

Money \$aver

NIAGARA | MAGAZINE & ENVELOPE 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.



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NIAGARA | MAGAZINE & ENVELOPE DISTRIBUTION 2025

REACHING
247K
HOMES
PER ISSUE



MAGAZINE

- Reaching 158,000 homes
- Covering 5 distribution zones
- Issued 12x a year

ENVELOPE

- Reaching 87,500 homes
- Covering 7 distribution zones
- Issued 6x a year



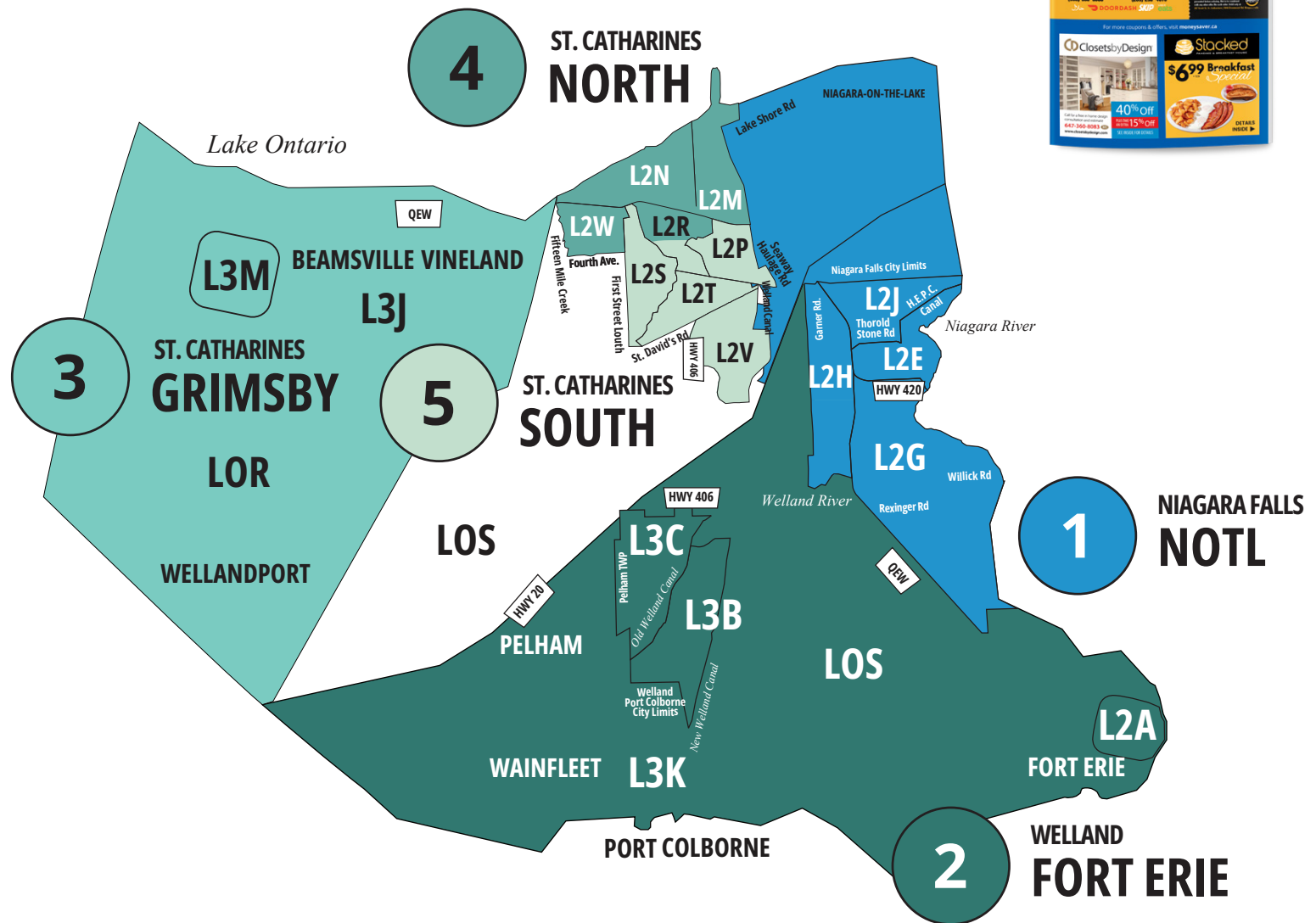
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MAGAZINE 5 Zones • 158,000 Homes

#	Zone Description	Homes
1	Niagara Falls/NOTL	45,000
2	Fort Erie/Welland	38,000
3	St. Catharines, Grimsby	25,000
4	St. Catharines North	25,000
5	St. Catharines South	25,000

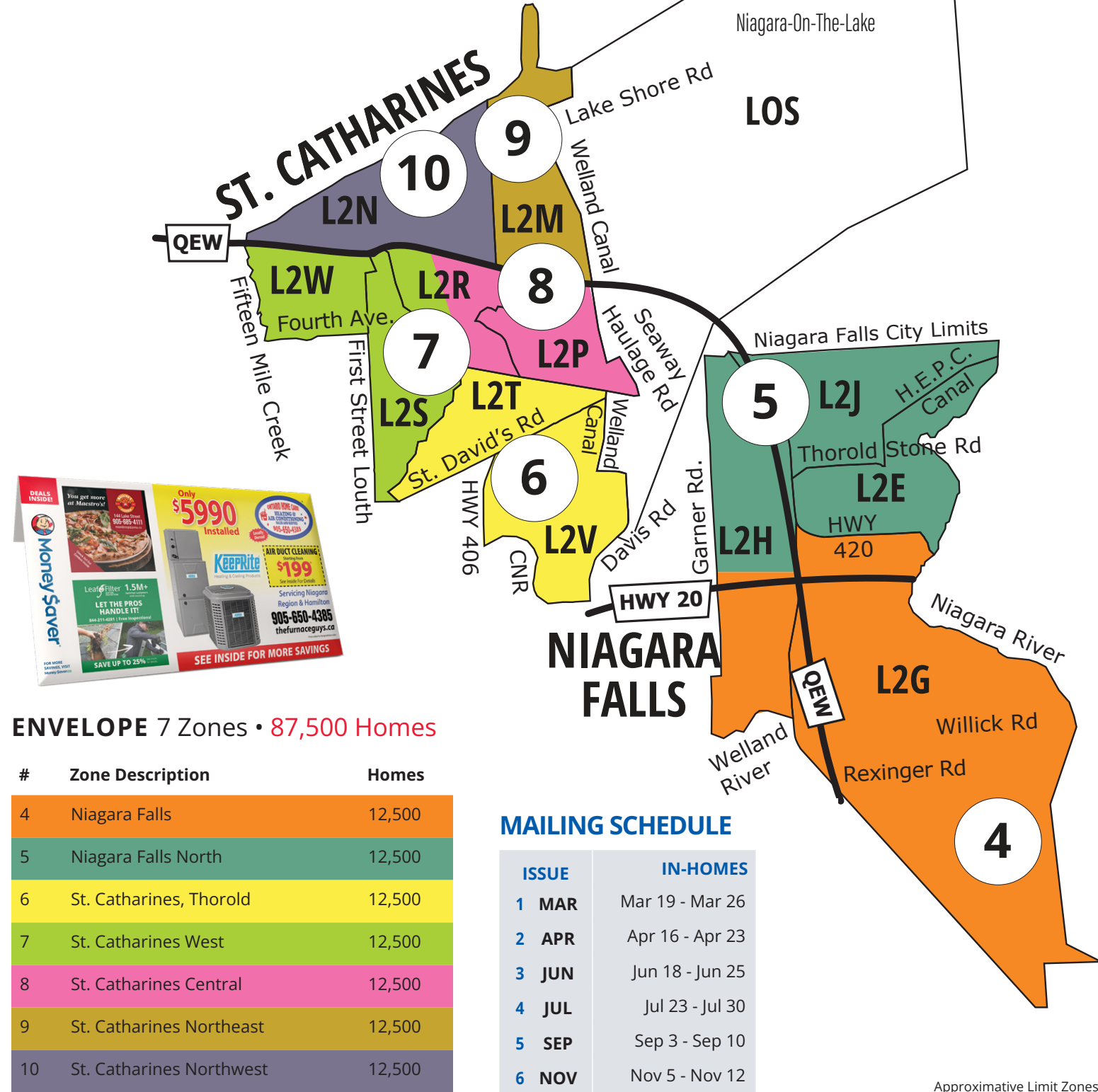
MAILING SCHEDULE

ISSUE	IN-HOMES	ISSUE	IN-HOMES
1 JAN	Jan 8 - Jan 15	7 JUL	Jul 9 - Jul 16
2 FEB	Feb 5 - Feb 12	8 AUG	Aug 13 - Aug 20
3 MAR	Mar 5 - Mar 12	9 SEP	Sep 17 - Sep 24
4 APR	Apr 2 - Apr 9	11 NOV	Nov 12 - Nov 19
5 MAY	Apr 30 - May 9	12 DEC	Dec 3 - Dec 10
6 JUN	Jun 11 - Jun 18		



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ENVELOPE 7 Zones • 87,500 Homes

#	Zone Description	Homes
4	Niagara Falls	12,500
5	Niagara Falls North	12,500
6	St. Catharines, Thorold	12,500
7	St. Catharines West	12,500
8	St. Catharines Central	12,500
9	St. Catharines Northeast	12,500
10	St. Catharines Northwest	12,500

MAILING SCHEDULE

ISSUE	IN-HOMES
1 MAR	Mar 19 - Mar 26
2 APR	Apr 16 - Apr 23
3 JUN	Jun 18 - Jun 25
4 JUL	Jul 23 - Jul 30
5 SEP	Sep 3 - Sep 10
6 NOV	Nov 5 - Nov 12

Approximative Limit Zones



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