

# Money \$aver

VICTORIA | BRITISH COLUMBIA  
2023

REACHING  
OVER  
**125K**  
HOMES  
PER ISSUE

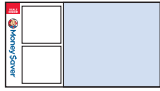


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# VICTORIA BRITISH COLUMBIA 2023

## Publication Specs

### Cover Options



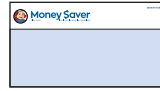
**FRONT COVER**  
6.5" x 5.875"



**DOUBLE FEATURE PANEL**  
2.7" x 5.375"



**SINGLE FEATURE PANEL**  
2.7" x 2.6"



**BACK COVER**  
10.75" x 4"



### No Fold Insert Options

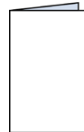


**MINI FLYER**  
3.35" x 8.25"

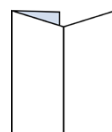


**STANDARD FLYER**  
5.25" x 8.25"

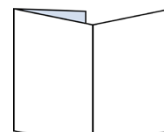
### Folded Insert Options



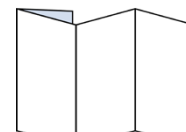
**FLYER 2-PANEL**  
10.5" x 8.25"  
Folds: 5.25" x 8.25"



**FLYER 3-PANEL**  
10.5" x 8.25"  
Folds: 3.56" x 8.25"



**MENU 3-PANEL**  
16" x 8.25"  
Folds: 5.396" x 8.25"



**MENU 4-PANEL**  
16" x 8.25"  
Folds: 4.06" x 8.25"

- Reaching 125,000 homes
- Covering 10 distribution zones
- Issued 11x a year



## Distribution

**VICTORIA**  
8 Zones **100,000 Homes**

**NANAIMO**  
2 Zones **25,000 Homes**

|    |                               |              |               |
|----|-------------------------------|--------------|---------------|
| 53 | Langford                      | 12,500 homes | V9B           |
| 54 | West Saanich                  | 12,500 homes | V8M, V8Z, V9E |
| 55 | Broadmead                     | 12,500 homes | V8X, V8Y      |
| 56 | Gordon Head                   | 12,500 homes | V8N, V8P,     |
| 57 | Metchosin, Colwood, Langford  | 12,500 homes | V9B, V9C      |
| 58 | Esquimalt                     | 12,500 homes | V9A           |
| 59 | Downtown                      | 12,500 homes | V8T, V8W      |
| 60 | James Bay, Oak Bay, Fairfield | 12,500 homes | V8R, V8S, V8V |
| 68 | Nanaimo South                 | 12,500 homes | V9R, V9S, V9X |
| 69 | Nanaimo North                 | 12,500 homes | V9T, V9V      |

| ISSUE  | IN-HOME BETWEEN |
|--------|-----------------|
| 1 JAN  | Jan 18 - Jan 27 |
| 2 FEB  | Feb 22 - Mar 3  |
| 3 MAR  | Mar 22 - Mar 31 |
| 4 APR  | Apr 19 - Apr 28 |
| 5 MAY  | May 24 - Jun 2  |
| 6 JUN  | Jun 21 - Jun 30 |
| 7 JUL  | Jul 19 - Jul 28 |
| 8 AUG  | Aug 23 - Sep 1  |
| 9 SEP  | Sep 20 - Sep 29 |
| 10 OCT | Oct 18 - Oct 27 |
| 11 NOV | Nov 15 - Nov 24 |