

Money \$aver

MARITIMES | ENVELOPE DISTRIBUTION 2025






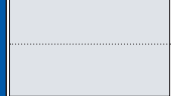



Money \$aver

MARITIMES | ENVELOPE DISTRIBUTION 2025




REACHING
250K
HOMES
PER ISSUE

ARTWORK SPECIFICATIONS




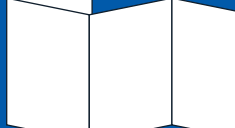
Cover Options

						
SINGLE PANEL 2.94" x 5.5" No Bleed	DOUBLE PANEL 6.087" x 5.5" No Bleed	TRIPLE PANEL 9.2426" x 5.5" No Bleed	FULL INSIDE COVER 10.25"w x 9.6"h	INSIDE FRONT 10.25"w x 5.625"h INSIDE FRONT 10.25"w x 3"h	BACK COVER 10.75" x 4"	STANDARD FLAP 6.25"w x 1.9"h PREMIUM FLAP 10.75"w x 1.9"h

No Fold Insert Options

		
MINI INSERT 3.35" x 8.25"	STANDARD INSERT 5.25" x 8.25"	DELUXE POSTCARD 5.125"w x 9"h

Folded Insert Options

			
FLYER 3-PANEL 10.5" x 8.25" Folds: 5.56" x 8.25"	LARGE MENU 4-PANEL 21.5" x 8.25" Folds: 5.375" x 8.25"	MENU 3-PANEL 16" x 8.25" Folds: 5.33" x 8.25"	MENU 4-PANEL 16" x 8.25" Folds to: 3.5" x 8.25"

All available in premium stock. Subject to additional fees.

92% of Canadians READ Direct Mail ¹	88% of Canadians visit a store or go online after receiving a direct mail piece ¹	66% of Canadians KEEP MAIL they find useful ¹	39% more time is spent with INTERGRATED direct mail and digital campaigns than with digital-only campaigns.
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DIRECT MAIL MARKETING WORKS.
Direct Mail boosts the results of other advertising efforts including online/social media and radio.²

¹2018 Deal Nerd Coupon Study. Canada Post, Kantar, SMM Status update 2024.
²Canada Post's Smartmail Marketing team



SUPPORTING
LOCAL BUSINESSES
ACROSS CANADA
FOR 26 YEARS.



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Canada Post Expert Partner

As a Smartmail Marketing Expert Partner, we can pass on exclusive offers, targeting, and demographic insights to our clients.

Frequency and Repetition

Two keys to an effective marketing strategy. A multi mailing campaign in the Money Saver Envelope achieves both.

Shared Direct Mail

Increase your reach and lower your cost by sharing the cost of postage with local, regional, and national advertisers.

Solo Direct Mail

Increase your response rate and have your brand stand out by communicating one-on-one with prospects through a solo postcard, menu or brochure.

Need Menus?

We offer many different sizes and paper stock options.

DISTRIBUTION ZONES

NOVA SCOTIA 137,500 Homes

#	Zone Description	FSAs
1	Dartmouth-North	B2Y, B3A, B3B
2	Fall River/Enfield/Elmsdale	B0N, B2R, B2S, B2T
3	Dartmouth Portland Hills/Estates, Woodlawn, Westphal, Waverly	B2W, B2X
4	Dartmouth Forest Hills/Colby Village, Eastern Passage	B2V, B2W, B3G
5	Halifax, Peninsula	B3H, B3J, B3K, B3L (Forest Hill)
6	Halifax, Northwest Arm	B3P, B3R, B3V
7	Halifax, Clayton Park/Fairview/Larry Uteck	B3M, B3N, B3S
8	Halifax, Beechville, Lakeside, Timberlea, Tantallon	B3T, B3Z, B0J
9	Bedford (Includes Bedford South, Bedford West and Larry Uteck Dr)	B4A, B4B
10	Lower Sackville	B4C, B4E
17	Truro	B2N, B6L, B0N

NEW BRUNSWICK 112,500 Homes

#	Zone Description	FSAs
11	Moncton-Downtown	E1C, E1E
12	Moncton-North	E1A (partial), E1G, E1H
13	Riverview	E1B, E1J, E4J
14	Dieppe	E1A, E4K (partial)
15	Fredericton-North	E3A
16	Fredericton-South	E3B, E3C
18	Saint John East	E2M, E2P, E2J, E2R
19	Saint John West	E2K, E2H, E2L
20	Rothesay/Quispamsis	E2N, E2E, E2G, E2S

- Reaching 250,000 homes
- Issued 8x per year
- 20 Distribution Zones 12,500 homes per zone



Approximative Limit Zones



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