current season, and promote government energy incentives.

- **Shared Mail:** Broadly targeted all service areas.
- **Solo Direct Mail:** Specifically targeted homeowners with 10 years old house that would require most HVAC upgrades.
- **Analytics & Insight:** Call tracking number per targeted area.

RESULTS:

The calls received helped in determining which areas not to be focused and which areas needed to be more strategically targeted.



Head Office Hale

DIRECT MAIL CHANNELS:

- ✓ Shared Mail
- ✓ Solo Direct Mail
- ✓ Personalized Mail

ANALYTICS & INSIGHT:

- Call Tracking
- ✓ QR App Download
- QR Code Link

TYPE OF BUSINESS:

Major Canadian Banking

ANNUAL MARKETING BUDGET:

\$250K+

TARGET AUDIENCE:

Families with kids ages 10 - 14

AUDIENCE REACH:

National

CAMPAIGN LENGTH:

4 months

OBJECTIVE:

To gain mass brand awareness and to encourage downloads of a new money management App that helps kids learn, earn and spend.

APPROACH:

- **Shared Mail:** Generating brand recognition across a wide range of households in zones that target families with young children
- **Solo Direct Mail:** Targeting postal routes with a high % of households with kids ages 10-14 who live in a radius of private schools
- **Personalized Mail:** Follow up mail to existing customers
- **Analytics & Insight:** Unique QR Code linking to their app download with a \$10 incentive to do so

RESULTS:

Elevated brand awareness and a 20% increase in app downloads post campaign completion.

OUR SOLUTION STRATEGY

TURNKEY CAMPAIGN SOLUTION

MEDIA KIT | 2023

We can help you with every aspect of your campaign objectives.

ANALYTICS & INSIGHT

Capture customer engagement generated by Direct Mail campaigns, providing insight on optimizing results, and an improved ROI.

NATIONWIDE COVERAGE

Wherever in Canada your target audience is, we are sure to reach them.

CAMPAIGN STRATEGY

Strategize with the client's budget, target audience and objectives in mind.

AD DESIGN

In-house graphics department offering the best lead-generating offers & headlines by industry.

TARGETED DIRECT MAIL

Shared, Solo & Personalized Direct Mail options, targeting ideal prospects geographically, demographically and psychographically using Canada Post advanced data & research.

MAIL DISTRIBUTION

Mail prepped in-house; distributed, audited and delivery guaranteed by Canada Post.

FREQUENT IMPRESSIONS

Unlimited distribution options & multiple scheduled shared mail publications ensure you are noticed.



3 STEPS TO SUCCESS



01

DEFINE YOUR TARGET AUDIENCE

Define your ideal target audience based on factors such as geographic location, demographic characteristics, buying patterns, and interests. These factors help create a more specific and targeted marketing strategy that resonates with potential customers who are most likely to be interested in what you have to offer.



02

CHOOSE A DIRECT MAIL CHANNEL

Select Direct Mail vehicles best suited to target your ideal prospects. It could be 1 or more monthly scheduled Shared Mail Publications or Solo Mail, micro-targeting capabilities, Personalized Mail, addressed to a specific customer base, or a combination. The key is to experiment & test your marketing efforts.



03

TRACK PERFORMANCE & LEARN

Link a telephone number and/or QR Code to our proprietary analytics software to track customer engagement generated by your Direct Mail Campaign. Improve your marketing strategies based on these insights and achieve a greater ROI.

PRODUCT DEEP DIVE

SHARED MAIL

Share the cost of mail with local, regional & national advertisers

DRMG's monthly scheduled Shared Mail Products broadly reach every home apartment and business in select neighbourhoods; targeting preferred geographic profiles. Shared Mail offers competitive pricing that allows advertisers to reach a broad audience at a fraction of the cost of mailing their flyer or postcard as a standalone.



Local advertisers: Shared Mail is an affordable option for local businesses looking to target specific neighborhoods or postal codes.



Regional advertisers: For advertisers targeting a broader geographic area, Shared Mail is effective and cost-effective.



National advertisers: Shared Mail is a viable option for national advertisers looking to reach a wide audience.

Shared Mail Distribution



MONEY SAVER ENVELOPE

Niagara ON 87.5K Homes • 7 Zones
Vancouver BC 525K Homes • 43 Zones
Victoria BC 125K Homes • 10 Zones

Edmonton 137.5K Homes • 11 Zones
Maritimes 250K Homes • 20 Zones
Montreal 900K Homes • 70 Zones



MONEY SAVER MAGAZINE

GTA ON
1,885.5K Homes
43 Zones



HOME SAVER MAGAZINE

GTA ON
800K Homes
4 Zones



GREATER TORONTO LIVING

GTA ON
650K Homes
3 Zones



AD SAVE MAGAZINE

Western ON
458K Homes
6 Zones



PROMAISON SOLO PLUS

Montreal
100K Homes
2 Zones



PROCOMMERCE SOLO PLUS

Montreal
100K Homes
1 Zone



DRMG SOLO PLUS

Duncan, Sidney,
Sooke, Agassiz BC
30,000 Homes
4 Zones

SHARED MAIL DISTRIBUTION

MEDIA KIT | 2023

MONEY SAVER MAGAZINE KELOWNA

- Reaching 50K homes
- Across 4 Distribution Zones
- Published 12x per year

MONEY SAVER ENVELOPE VANCOUVER

- Reaching 525K homes
- Across 43 Distribution Zones
- Published 11x per year

MONEY SAVER ENVELOPE VICTORIA

- Reaching 125K homes
- Across 10 Distribution Zones
- Published 11x per year

DRMG SOLO PLUS DUNCAN, SIDNEY, SOOKE, AGASSIZ

- Reaching 30K homes
- Across 4 Distribution Zones
- Published 8 per year

MONEY SAVER MAGAZINE GTA

- Reaching 1,885.5K homes
- Across 43 Distribution Zones
- Published 12x per year

MONEY SAVER ENVELOPE NIA

- Reaching 87.5K homes
- Across 7 Distribution Zones
- Published 6x per year

AD SAVE MAGAZINE WESTERN ON

- Reaching 458K homes
- Across 6 Distribution Zones
- Published 11x per year

HOME SAVER MAGAZINE GTA

- Reaching 800K homes
- Across 4 Distribution Zones
- Published 5x per year

GREATER TORONTO LIVING GTA

- Reaching 650K homes
- Across 3 Distribution Zones
- Published 7x per year

MONEY SAVER ENVELOPE EDMONTON

- Reaching 137.5K homes
- Across 11 Distribution Zones
- Published 11x per year

MONEY SAVER ENVELOPE MARITIMES

- Reaching 250K homes
- Across 20 Distribution Zones
- Published 10x per year

MONEY SAVER ENVELOPE MONTREAL

- Reaching 900K homes
- Across 70 Distribution Zones
- Published 10x per year

PROCOMMERCE SOLO PLUS MONTREAL

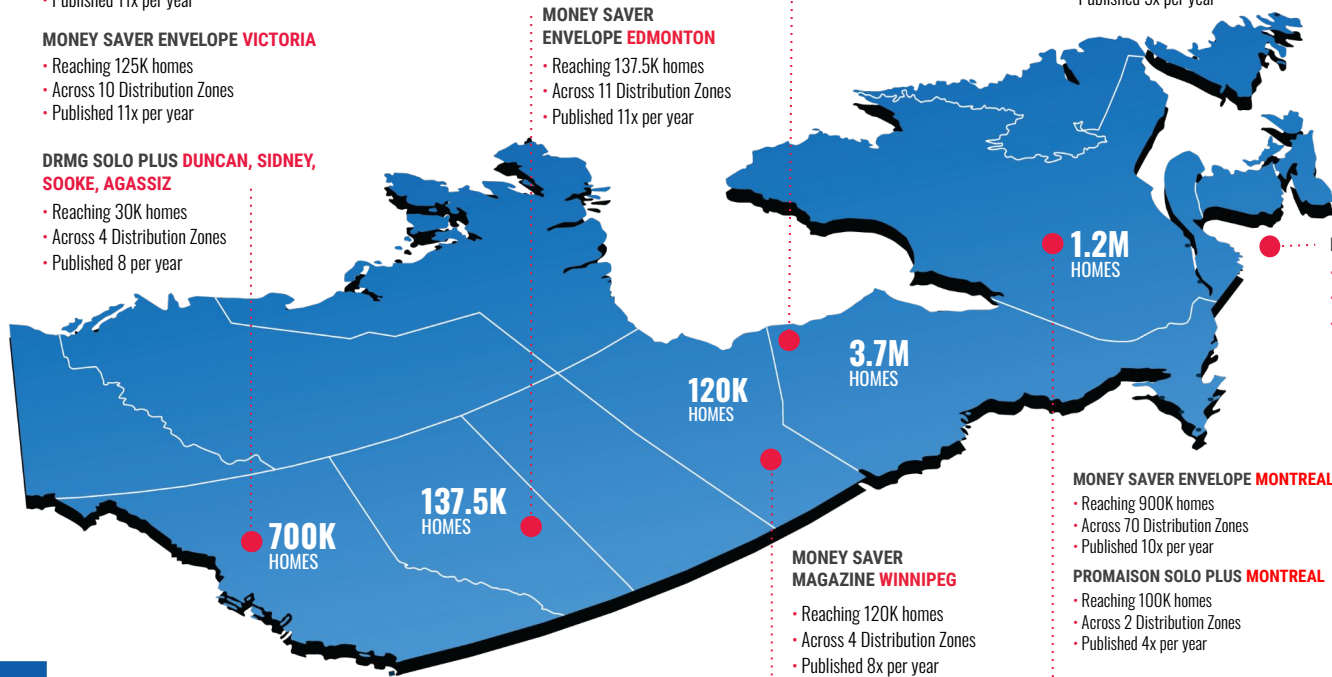
- Reaching 100K homes
- Across 1 Distribution Zone
- Published 4x per year

PROMAISON SOLO PLUS MONTREAL

- Reaching 100K homes
- Across 2 Distribution Zones
- Published 4x per year

MONEY SAVER MAGAZINE WINNIPEG

- Reaching 120K homes
- Across 4 Distribution Zones
- Published 8x per year



SOLO DIRECT MAIL

MEDIA KIT | 2023

Mail **when** you want & **where** you want.

Make the most impact in mailboxes with a standalone advertisement and brand exclusivity. Solo Direct Mail provides the ability to target potential customers within a very specific geographic area, such as a neighborhood, city block, or even a single building. This approach allows businesses to reach people who are most likely to be interested in their products or services based on their location and other relevant demographic factors.



Reach more deliverable addresses. With our targeted data, select mailing zones to align with your campaign goals.



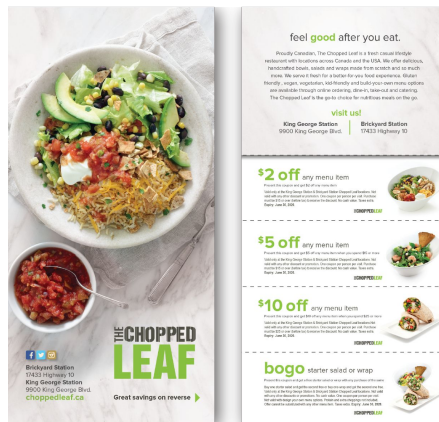
100% branded to your business: no shared ad space. Uninterrupted in the mailbox



Track separately from other media campaigns with call tracking, tracking URL and QR code.



Competitive direct mail rate for maximum reach and ROI.



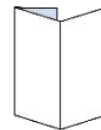
Choose a format



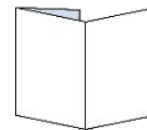
SOLO CARD
5.25 X 10.875



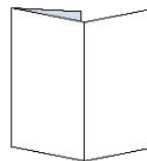
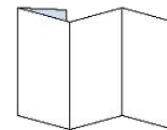
DOUBLE SOLO CARD
10.5 X 10.875



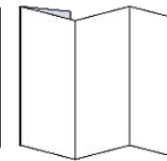
FLYER
10.5 x 8.25



MENU - 3 OR 4 PANEL
16 x 8.25



XL MENU 3 OR 4 PANEL
16.75 x 10.75



14.4 million addresses to reach **3.4 Million** Condos & Apartments **2 Million** Rural Addresses

Engage with active & past **customers**

Personalized Mail™ is a one-to-one communication, allowing for a tailored message directly to customers or prospects. The address may or may not have a contact name. The list of addresses can be your list of customers or can be bought/rented.

Personalized Mail™ can help acquire new customers, deepen connections with existing ones and build customer loyalty. For example, not-for-profits often rent lists to obtain new donors, and financial institutions use Personalized Mail to communicate regularly with customers as well as send them special promotions.



Here are some ideas on how businesses can use personalized mail to engage with customers:



Customized offers:

Tailoring offers to customers' specific interests and purchasing behaviors. For example, a clothing retailer could send a discount offer on items that the customer has previously shown an interest in or purchased.



Special Events & Promotions

Invite customers to special events or promotions, such as product launches, store openings, or exclusive sales. Personalized mail can create a sense of exclusivity and make customers feel valued.



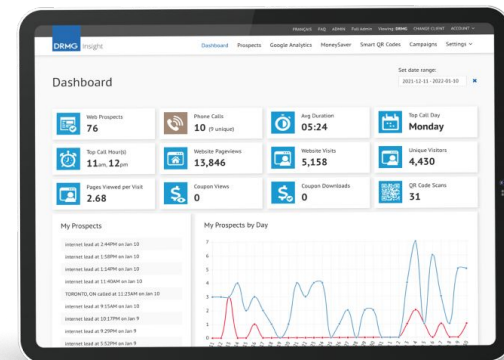
Thank you notes & loyalty rewards:

Thank customers for their loyalty and encourage continued engagement. Businesses can send personalized thank you notes and loyalty rewards, such as discounts or exclusive access to new products.

ANALYTICS & INSIGHT

Measure your advertising return by tracking calls and QR code scans in our **DRMG Insight** Analytics Dashboard.

DRMG Insight is our proprietary analytics software that provides you the ability to track customer engagement generated by your Direct Mail Campaign. Gain valuable insights into the prospects you attract, their behaviors and preferences, and refine your marketing strategies to improve the customer experience, drive better results and achieve greater ROI from your marketing efforts.



SAMPLE ADS

SAMPLE ADS



MONEY SAVER ONTARIO
[Link to Flipbook](#)



HOME SAVER
[Link to Flipbook](#)



GREATER TORONTO LIVING
[Link to Flipbook](#)



AD SAVE
[Link to Flipbook](#)



MONEY SAVER ENVELOPE
[Link to Flipbook](#)



MONEY SAVER ENVELOPE MTL
[Link to Flipbook](#)



SOLO MAILERS
[Link to Solo Samples](#)

To find out more on how to integrate direct mail into your marketing mix, contact a DRMG marketing expert.

Let's get your campaign started.

1.866.993.0600

[DRMG.com](https://www.drmg.com) info@drmginformation.com

DIRECT RESPONSE MEDIA GROUP

240 Wyecroft Road, Oakville, ON L6K 3Y6

