

Money \$aver

NIAGARA | MAGAZINE & ENVELOPE
DISTRIBUTION 2024

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.



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Money \$aver

NIAGARA | MAGAZINE & ENVELOPE
DISTRIBUTION 2024

REACHING
OVER
247K
HOMES
PER ISSUE



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Money Saver Envelope Niagara Area

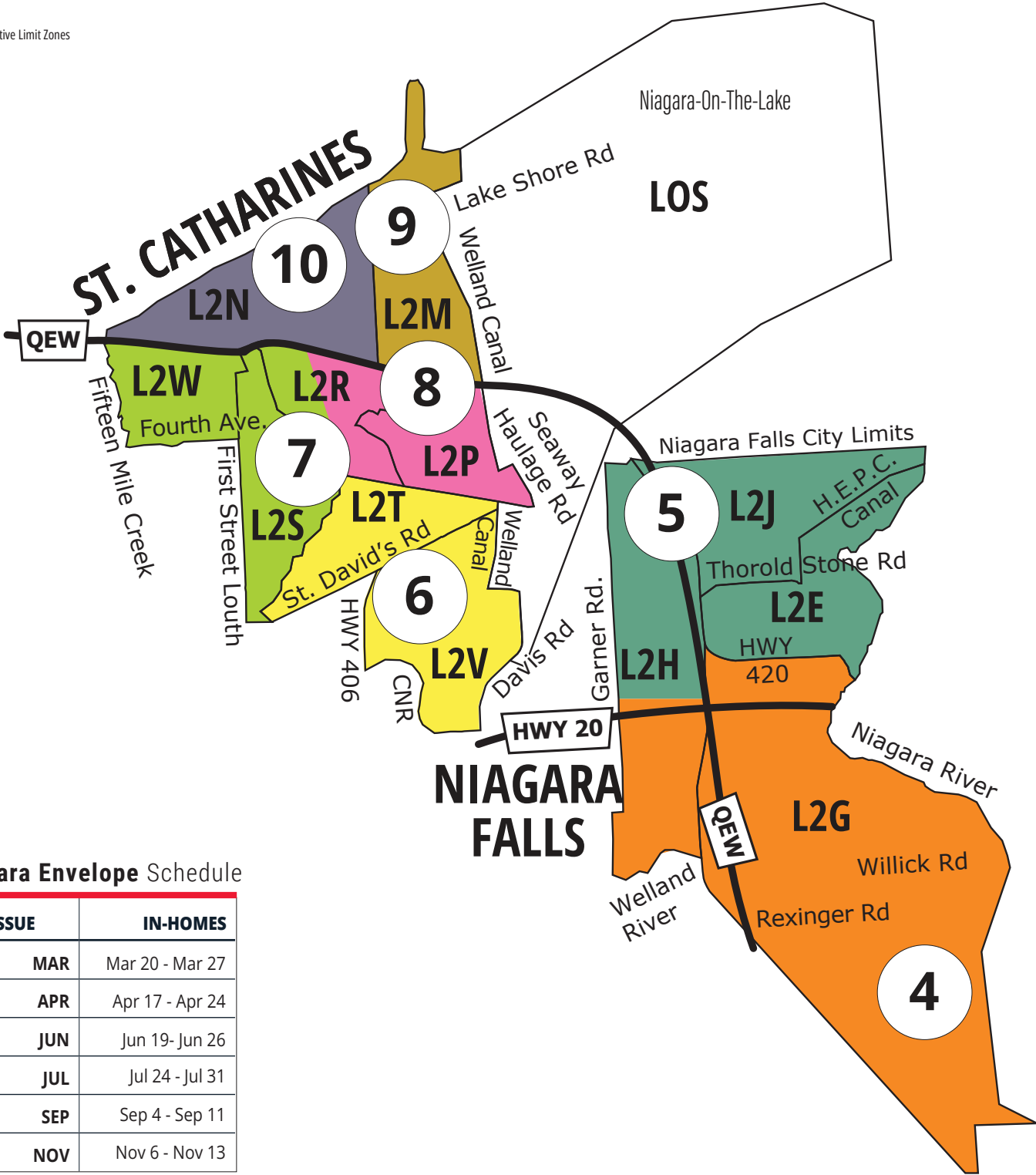
Niagara Envelope Distribution

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

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



Approximate Limit Zones



Niagara Envelope Schedule

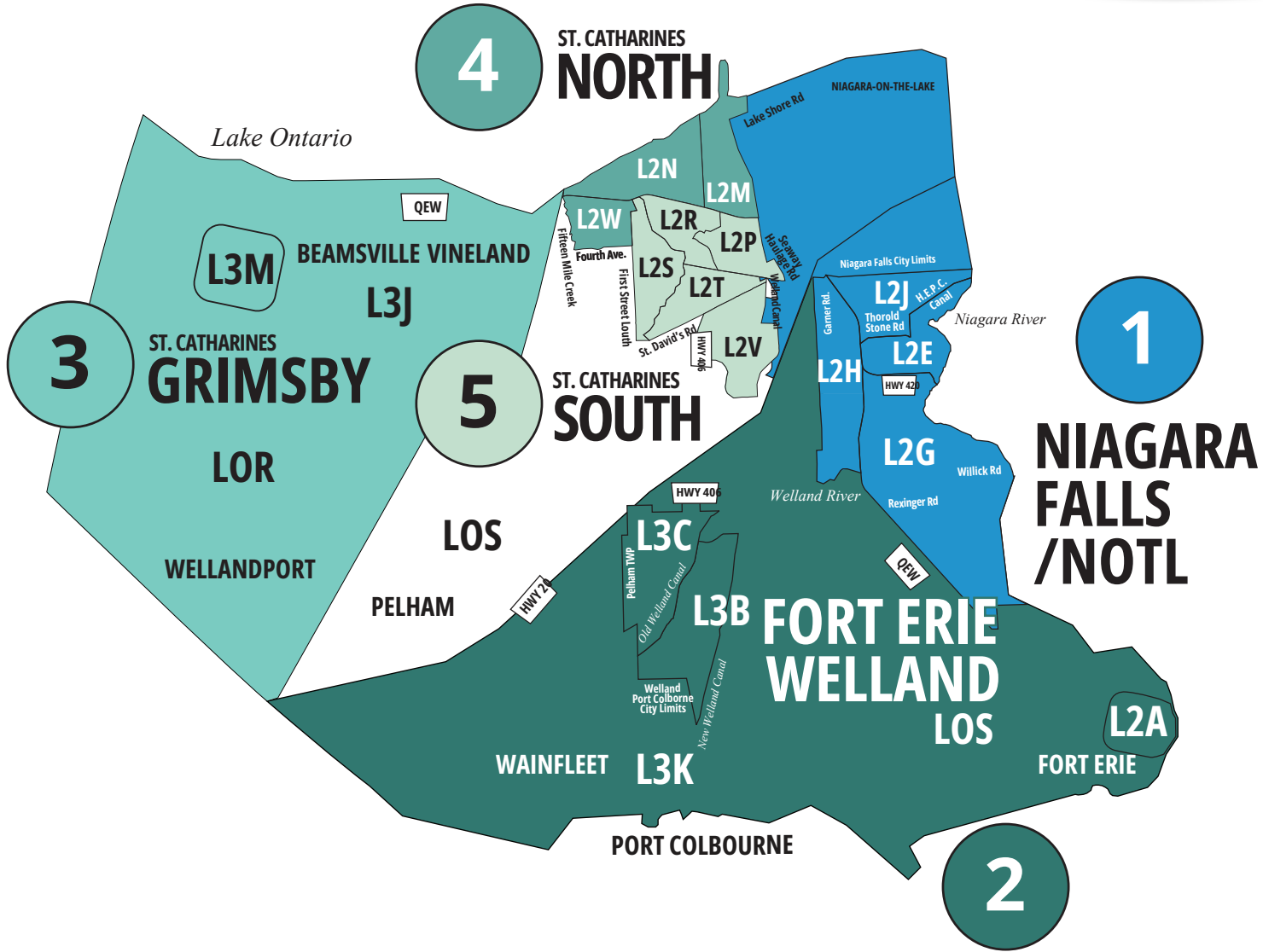
ISSUE	IN-HOMES
1	MAR Mar 20 - Mar 27
2	APR Apr 17 - Apr 24
3	JUN Jun 19- Jun 26
4	JUL Jul 24 - Jul 31
5	SEP Sep 4 - Sep 11
6	NOV Nov 6 - Nov 13

Money Saver Magazine Niagara Area

Niagara Magazine Distribution

1	Niagara Falls/NOTL	37,500 homes
2	Fort Erie/Welland	37,500 homes
3	St. Catharines, Grimsby	25,000 homes
4	St. Catharines North	30,000 homes
5	St. Catharines South	30,000 homes

- Reaching 160,000 homes
- Covering 5 distribution zones
- Issued 12x a year



Niagara Magazine Schedule

ISSUE	IN-HOMES	ISSUE	IN-HOMES
1	JAN Jan 10-17	7	JUL Jul 10-17
2	FEB Feb 7-14	8	AUG Aug 14-21
3	MAR Mar 6-13	9	SEP Sep 18-25
4	APR Apr 3-10	10	OCT Oct 23-30
5	MAY May 1-8	11	NOV Nov 13-20
6	JUN Jun 5-12	12	DEC Dec 4-11

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