

GREATER TORONTO **LIVING** | MAGAZINE DISTRIBUTION 2023

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.



GREATER TORONTO **LIVING** | MAGAZINE DISTRIBUTION 2023

REACHING
650K
HOMES
PER ISSUE



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Distribution Zones

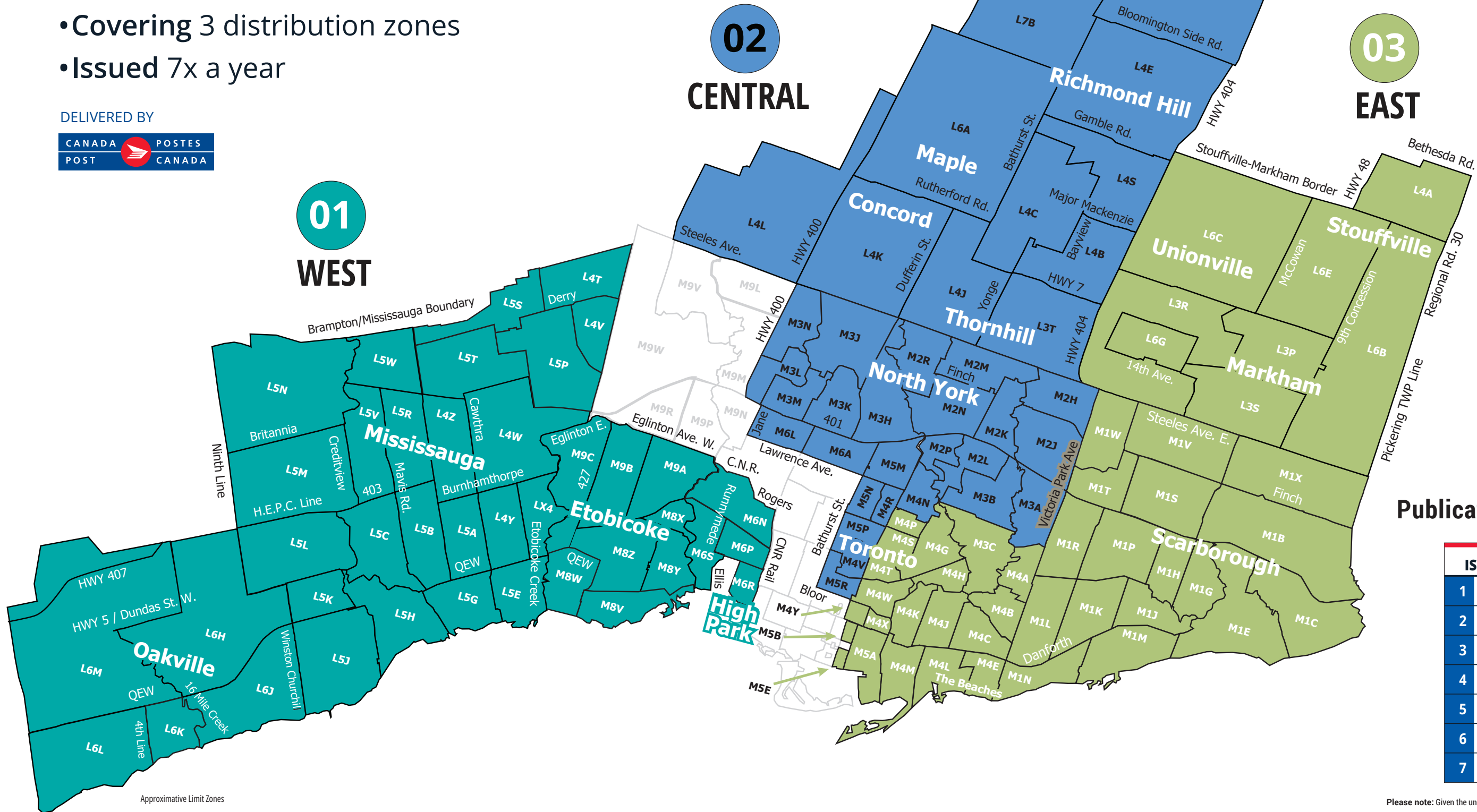
- Reaching 650,000 homes
- Covering 3 distribution zones
- Issued 7x a year

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Distribution Zones 2023

01	West	250,000
02	Central	200,000
03	East	200,000



Publication Schedule 2023

ISSUE	IN-HOMES BETWEEN
1 MAR	Mar 29 - Apr 5
2 APR	Apr 26 - May 3
3 MAY	May 31 - Jun 7
4 JUN	Jun 28 - Jul 5
5 AUG	Aug 23 - Aug 30
6 SEP	Sep 20 - Sep 27
7 OCT	Oct 18 - Oct 25

Please note: Given the uncertainty of supply chain issues, delays in service may occur.



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