

REACHING **650K** HOMES PER ISSUE

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

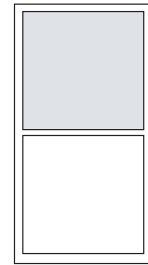
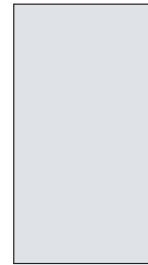
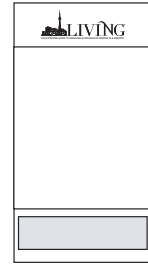
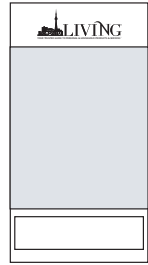
**88%** of Canadians visit a store or go online after receiving a direct mail piece\*

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

\*2018 Deal Nerd Coupon Study. Canada Post, Kantar, SMM Status update 2019.



**PUBLICATION SPECS**



**FRONT COVER**  
5.125" x 6.75"  
+0.25" Bleed

**FEATURE PANEL**  
5.125" x 1.375"  
No Bleed

**FULL PAGE**  
5.125" x 10.875"  
+0.25" Bleed

**HALF PAGE**  
4.625" x 4.874"  
No Bleed

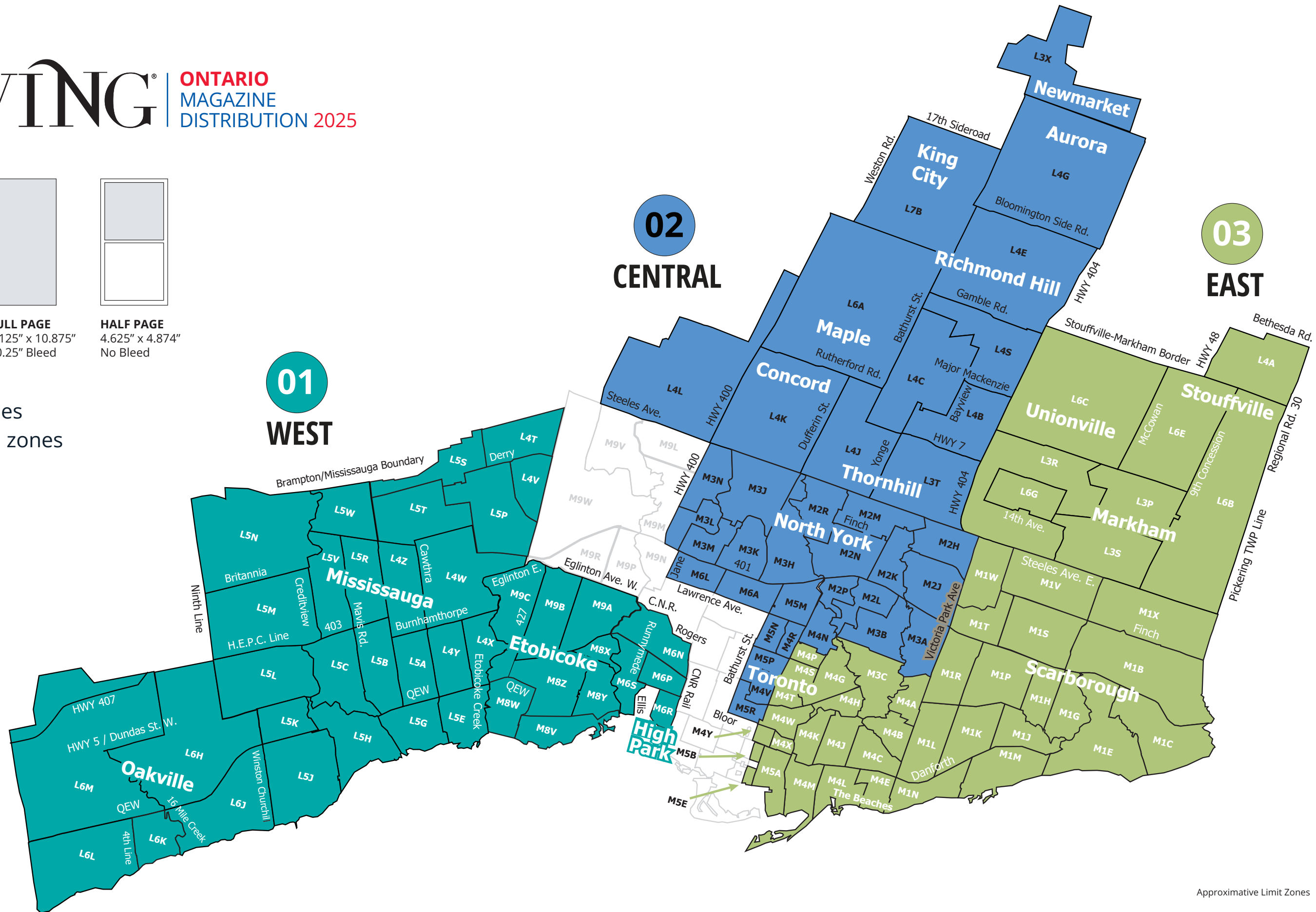
- Reaching 650,000 homes
- Covering 3 distribution zones
- Issued 7x per year

**DISTRIBUTION 3 Zones**

#	Zone Description	Homes
01	West	250,000
02	Central	200,000
03	East	200,000

**MAILING SCHEDULE**

ISSUE	IN-HOMES
1 MAR	Mar 26 - 2
2 APR	Apr 23 - 30
3 MAY	May 28 - 4
4 JUN	Jun 25 - 2
5 JUL	Jul 30 - 6
6 SEP	Sep 24 - 1
7 OCT	Oct 29 - 5



Approximative Limit Zones