

Money \$aver

VICTORIA | 2025 ENVELOPE

REACHING
112.5K
HOMES
PER ISSUE



*Approximative Limit Zones



Delivered by



TO ADVERTISE:
(250) 634-4501 | DRMG.com

Money \$aver

VICTORIA | 2025 ENVELOPE

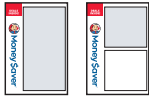


PUBLICATION SPECS

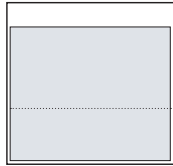
Cover Options



FRONT COVER
6.5" x 5.875"



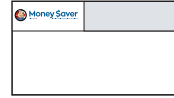
FEATURE PANEL
Double: 2.7" x 5.375"
Single: 2.7" x 2.6"



INSIDE COVER
10.25"w x 9.6"h



BACK COVER
10.75" x 4"



HALF FLAP
6.25"w x 1.9"h



FULL FLAP
10.75"w x 1.9"h

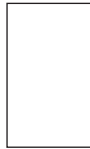
No Fold Insert Options



MINI INSERT
3.35" x 8.25"



STANDARD INSERT
5.25" x 8.25"

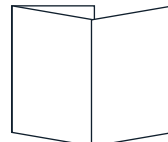


DELUXE POSTCARD
5.125"w x 9"h

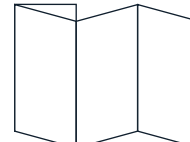
Folded Insert Options



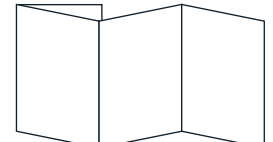
FLYER 3-PANEL
10.5" x 8.25"
Folds: 5.56" x 8.25"



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"

Additional fees applicable for premium stock upgrade.

- Reaching 112,500 homes
- Issued 12x a year

COVERING 9 DISTRIBUTION ZONES

#	Zone Description	FSAs
53	Langford	V9B
54	West Saanich	V8M, V8Z, V9E
55	Broadmead	V8X, V8Y
56	Gordon Head	V8N, V8P
57	Metchosin, Colwood, Langford	V9B, V9C
58	Esquimalt	V9A
60	James Bay, Oak Bay, Fairfield	V8R, V8S, V8V
68	Nanaimo South	V9R, V9S, V9X
69	Nanaimo North	V9T, V9V

MAILING SCHEDULE

ISSUE	IN-HOMES
1 JAN	Jan 29 - Feb 5
2 FEB	Feb 26 - Mar 5
3 MAR	Mar 26 - Apr 2
4 APR	Apr 23-30
5 MAY	May 21-28
6 JUN	Jun 18-25
7 JUL	Jul 16-23
8 AUG	Aug 20-27
9 SEP	Sep 17-24
10 OCT	Oct 15-22
11 NOV	Nov 19-26
12 DEC*	Dec 10-17

December distribution includes zones 53, 57, 58 & 60.

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.



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