

# Home \$aver

## ONTARIO

MAGAZINE  
DISTRIBUTION 2025

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 2024.

- Reaching 800,000 homes
- Covering 4 distribution zones
- Issued 7x per year



TO ADVERTISE:  
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# Home \$aver

## ONTARIO

MAGAZINE  
DISTRIBUTION 2025

REACHING  
**800K**  
HOMES  
PER ISSUE

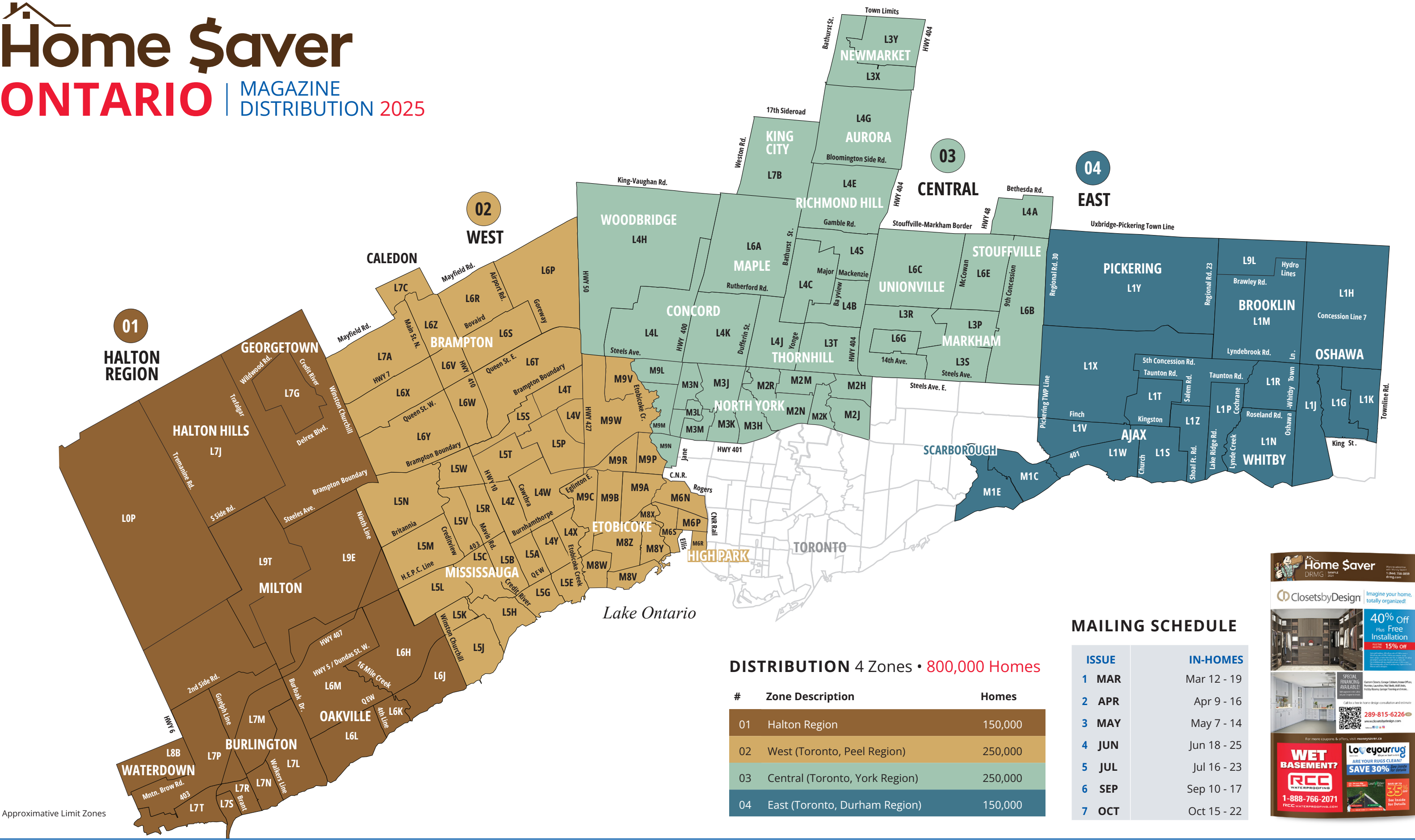


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ONTARIO | MAGAZINE DISTRIBUTION 2025



DISTRIBUTION 4 Zones • 800,000 Homes

| #  | Zone Description               | Homes   |
|----|--------------------------------|---------|
| 01 | Halton Region                  | 150,000 |
| 02 | West (Toronto, Peel Region)    | 250,000 |
| 03 | Central (Toronto, York Region) | 250,000 |
| 04 | East (Toronto, Durham Region)  | 150,000 |

MAILING SCHEDULE

| ISSUE | IN-HOMES    |
|-------|-------------|
| 1 MAR | Mar 12 - 19 |
| 2 APR | Apr 9 - 16  |
| 3 MAY | May 7 - 14  |
| 4 JUN | Jun 18 - 25 |
| 5 JUL | Jul 16 - 23 |
| 6 SEP | Sep 10 - 17 |
| 7 OCT | Oct 15 - 22 |

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