



ONTARIO | MAGAZINE DISTRIBUTION 2023

92%
of Canadians
READ
Direct Mail*

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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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ONTARIO | MAGAZINE DISTRIBUTION 2023

REACHING
478K
HOMES
PER ISSUE

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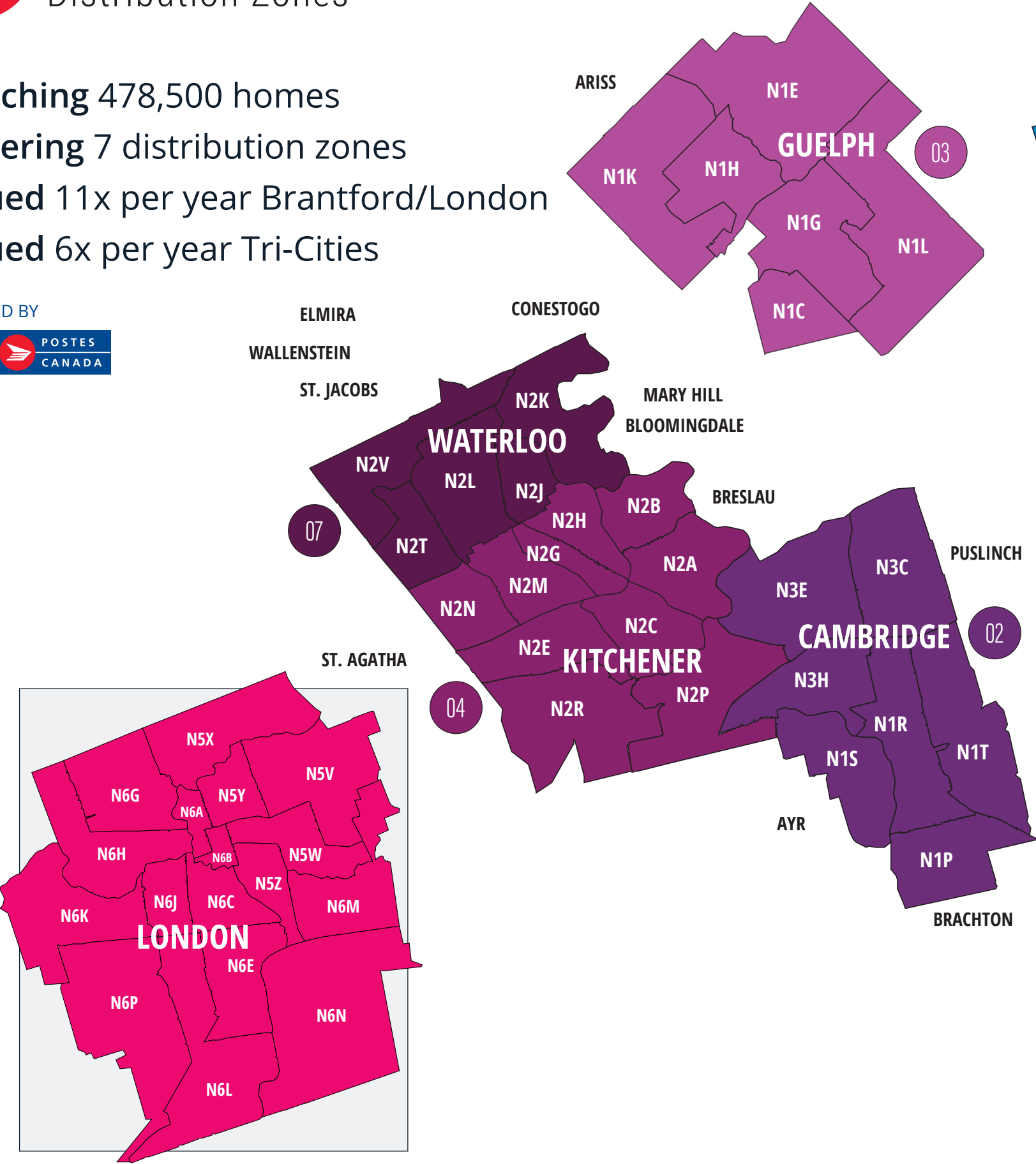
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Ad Save Magazine - Ontario

Distribution Zones

- Reaching 478,500 homes
- Covering 7 distribution zones
- Issued 11x per year Brantford/London
- Issued 6x per year Tri-Cities



Approximative Limit Zones

Schedule Brantford & London Zones

ISSUE	IN-HOMES BETWEEN
1 JAN	Jan 18 - Jan 25
2 FEB	Feb 22 - Mar 1
3 MAR	Mar 22 - Mar 29
4 APR	Apr 26 - May 3
5 MAY	May 24 - May 31
6 JUN	Jun 21 - Jun 28
7 JUL	Jul 19 - Jul 26
8 AUG	Aug 23 - Aug 30
9 SEP	Sep 20 - Sep 27
10 OCT	Oct 25 - Nov 1
11 NOV	Nov 22 - Nov 29

Schedule Tri-Cities Zones

ISSUE	IN-HOMES BETWEEN
1 JAN	Jan 18 - Jan 25
4 APR	Apr 26 - May 3
5 MAY	May 24 - May 31
6 JUN	Jun 21 - Jun 28
9 SEP	Sep 20 - Sep 27
10 OCT	Oct 25 - Nov 1

Please note: Given the uncertainty of supply chain issues, delays in service may occur.

BRANTFORD 1 Zone • 52,500 Homes

01 Brantford	52,500	N0A, N0E, N3L, N3P, N3R, N3S, N3T, N3V
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LONDON 1 Zones • 150,000 Homes

London	150,000	N6G, N6A, N6B, N6H, N6J, N6C, N6K, N6P, N6L, N6E, N6N, N6M, N5Z, N5W, N5V, N5Y, N5X
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TRI-CITIES 4 Zones • 256,000 Homes

02 Cambridge	54,000	N0B, N1P, N1R, N1S, N1T, N3C, N3E, N3H
03 Guelph	55,000	N0B, N1C, N1E, N1G, N1H, N1K, N1L
04 Kitchener	93,000	N0B, N2A, N2B, N2C, N2E, N2G, N2H, N2M, N2N, N2P, N2R
07 Waterloo	54,000	N0B, N2J, N2K, N2L, N2T, N2V, N3B



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