

Money \$aver

WINNIPEG | 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 120K homes
- Covering 4 distribution zones
- Issued 8x per year



TO ADVERTISE:
204.633.1550 | DRMG.com

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REACHING
120K
HOMES
PER ISSUE

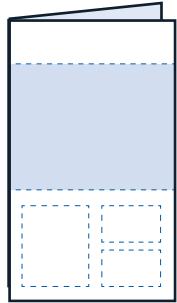


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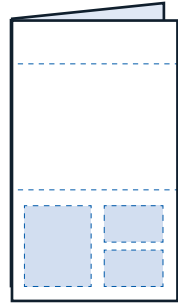
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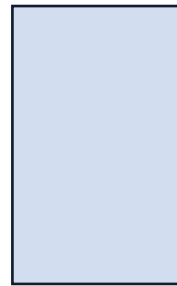
PUBLICATION SPECS



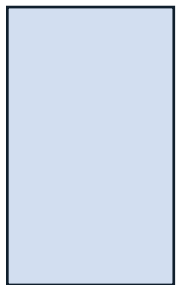
FRONT COVER
6"w x 6.25"h



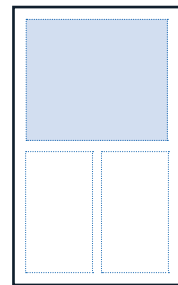
FEATURE PANELS
Full: 2.65"w x 2.8"h
Half: 2.65"w x 1.3"h



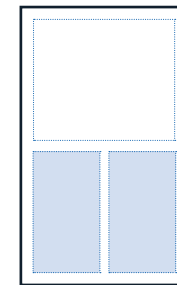
BACK COVER
6"w x 10.875"h



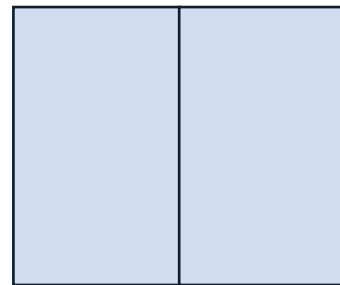
FULL PAGE
6"w x 10.875"h



HALF PAGE
5.5"w x 5.06"h



QUARTER PAGE
2.62"w x 5.06"h



DOUBLE PAGE SPREAD
12"w x 10.875"h

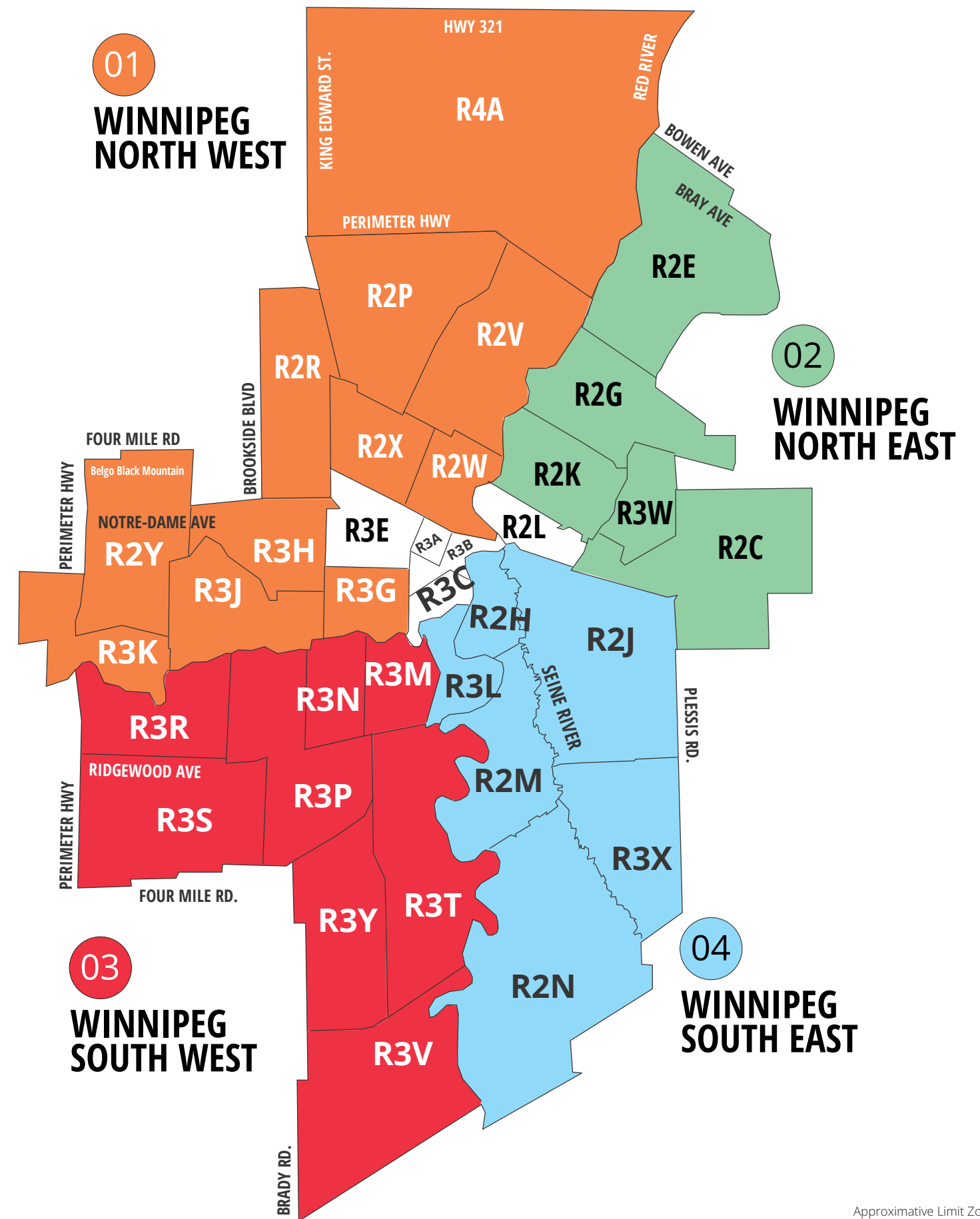


MAILING SCHEDULE

| ISSUE | IN-HOMES | DEADLINE |
|--------------------------|-------------|----------|
| 1 MARCH | Feb 19 - 26 | Jan 29 |
| 2 SPRING <i>March</i> | Mar 26 - 2 | Mar 5 |
| 3 MAY | May 7 - 14 | Apr 16 |
| 4 JUNE | Jun 11 - 18 | May 21 |
| 5 SUMMER <i>July</i> | Jul 23 - 30 | Jul 1 |
| 6 SEPTEMBER | Sep 3 - 10 | Aug 12 |
| 7 OCTOBER | Oct 8 - 15 | Sep 18 |
| 8 WINTER <i>November</i> | Nov 19 - 26 | Oct 28 |

WINNIPEG 4 Zones • 120,000 Homes

| # | Zone Description | Homes | FSAs |
|----|------------------|--------|---|
| 01 | North West | 30,000 | R2P, R2R, R2V, R2W, R2X, R2Y, R3G, R3J, R3K, R3H, R4A |
| 02 | North East | 30,000 | R2C, R2E, R2G, R2K, R3W |
| 03 | South West | 30,000 | R3M, R3N, R3P, R3R, R3S, R3T, R3V, R3Y |
| 04 | South East | 30,000 | R2H, R2J, R2M, R2N, R3L, R3X |



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