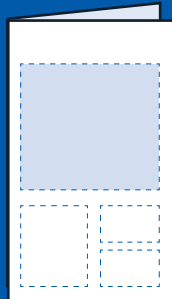
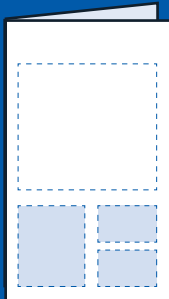


Money Saver Magazine  
Artwork Specifications

COVER SIZE Options



FRONT COVER  
6.125" w x 5.4375" h



FEATURE PANELS  
Full: 3" w x 2.625" h  
Half: 3" w x 1.25" h

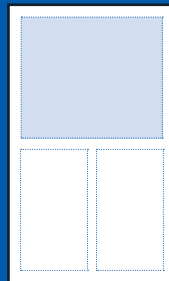


BACK COVER  
6.625" w x 10.875" h

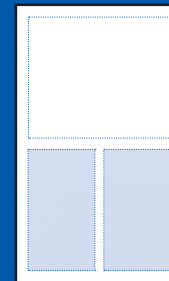
INSIDE AD SIZE Options



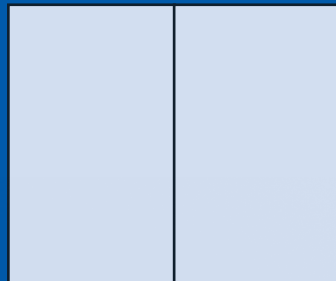
FULL PAGE  
6.625" w x 10.875" h



HALF PAGE  
6.125" w x 5.0625" h



QUARTER PAGE  
2.94" w x 5.0625" h



DOUBLE PAGE SPREAD  
13.25" w x 10.875" h

Please note:  
Given the uncertainty of supply chain issues, delays in service may occur.

88%  
of Canadians visit  
a store or go online  
after receiving a  
direct mail piece\*

\*Canada Post, Kantar, SMM Stats update 2019

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## Distribution Zones

- Reaching 120,000 homes
- Covering 4 distribution zones
- Issued 8x a year

01	WINNIPEG NORTH WEST	30,000 Homes	R2P, R2R, R2V, R2W, R2X, R2Y, R3G, R3J, R3K, R3H, R4A
02	WINNIPEG NORTH EAST	30,000 Homes	R2C, R2E, R2G, R2K, R3W
03	WINNIPEG SOUTH WEST	30,000 Homes	R3M, R3N, R3P, R3R, R3S, R3T, R3V, R3Y
04	WINNIPEG SOUTH EAST	30,000 Homes	R2H, R2J, R2M, R2N, R3L, R3X

Publication Schedule 2024			
ISSUE		IN HOME DATES	DEADLINE
1	FEB	Feb 21 - Feb 28	Jan 30
2	MAR	Mar 27 - Apr 3	Mar 6
3	MAY	May 8 - May 15	Apr 17
4	JUN	Jun 12 - Jun 19	May 22
5	JUL	Jul 24 - Jul 31	Jul 2
6	SEP	Sep 4 - Sep 11	Aug 12
7	OCT	Oct 9 - Oct 16	Sep 19
8	NOV	Nov 20 - Nov 27	Oct 29

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