

# 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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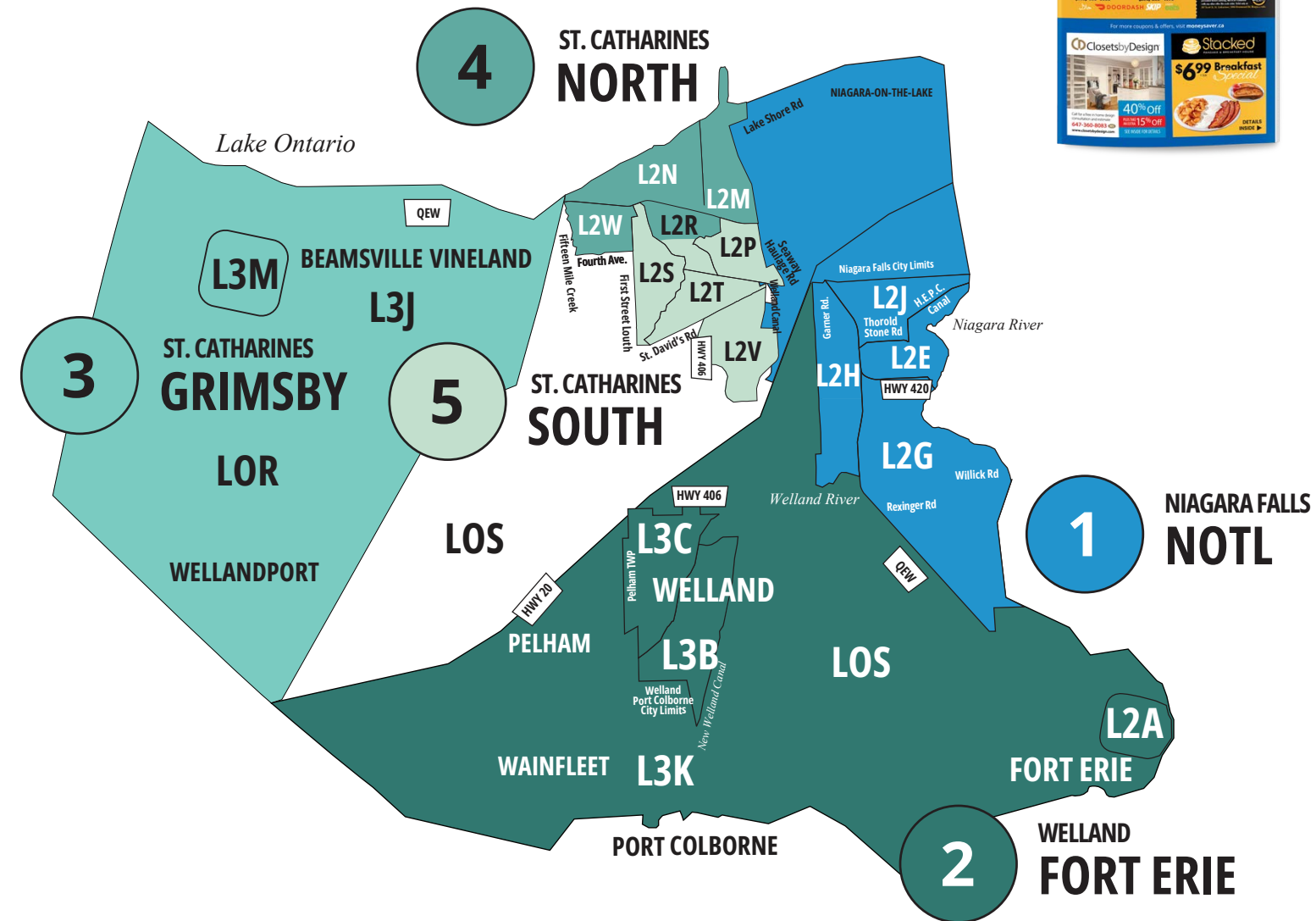


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**NIAGARA** | MAGAZINE DISTRIBUTION 2025



**MAGAZINE 5 Zones • 158,000 Homes**

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

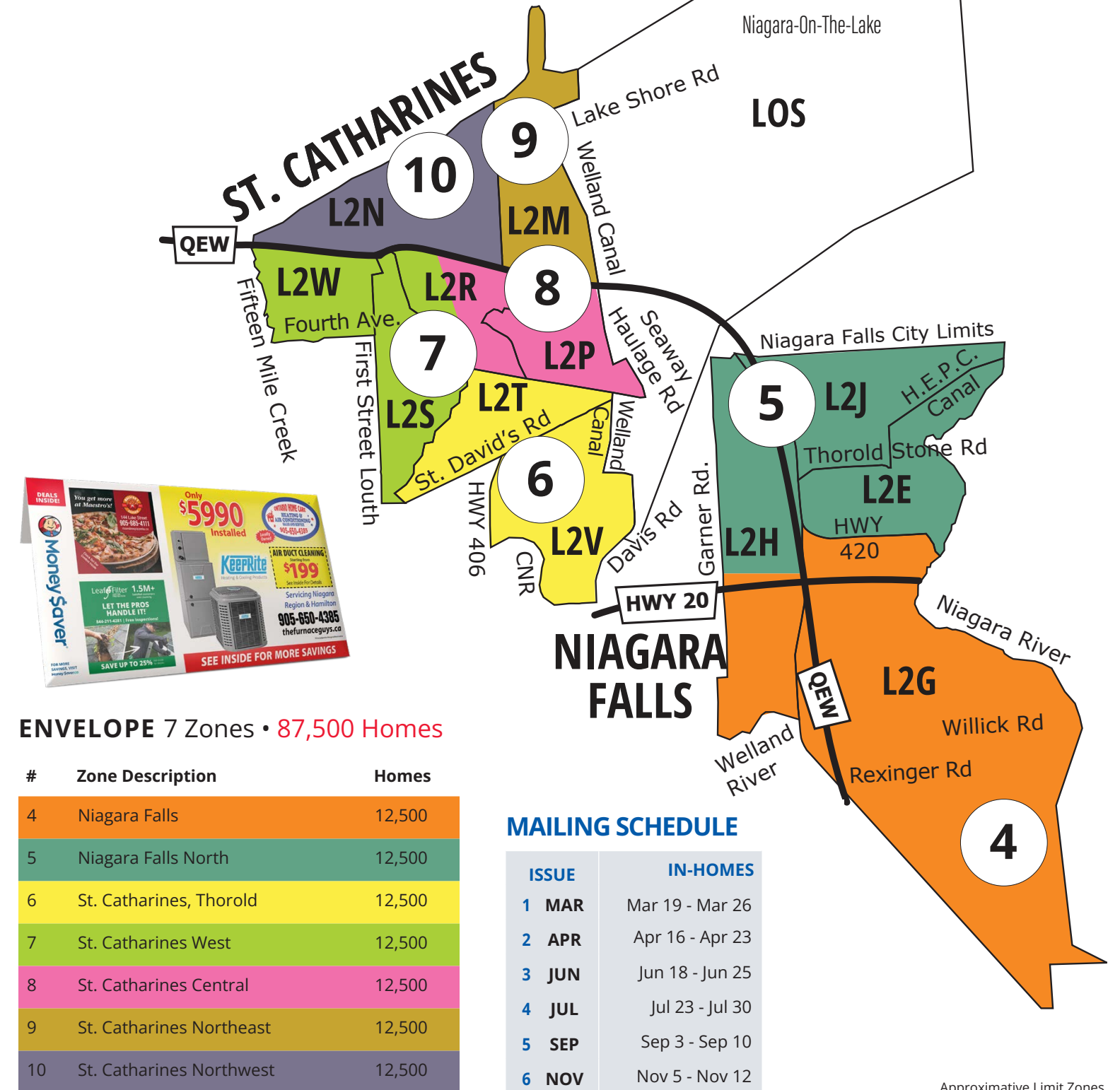
## MAILING SCHEDULE

ISSUE	IN-HOMES	ISSUE	IN-HOMES
1 JAN	Jan 15 - Jan 22	7 JUL	Jul 9 - Jul 16
2 FEB	Feb 12 - Feb 19	8 AUG	Aug 13 - Aug 20
3 MAR	Mar 10 - Mar 17	9 SEP	Sep 17 - Sep 24
4 APR	Apr 7 - Apr 14	10 OCT	Oct 22 - Oct 29
5 MAY	Apr 30 - May 7	11 NOV	Nov 12 - Nov 19
6 JUN	Jun 11 - Jun 18	12 DEC	Dec 3 - Dec 10



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**ENVELOPE 10 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



Delivered by



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