

# Money \$aver

## MARITIMES

ENVELOPE DISTRIBUTION 2025



### ARTWORK SPECIFICATIONS

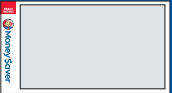
#### Cover Options



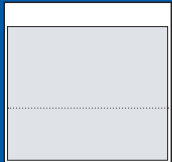
**SINGLE PANEL**  
2.94" x 5.5"  
No Bleed



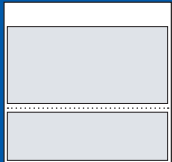
**DOUBLE PANEL**  
6.087" x 5.5"  
No Bleed



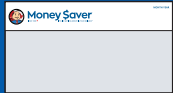
**TRIPLE PANEL**  
9.2426" x 5.5"  
No Bleed



**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"

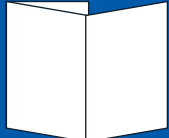


**DELUXE POSTCARD**  
5.125"w x 9"h

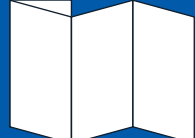
#### Folded Insert Options



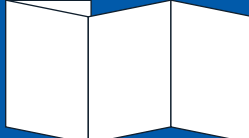
**FLYER 3-PANEL**  
10.5" x 8.25"  
Folds: 5.56" x 8.25"



**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<sup>1</sup>

**88%**  
of Canadians visit  
a store or go online  
after receiving a  
direct mail piece<sup>1</sup>

**66%**  
of Canadians  
**KEEP MAIL**  
they find useful<sup>1</sup>

**39%**  
more time is spent with  
**INTERGRATED**  
direct mail and digital  
campaigns than with  
digital-only campaigns.



### DIRECT MAIL MARKETING WORKS.

Direct Mail **boosts the results** of other advertising efforts including online/social media and radio.<sup>2</sup>

<sup>1</sup>2018 Deal Nerd Coupon Study. Canada Post, Kantar, SMM Status update 2024.

<sup>2</sup>Canada Post's Smartmail Marketing team

# Money \$aver

## MARITIMES

ENVELOPE DISTRIBUTION 2025

REACHING  
**212.5K**  
HOMES  
PER ISSUE

SUPPORTING  
LOCAL BUSINESSES  
ACROSS CANADA  
FOR 26 YEARS.



Delivered by



TO ADVERTISE:

1.877.616.1818 | DRMG.com



Delivered by



TO ADVERTISE:

1.877.616.1818 | DRMG.com



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.

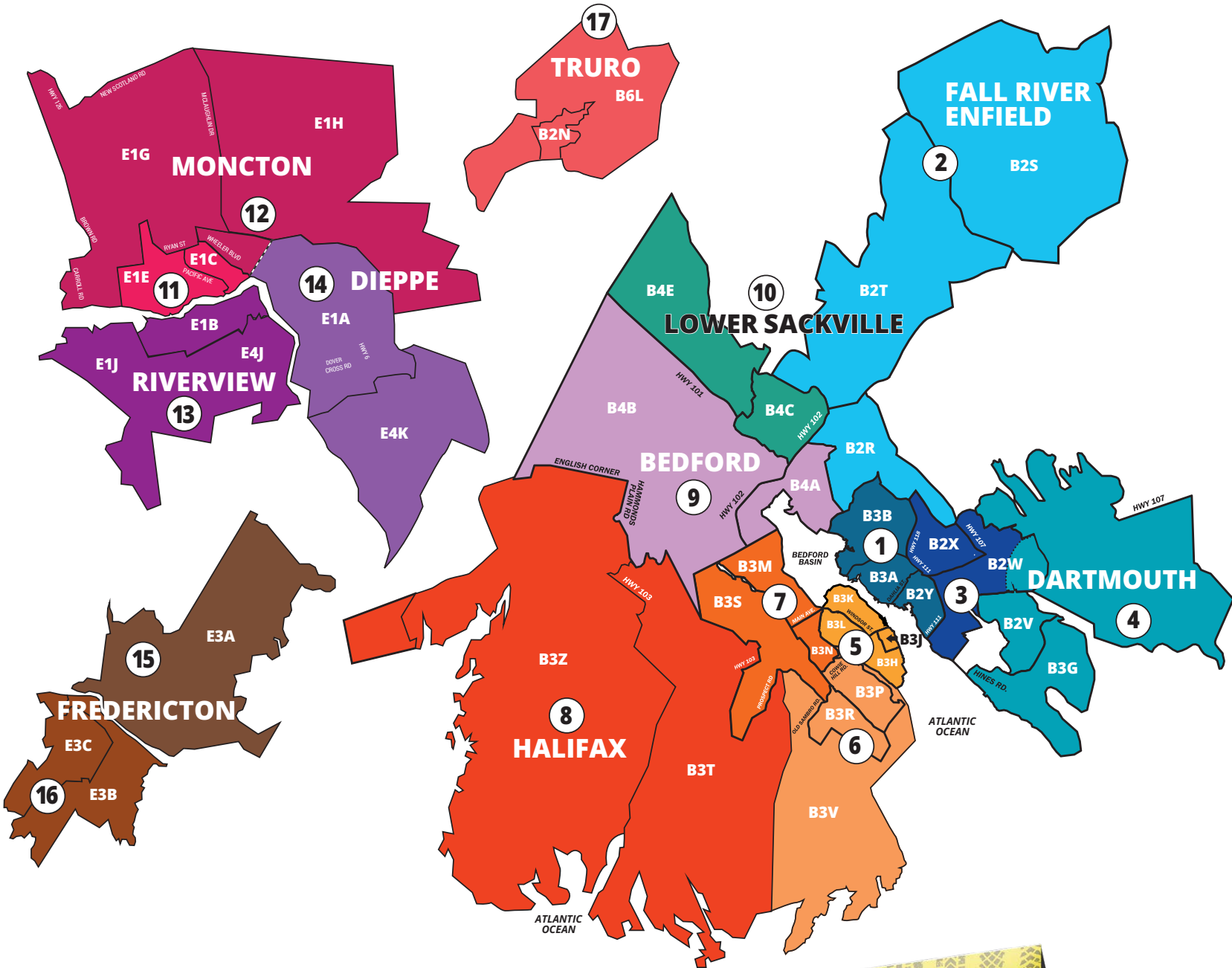
DISTRIBUTION ZONES

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 75,000 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



- Reaching 212,500 homes
- Issued 8x per year
- 17 Distribution Zones 12,500 homes per zone



Approximative Limit Zones



TO ADVERTISE:  
1.877.616.1818 | DRMG.com