

Money \$aver

NIAGARA | MAGAZINE & ENVELOPE
DISTRIBUTION 2023

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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NIAGARA | MAGAZINE & ENVELOPE
DISTRIBUTION 2023

REACHING
OVER
247K
HOMES
PER ISSUE

DELIVERED BY



DRMG



Money \$aver

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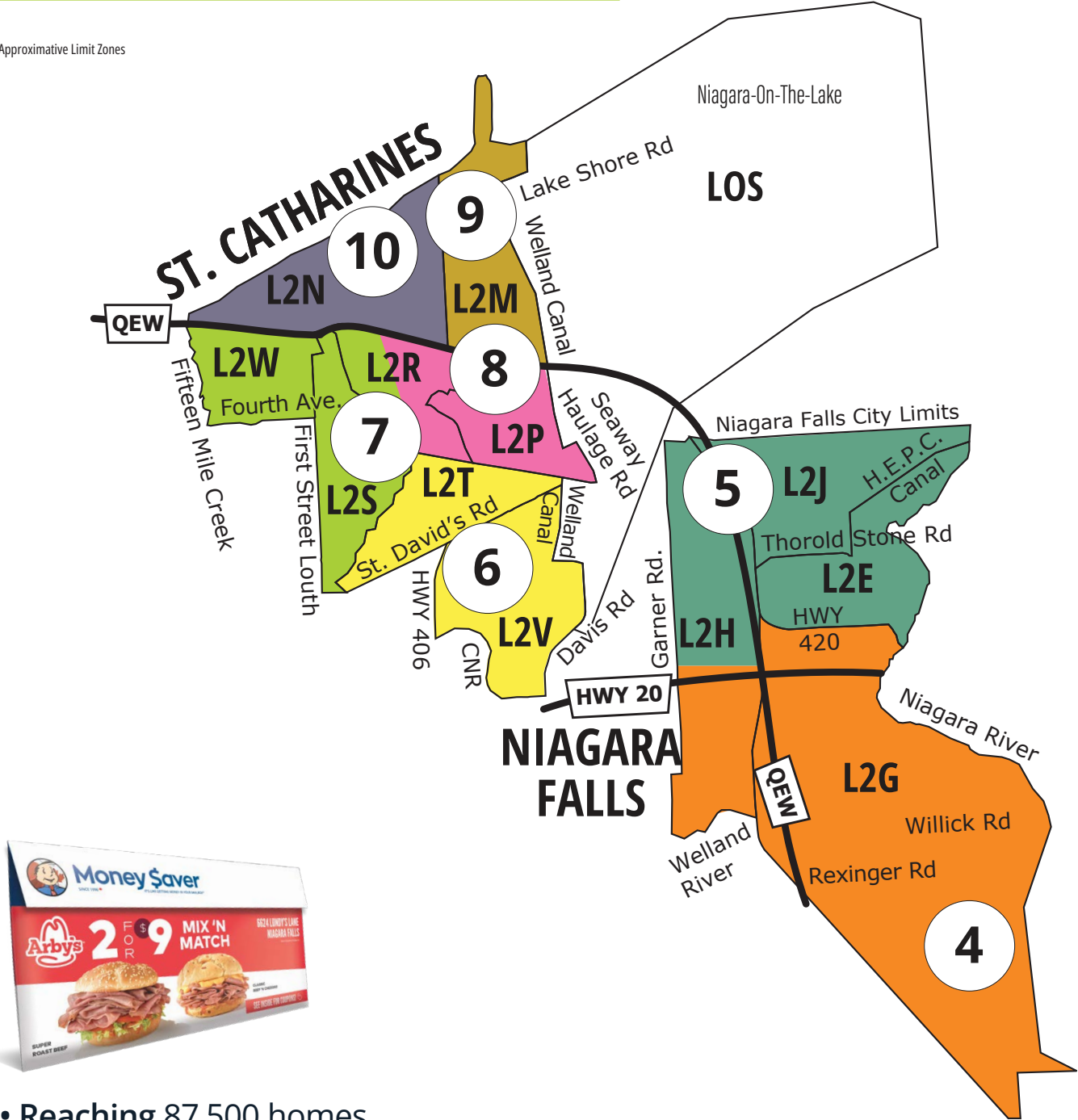
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Money Saver Envelope Niagara Area

Niagara Envelope Distribution

4	Niagara Falls	12,500 homes	L2G, L2H
5	Niagara Falls	12,500 homes	L2E, L2H, L2J
6	St. Catharines, Thorold	12,500 homes	L2T, L2V
7	St. Catharines West	12,500 homes	L2R, L2S, L2W
8	St. Catharines Central	12,500 homes	L2P, L2R
9	St. Catharines Northeast	12,500 homes	L2M
10	St. Catharines Northwest	12,500 homes	L2M, L2N

Approximative Limit Zones



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



Niagara Envelope Schedule

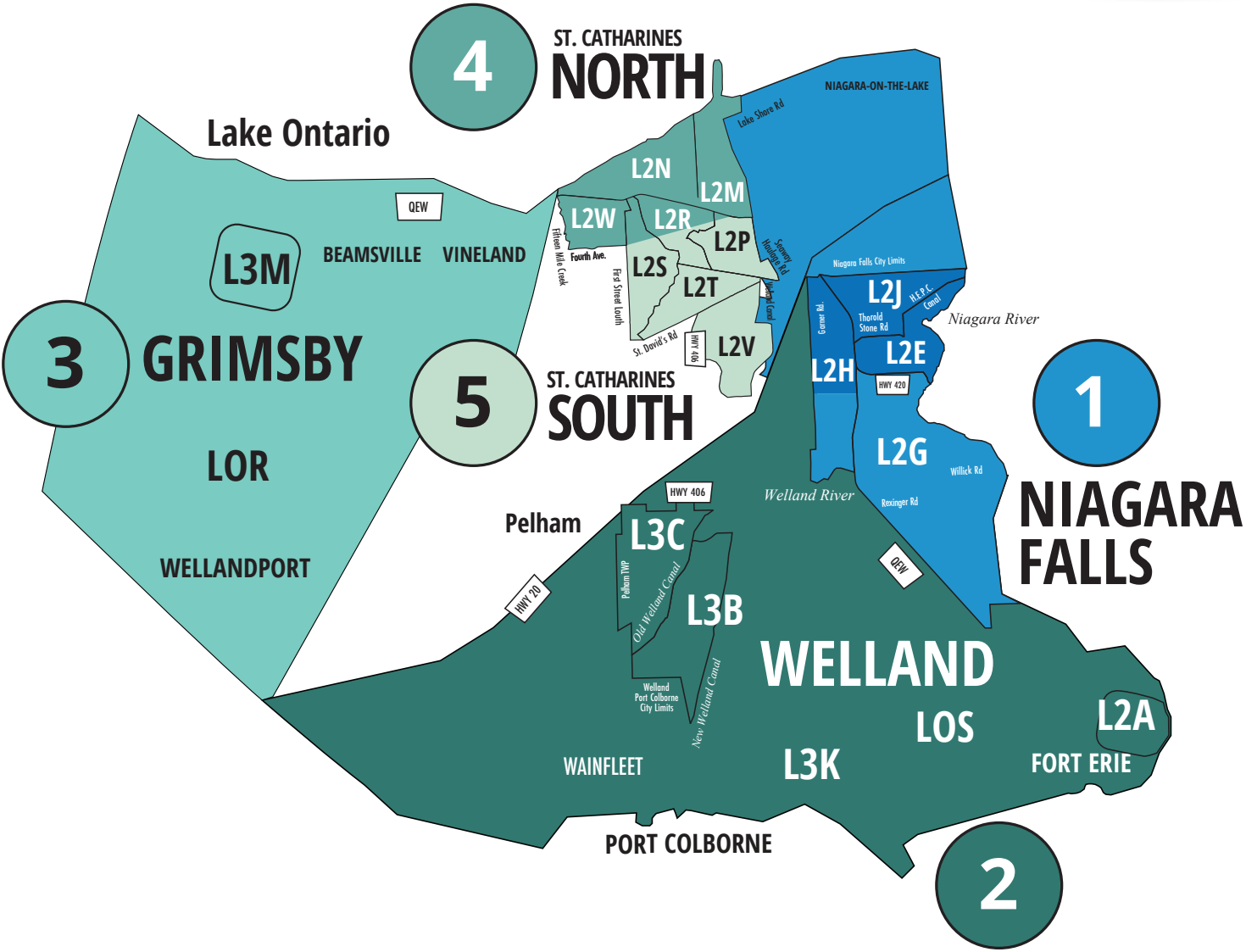
ISSUE	IN-HOMES	ISSUE	IN-HOMES
1 MAR	Mar 8 - Mar 15	4 JUL	Jul 5 - Jul 12
2 APR	Apr 5 - Apr 12	5 SEP	Sep 6 - Sep 13
3 JUN	Jun 7 - Jun 14	6 NOV	Nov 15 - Nov 22

Money Saver Magazine Niagara Area

Niagara Magazine Distribution

1	Niagara Falls	37,500 homes
2	Niagara, 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 11 - Jan 18	7 JUL	Jul 12 - Jul 19
2 FEB	Feb 15 - Feb 22	8 AUG	Aug 16 - Aug 24
3 MAR	Mar 15 - Mar 22	9 SEP	Sep 13 - Sep 20
4 APR	Apr 12 - Apr 19	10 OCT	Oct 11 - Oct 28
5 MAY	May 17 - May 24	11 NOV	Nov 8 - Nov 15
6 JUN	Jun 14 - Jun 21	12 DEC	Dec 6 - Dec 13

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