

Money \$aver

NIAGARA | MAGAZINE & ENVELOPE 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.



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NIAGARA | MAGAZINE & ENVELOPE DISTRIBUTION 2025

REACHING
247K
HOMES
PER ISSUE



MAGAZINE

- Reaching 158,000 homes
- Covering 5 distribution zones
- Issued 12x a year

ENVELOPE

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



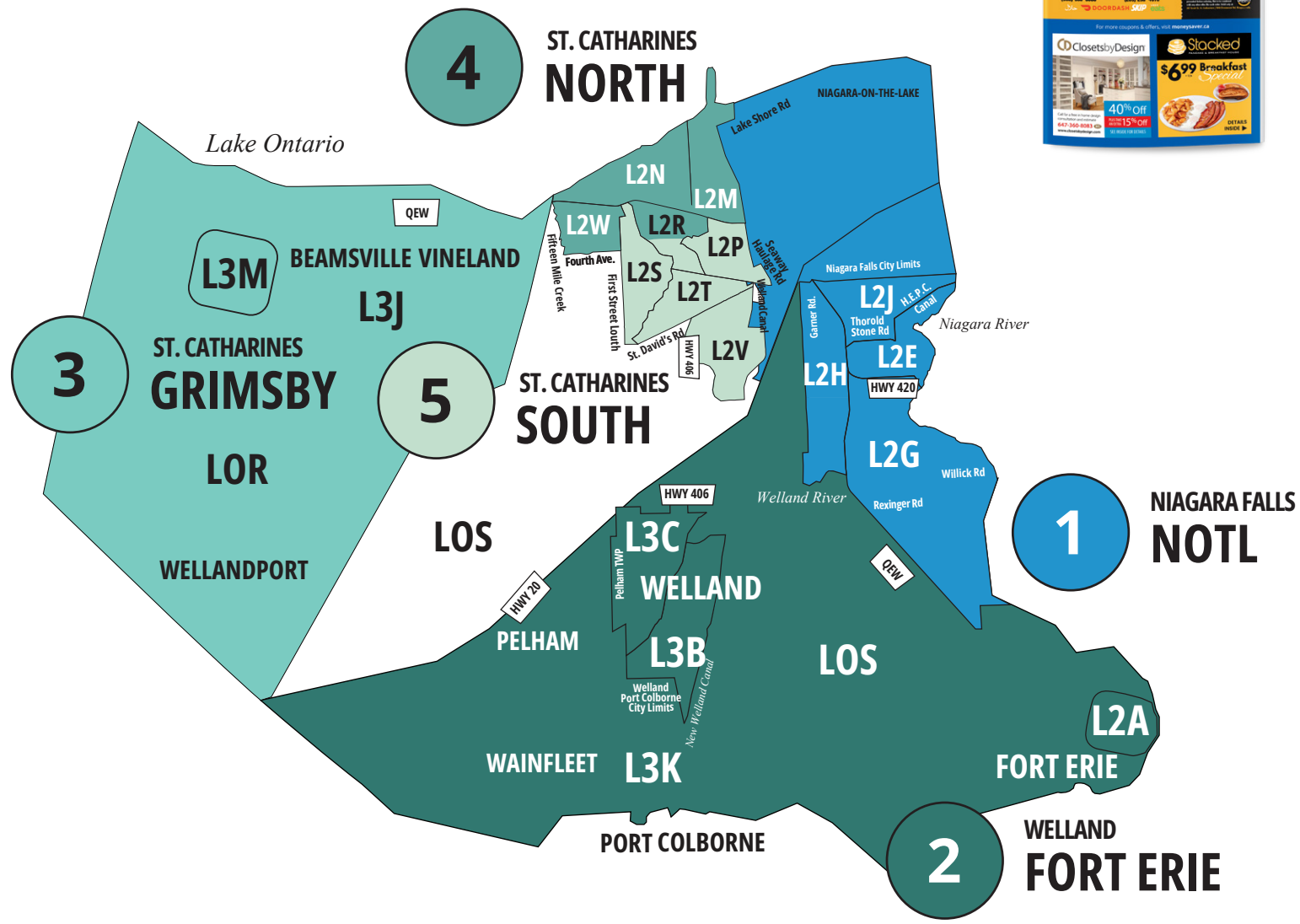
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MAGAZINE 5 Zones • 158,000 Homes

| # | Zone Description | Homes |
|---|-------------------------|--------|
| 1 | Niagara Falls/NOTL | 45,000 |
| 2 | Fort Erie/Welland | 38,000 |
| 3 | St. Catharines, Grimsby | 25,000 |
| 4 | St. Catharines North | 25,000 |
| 5 | St. Catharines South | 25,000 |

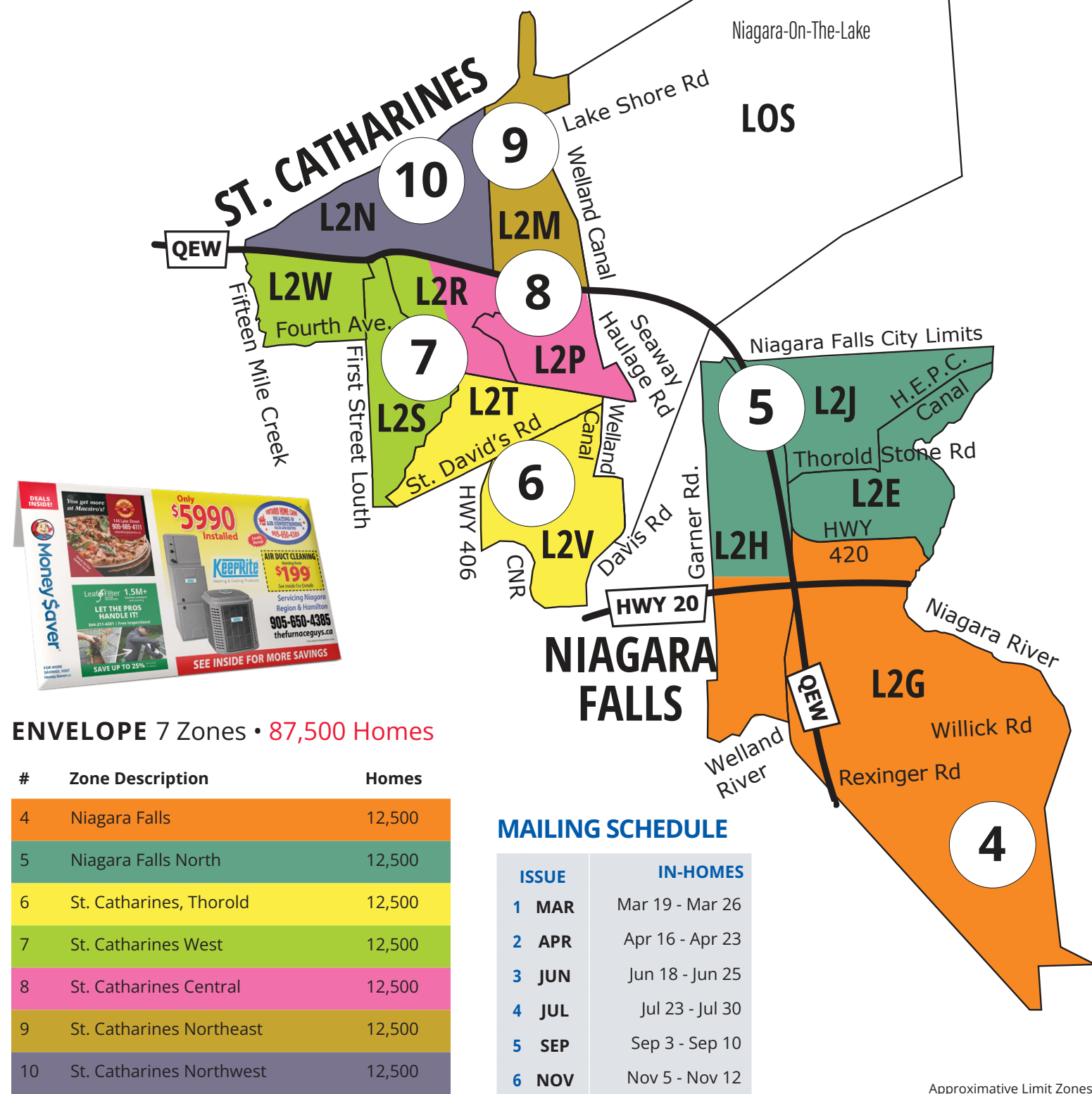
MAILING SCHEDULE

| ISSUE | IN-HOMES | ISSUE | IN-HOMES |
|-------|-----------------|--------|-----------------|
| 1 JAN | Jan 8 - Jan 15 | 7 JUL | Jul 9 - Jul 16 |
| 2 FEB | Feb 5 - Feb 12 | 8 AUG | Aug 13 - Aug 20 |
| 3 MAR | Mar 5 - Mar 12 | 9 SEP | Sep 17 - Sep 24 |
| 4 APR | Apr 2 - Apr 9 | 10 OCT | Oct 22 - Oct 29 |
| 5 MAY | Apr 30 - May 9 | 11 NOV | Nov 12 - Nov 19 |
| 6 JUN | Jun 11 - Jun 18 | 12 DEC | Dec 3 - Dec 10 |



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ENVELOPE 7 Zones • 87,500 Homes

| # | Zone Description | Homes |
|----|--------------------------|--------|
| 4 | Niagara Falls | 12,500 |
| 5 | Niagara Falls North | 12,500 |
| 6 | St. Catharines, Thorold | 12,500 |
| 7 | St. Catharines West | 12,500 |
| 8 | St. Catharines Central | 12,500 |
| 9 | St. Catharines Northeast | 12,500 |
| 10 | St. Catharines Northwest | 12,500 |

MAILING SCHEDULE

| ISSUE | IN-HOMES |
|-------|-----------------|
| 1 MAR | Mar 19 - Mar 26 |
| 2 APR | Apr 16 - Apr 23 |
| 3 JUN | Jun 18 - Jun 25 |
| 4 JUL | Jul 23 - Jul 30 |
| 5 SEP | Sep 3 - Sep 10 |
| 6 NOV | Nov 5 - Nov 12 |

Approximative Limit Zones



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